



The Microsoft Office 2010 Opportunity

May 2010

Microsoft

Table of Contents

Introduction	2
The Microsoft Office Sales Challenge	3
Why Now Is the Perfect Time to Sell Office 2010.....	3
Office 2010 Helps Solve Real Customer Problems.....	4
Office 2010 Adds Great Value as Part of a Broader Solution.....	5
Office 2010 Helps Drive Service Revenues.....	6
How to Approach Office 2010 Sales.....	6
Identify Prospects.....	6
Pursue Total-Solution Sales.....	7
Tactical Suggestions	10
Microsoft Partner Resources	12
How Microsoft Office 2010 Can Change Your Business	13

Introduction

2010 has been an exceptional year for product launches at Microsoft. After the successful launch and market acceptance of the Windows 7 operating system, enthusiasm for Microsoft is at an all-time high. This makes today the perfect time to talk to your customers about how they can benefit from the evolution in productivity delivered by Microsoft Office 2010, Microsoft SharePoint Server 2010, Microsoft Exchange Server 2010, Microsoft Visio 2010, and Microsoft Project 2010. According to market data from Microsoft, customers have historically lagged on upgrading to newer versions of Microsoft Office software, with a significant percentage of customers using software that is up to seven years old. For this reason, Microsoft Partners are sometimes unsure about how to encourage customers to upgrade.

In this paper, we explain how you can realise significant business opportunities from selling Microsoft Office 2010 and suggest ways to pair Office 2010 with other offerings from Microsoft to provide a more complete, solution-based sell. To emphasize this opportunity, we will share how other Microsoft Partners have been successful in licensing Microsoft Office 2010; in brief:

- Present Office 2010 to all customers still running Microsoft Office 2003.
- Learn your customers' business challenges and show how Office 2010 can help solve them.
- Pair Office 2010 with Windows 7, SharePoint Server 2010, Exchange Server 2010, and Microsoft Online Services to present comprehensive solutions that meet real business needs.
- Make full use of Microsoft Partner resources to learn about new product features and help deliver presentations to customers.
- Be proactive in reaching out to customers with seminars, demonstrations, trainings, and trial environments.

Now is the best time to talk to your customers about upgrading their programs. We hope that you will find this paper useful and wish you much success in upgrading customer desktops to the best version of Microsoft Office yet.

The Microsoft Office Sales Challenge

For more than 20 years, Microsoft Office has been the primary productivity suite used by the 4.5 million small and midsize businesses (SMB) in the United Kingdom. While those organisations frequently upgrade their hardware, they are slower to upgrade software, with the majority still using Microsoft Office 2003. Why?

Customers tend to become comfortable with the version of Microsoft Office that they currently use and, to a certain extent, take for granted. Most information workers rely on Microsoft Office every day and tend to think that they've seen it all. Because Microsoft Office is so critical to their productivity, they often don't want to risk moving to what they perceive to be an unknown. "Office 2003 still works" is a common claim. Still other customers see Microsoft Office as simply a means to send e-mail messages and create documents.

In customers' defence, Microsoft has released enhanced versions of Microsoft Office through the years, with few individual features perceived as impressive enough to warrant an across-the-board upgrade. Also, customers are not eager to upgrade their investments in Microsoft Office every three years. Small businesses tend to refresh their hardware every three to five years and get the latest versions of the Windows operating system and Microsoft Office at the time.

Why Now Is the Perfect Time to Sell Office 2010

Although you may face many of the same objections with Office 2010 that you faced with Microsoft Office 2007, we believe that this latest version of Microsoft Office can help solve many pressing business problems that SMBs face in the areas of mobility, finding information, and reporting. Over the past 18 months, many businesses in the United Kingdom have been through a period of readjustment. Most have similar priorities right now: streamline technology holdings, eliminate inefficient business processes, and grow the business using existing or fewer resources.

The powerful combination of Office 2010, SharePoint Server 2010, and your experience as a Microsoft Partner can deliver real benefit to customers. From both information worker and IT manager perspectives, the advancements in Office 2010 are hugely significant, with additional value emerging when Office 2010 is combined with SharePoint Server 2010 services, Exchange Server 2010 e-mail messaging and collaboration software, and cloud-computing solutions from Microsoft, which are IT resources provided as services through the Internet and hosted in Microsoft data centres, rather than on premises.

There is also new choice and flexibility in how customers can buy and manage their solution. Office 2010 is the key to improved business productivity through the cloud. However, unlike other cloud services, businesses can obtain increased choice without sacrificing existing on-premises technologies. As a Microsoft Partner, you can help your customer work through these options and determine which solution is best for them now and in the future.

Office 2010 Helps Solve Real Customer Problems



Co-authoring feature in Word 2010

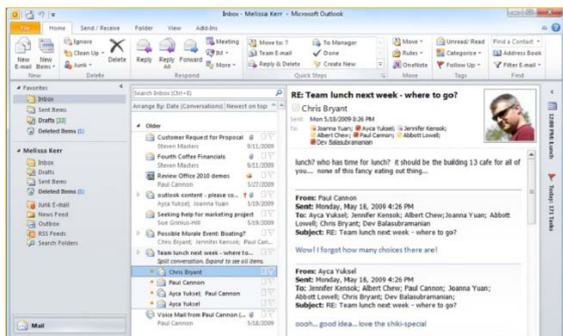
Co-authoring feature in Word 2010 is another mobile empowerment feature, enabling multiple people to edit the same files at the same time, increasing collaboration efficiency.

Microsoft Office Mobile 2010 helps employees respond quickly from their smartphones using mobile versions of Office 2010 applications. Microsoft SharePoint Workspace 2010, formerly known as Microsoft Office Groove, provides additional opportunities for teams to work together and access files—anytime, anywhere.

Make mobile workers more productive.

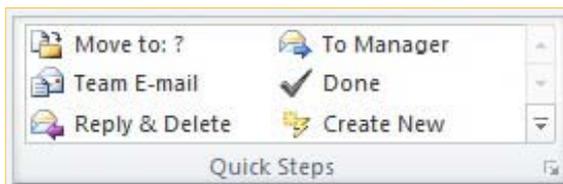
Mobility is a rising trend in SMB just as it is in enterprise environments. Mobile and wireless technologies make working outside the office easier than ever, and more competitive markets require that companies be more agile in serving customers. Office 2010 helps workers get more done from any location and device, and it offers the best productivity experience across the PC, phone, and browser. By using Microsoft Office Web Apps, employees can store files from Microsoft Word 2010, Excel 2010 spreadsheet software, the PowerPoint 2010 presentation graphics program, and the OneNote 2010 note-taking program online, and then access, view, edit, and share them from just about anywhere through a Web browser.

The Co-authoring feature in Office 2010 is another mobile empowerment feature, enabling multiple people to edit the same files at the same time, increasing collaboration efficiency.



Conversation View feature in Outlook 2010

Find information. A common customer complaint is, “I can’t find it,” where “it” might be a document, phone number, e-mail message, financial figure, or anything else. As information volumes increase exponentially, Office 2010 has several features to help organisations locate information. The Microsoft Outlook 2010 messaging and collaboration client has e-mail management features, such as Conversation View, which compresses long e-mail threads; and enhanced email search.



Quick Steps feature in Outlook 2010

Spreadsheet

	Historical Trends		
	Trend	High	Low
Yr 1	↑	\$ 32.6	\$ 4.0
Yr 2	↘	\$ 16.9	\$ 1.0
Yr 3	↑	\$ 15.7	\$ 2.5
Yr 4	↘	\$ 13.2	\$ 3.4
Yr 5	↓	\$ 12.9	\$ 1.3
Yr 6	↘	\$ 22.3	\$ 2.7
Yr 7	↑	\$ 22.1	\$ 2.1



Sparklines minichart in Excel 2010

Report on information. Another common complaint: “I can’t report on it,” meaning that organisations have a tough time making sense of all the information that they have. Coming up with easy, affordable business intelligence solutions is a critical need for organisations of all types and sizes. Office 2010 responds with the Sparklines feature in Excel 2010. Sparklines are minicharts that provide visualisation for data in a single Excel 2010 cell. The Slicers feature in Excel 2010 provides quick formatting of data from PivotTable dynamic views. Conditional Formatting in Excel 2010 gives you more control over styles and icons, improved data bars, and the ability to highlight specific items in a few clicks.

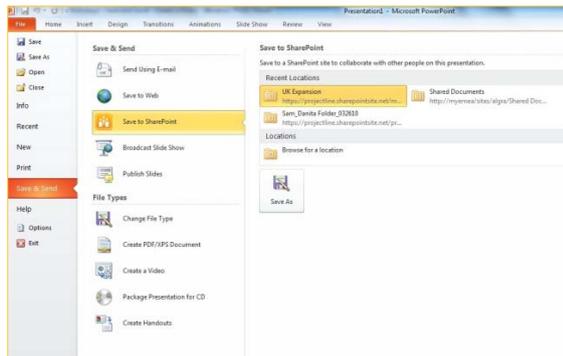
Automate workflows. Quick Steps in Outlook 2010 automates multistep mail-related tasks that can be completed with a single click, including replying to and deleting messages, moving a message to a specific folder, creating a new e-mail message to send to assigned groups, and more. Customers who struggle with internal processes concerning forms can link the Microsoft InfoPath 2010 information gathering

program to SharePoint Server 2010 to store and share forms.

Office 2010 Adds Great Value as Part of a Broader Solution

Microsoft has observed that partners with a strong Microsoft Office practice, and those that sell Microsoft Office as part of a broader solution, typically achieve up to 46 percent more Microsoft sales revenue than partners who do not include Microsoft Office in their sales or solutions.

Office 2010 also adds great value to new releases of other products, such as SharePoint Server 2010, Exchange Server 2010, Project 2010, and Microsoft cloud services, such as Microsoft Online Services. This is a set of subscription-based communications and collaboration services hosted by Microsoft and sold through partners. It includes Microsoft Exchange Online, Microsoft SharePoint Online, Microsoft Office Live Meeting, and Microsoft Office Communications Online.



"Save to SharePoint" feature

Multiple partners report that the "Save to SharePoint" button in Office 2010 programs is cause alone for an Office 2010 upgrade for some customers. Later in this paper, you will read more from partners about how they approach "attach" sales with SharePoint Server 2010 and other new releases of Microsoft programs.

Office 2010 Helps Drive Service Revenues

Office 2010 sales drive service revenues from services, support, and training. Most Microsoft Partners earn £7.50 in such revenues for every £1.00 that the customer spends on Microsoft software. These services include creating specification documentation, developing prototypes, building the actual solution, supporting the solution, and training users. Many partners charge a flat monthly fee per desktop for Microsoft Office support and have found that the greater ease of use of Office 2010 reduces the number of support calls, thus maximising their profit on support contracts.

Other partners find new revenue opportunities in training, perhaps by combining a half day or full day of Microsoft Office training with Microsoft Office upgrades. Some partners offer training on specific programs, Microsoft Outlook being the most common. In addition to providing revenue opportunities, training provides good opportunities to get in front of customers and strengthen relationships with end users.

How to Approach Office 2010 Sales

We talked with several U.K. Microsoft Partners about how they are approaching Office 2010 sales, from identifying prospects to linking Office 2010 with other Microsoft solutions, to the tactical specifics of demonstrating Office 2010 features for customers. Here is what they told us.

Identify Prospects

All partners point out that any company that is still running Office 2003 is a logical target for an Office 2010 discussion. "Of course, even customers who are running Office 2007 can realise significant benefits by moving to Office 2010, but certainly anyone running Office 2003 is higher priority," says Richard Gibbons, Software Manager at Bechtel, a Microsoft Gold Certified Partner in Wiltshire.

The next step, according to Gibbons, is to talk with customers to discover their business challenges and position Office 2010 to meet those needs. "If a customer's challenge is collaboration, we lead with SharePoint Server and bring in Office 2010 alongside it," Gibbons

says. "If the challenge is mobility, we lead with SharePoint Server and Microsoft Office Communications Server, and we bring in Office 2010 as a companion there. We also always recommend Office 2010 when we're presenting Windows 7 to complete a desktop refresh. Most customers understand that it doesn't make sense to install the latest and greatest operating system and continue to run Office 2003. All our Office 2010 demos are done on Windows 7-based computers, so customers see the products working together. Or, if we're pursuing an Office 2010 sale, we're sure to demo it on a Windows 7-based computer."



*Nick Rosewall,
Head of Consulting,
bluesource*

Nick Rosewall, Head of Consulting at **bluesource**, a Microsoft Gold Certified Partner in London that specialises in messaging and collaboration, adds, "We use basic, good account management to determine which customers are interested in Office 2010. We also rely on our support organisation to feed leads into the marketing part of the business. They have insight into who needs help in certain areas."

Pursue Total-Solution Sales

Nearly all the partners with whom we spoke pursue the strategy of pairing Office 2010 with other Microsoft solutions to present a total-solution sale. These pairings include Office 2010 with Windows 7 for a desktop solution, SharePoint Server 2010 with Microsoft Online Services, and Exchange Server 2010 with Office Communications Server 2007.

Attach to Windows 7 and New Hardware



*Richard Tubb,
Operations Director,
JamesCash.co.uk*

Most partners have found the timing of the Windows 7 and Office 2010 releases to be a boon for Office 2010 sales. "There's a good feeling toward Microsoft as a whole right now, because Windows 7 has been so well received," says Richard Tubb, Operations Director for JamesCash.co.uk, a Microsoft Certified Partner in Dudley. "Because customers feel so positive about Windows 7, they're agreeing to take a look at Office 2010 as well. It's been a long time since we put a new product in front of clients and saw such excitement."

Tubb says that every time he has sold Windows 7, he has also installed the Office 2010 beta, and "no one has asked us to remove it," he says. "There was a lot of resistance to the Ribbon in Office 2007; it was too much, too soon. But we have many Office 2003 users who will get a major 'wow' factor in moving to Office 2010." Some partners suggest that a short demo is often enough to show customers that the Ribbon isn't scary and will increase efficiency.

Attach to Microsoft SharePoint Server 2010



Richard Page, Sales Manager, SFW

Several partners told us that they get the most traction by selling Office 2010 with SharePoint Server 2010. “We rarely lead with an Office 2010 desktop suite, because everyone already has some version of Microsoft Office, but it is always part of our SharePoint sale,” says Richard Page, Sales Manager for SFW, a Microsoft Gold Certified Partner in Surrey. “We always assume that a client will be on the latest version of Microsoft Office. If they’re not, they will not be able to make full use of all the capabilities of SharePoint Server, and they will pay more to support an older version of Microsoft Office.”

Page says that implementations of SharePoint Server 2010 and Office 2010 let customers take advantage of powerful links between the two programs, namely Excel Services, Visio Services, and Access Services in SharePoint Server 2010. “Excel Services gives clients powerful out-of-the-box desktop reporting capabilities,” Page continues. “Every single PC has that capability built into it if it’s running Excel 2010.”



Martin Neale, Managing Director, ICS Solutions

Martin Neale, Managing Director at ICS Solutions, a Microsoft Gold Certified Partner in Basingstoke, echoes these views on the power of SharePoint Server and Office 2010. “Access Services in SharePoint Server 2010 contributes to an incredibly productive development environment,” Neale says. “You can create a relational database using Access Services tools, and then press a button and transfer it to SharePoint Server as a native SharePoint application. It’s a really cool feature, because any relational development in SharePoint Server is quite complex; but by using Access Services, even a casual user can do it.” This is a great example of cross-pollination between Office 2010 and SharePoint Server 2010.

There’s a similar scenario with Microsoft Visio 2010 drawing and diagramming software. “Nontechnical users can use Visio 2010 to create workflow patterns, and then press a button and publish those workflows to SharePoint Server as native SharePoint workflows. Doing this without Visio Services is quite difficult,” says Neale.

Both Page and Neale emphasize the need to invest in good demonstrations that highlight the benefits of Office 2010 in connection with SharePoint Server, and to remember that the sales cycle for multiproduct solutions does not happen in one meeting. “When we’re selling a solution that introduces changes to the way people work, we go about it with multiple demonstrations, meetings, and seminars over a period of months,” Neale says. “We use this repeated contact to better understand the customer’s needs, present the whole solution, and promote the value of upgrading all the related products.”



Bob Barnes, Advisory Consultant, EMC Consulting

Bob Barnes, Advisory Consultant for EMC Consulting, adds that unification of the user interface beyond the basic Office 2010 productivity programs to programs such as Visio 2010 and InfoPath 2010 has helped encourage users to think of these programs as a family. "Trying to get customers to think of SharePoint Server and Microsoft Office as a common tool set rather than two separate things was a stretch," he says. "However, the programs really are more fully integrated now and have a common look and feel, which helps customers see the power of using them together."

Attach to Microsoft Online Services

Several partners believe that cloud services are beginning to show up on SMB radar screens and that the Office Web Apps in Office 2010 play well in scenarios that involve Microsoft Online Services. "The cloud is a big game-changer, and we're all trying to figure out where we fit into the cloud picture," says Neale. "While it's rare for us to lead with Microsoft Office, there's a chance for that to change with regard to cloud services. We're focused on the Business Productivity Online Standard Suite, and we see Office Web Apps as big drivers here. Office Web Apps deliver a hard, solid business benefit—the ability to give remote workers access to their documents. That's something that SMBs really want."

Because Office Web Apps require Microsoft SharePoint Foundation 2010 or a subscription to Microsoft Online Services, getting customers to take advantage of Office Web Apps generates new revenue. "Office 2010 will definitely help us rev up our Business Productivity Online Standard Suite revenues," Neale says. "When Microsoft releases the new version of the Business Productivity Online Standard Suite in the autumn of 2010, there will be a huge drive across that market to upgrade to Office 2010."

Attach to Microsoft Exchange Server 2010 and Office Communications Server 2007 Consider also tying Microsoft Office upgrades to Microsoft Exchange Server 2010 to help drive sales in the following areas:

- **Upgrades from Microsoft Exchange Server 2003:** Approximately 50 percent of Exchange Server customers are still on Exchange Server 2003, which entered **Extended Support** as of April 14, 2009. As both Exchange Server 2003 and Microsoft Office 2003 are in the extended support phase, a server upgrade can trigger a client upgrade, as well. Exchange Server 2010 combined with Office 2010 provides the richest end-user experience and productivity benefits.
- **Sales of Exchange Server 2010:** There are many "better together" features in Exchange Server 2010 and Microsoft Outlook 2010. Customers can easily manage e-mail messages from multiple mailboxes from Outlook 2010, transcribe voice messages and route them to their e-mail inbox, and use the MailTips feature in Outlook 2010 to minimize the danger of accidentally sending e-mail messages to large distribution lists or distributing confidential information outside the company.
- **Sales of Microsoft Office Communications Server:** IT decision makers are likely to consider full unified communications (UC) deployments when they are upgrading

messaging systems. By successfully positioning Exchange Server 2010 as the cornerstone of Microsoft UC solutions, you can often drive Enterprise Client Access License suite sales.

- **Sales of Microsoft Exchange Online:** Microsoft Exchange Online is a great way to increase e-mail penetration among underserved users, such as deskless workers, or to bring acquisitions or satellite offices onto the same platform quickly and without major upfront costs.

Tactical Suggestions

When you understand your customer's needs and understand Office 2010 and how it complements other Microsoft programs, how do you persuade your customers to upgrade?

bluesource routinely runs seminars and breakfasts to introduce customers to the latest advances that can help their business and demonstrate how Microsoft programs work together. "We show customers how each application 'lights up' more when it's linked to the others," Rosewall says. "Instead of just *talking* about Microsoft Word or Excel, we *show* them how these programs work together to help different departments or geographical areas of their company work more effectively together with tools such as Live Meeting and Office Web Apps."

ICS Solutions also uses seminar events to generate new business from prospects and existing customers. "We run events every two weeks to expose many customers at once to new capabilities," Neale says. "From there, we move into one-on-one engagements based on customer interest. With existing customers, we hold a number of day-long sessions on specific technologies—in SharePoint Server, Microsoft Office, or the Microsoft core infrastructure optimization stack."

ICS Solutions also sets up trial environments of new products so that customers can try them. For example, it has set up hosted SharePoint sites for customers so that they can post and share documents. "When we announced the opportunity to try out a production SharePoint environment, we had 800 clients sign up," Neale says. "We allow end users to get their own private site collection where they can evaluate SharePoint Server 2010. We also highlight Office Web Apps, so customers can use their Office 2010 beta programs to see how Office

Assess your Office Readiness

Do you consider yourself an innovative company? Are you leading your business to new opportunities or selling the same old stuff? Are you forward-thinking? In terms of Office 2010 sales, consider whether you are:

- *A wait-and-see person: You wait for customers to request Microsoft Office, and when they do, your conversation pivots on price rather than benefit, missing the opportunity to understand the right solution for customer and broader solution requirement.*
- *In favour of limited deployment: You wait for customers to request Microsoft Office, and when they do, you qualify version and license options but do not consider broader opportunities.*
- *A proactive big thinker: You proactively promote Microsoft Office to your customers. Your sales team qualifies all Microsoft Office opportunities specific to version and license type, and reviews opportunities to identify potential Microsoft Office upgrades when selling complementary products, such as Windows 7, SharePoint Server, Exchange Server, Microsoft Online Services, and even the Windows Server operating system.*

2010 and SharePoint Server 2010 work together. When customers can get their hands on products, it's very effective."

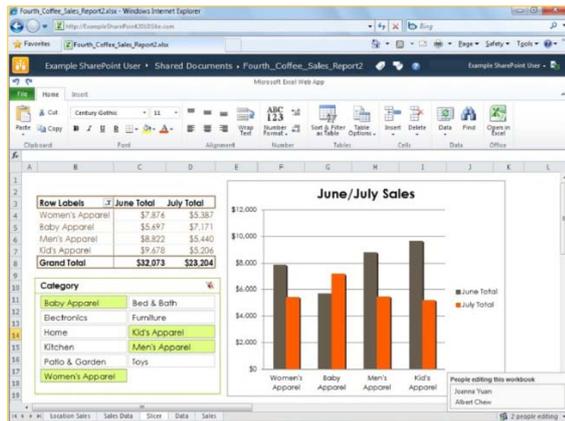
Rosewall says that his company focuses on training incentives. "Customers are often more concerned about the training impact of upgrading their Microsoft Office programs than they are about the licensing costs," he says. "We sweeten the deal with advice on how to get Microsoft funding for consultancy services, a benefit of Microsoft Software Assurance."

Gibbons agrees that lowering the costs of training is a great way to avoid the objection to user migration. "We provide virtual Office 2010 training," Gibbons says. "We work with a partner that delivers Microsoft curricula online rather than in a classroom. Online training enables small businesses to train their workforce without sending people offsite. It's all self-paced, so users can take the training as quickly or slowly as they want. It's also aimed at different levels—power users or beginners—so advanced users don't need to plod through elementary materials. Besides helping us sell more Microsoft Office licenses, training is a revenue generator for us."

Guy Gregory, Technical Specialist for Peak Support, a Microsoft Gold Certified Partner in Derbyshire, says that his firm also sees training as a growing revenue opportunity. "We typically bundle in a half day or full day of training on Microsoft Office in general or specific programs, Microsoft Outlook being the most common," he says. "Training gives us a good chance to get in front of customers and build a better relationship with end users."

Peak Support also counsels customers on the best way to license Microsoft Office. "Free licensing advice is another way to get our foot in the door and gain the customer's confidence," Gregory says. "They trust us more if they feel that we're giving them good information."

Tubb says that his firm tries to sell Microsoft Open Value Subscriptions rather than license upgrades, which makes the upgrade discussion easier.



Slicers feature in Excel 2010

Location	May	June	May - June	Total
France	\$140,828.22	\$197,504.50	\$34,676.28	\$395,009.00
Charente-Maritime	\$15,645.48	\$7,869.85		\$23,515.33
Essonne	\$27,055.33	\$27,055.33		\$54,110.66
Garonne (Haute)	\$1,888.94	\$1,966.23		\$3,855.17
Hauts de Seine	\$15,715.75	\$29,365.88		\$45,081.63
Nord	\$31,746.93	\$21,552.56		\$53,299.49
Pas de Calais	\$68.97	\$2,294.99		\$2,363.96
Seine (Paris)	\$30,847.17	\$35,761.72		\$66,608.89
Seine et Marne	\$12,651.41	\$4,786.61		\$17,438.02
Seine Saint Denis	\$12,524.59	\$28,555.29		\$41,079.88
Yveline	\$25,627.51	\$23,487.56		\$49,115.07

Conditional Formatting feature in Excel 2010

When Gibbons hears the response, “Office 2003 still works,” he finds out how the business works, and then shows employees how much better they could do those tasks in Office 2010. “If employees spend a lot of time on e-mail, we show them Quick Steps and Conversation View in Outlook 2010,” he says. “If they work with video, we show them the new video editing features in PowerPoint 2010. If they work with spreadsheets, we show them Excel Slicers, Sparklines, and Conditional Formatting. The next step is to show them Office 2010 integration with SharePoint Server 2010. About 80 percent of the time, this needs-based strategy is successful. It may not lead to an order the next day, but it makes customers realise that there are better things out there that can help them be more productive. We want them to realise that they’re not spending money on a Microsoft Office license just to send e-mail, but that they’re increasing productivity, enhancing collaboration, and so forth. We show them that these products are more than worth it.”

Microsoft Partner Resources

Partners who have been successful in upgrading customers to Office 2010 make full use of Microsoft resources. “The [Microsoft Partner Network](#) contains more information than we could ever use,” says Page. “If I were starting my own business tomorrow, I could do it by using the prepackaged Microsoft demonstrations, slide decks, Microsoft virtual machines, and other resources there. Demos are critical in selling Office 2010.”

Gibbons adds that the Microsoft Partner Network is much improved, making it easier to find resources. “There is excellent documentation there around Office 2010. The resources for technical decision makers are especially good,” he says.

Page says that his firm’s developers continually dip into [Microsoft Learning Resources](#), especially before sitting down with clients. The [Microsoft Worldwide Partner Conference](#) gives his team a good sense of the latest and greatest coming down the road from Microsoft. Rosewall says that Microsoft Partner Technical Specialists are also very helpful when his staff or customers need to talk at a very technical level.

Tubb uses the [Microsoft Business and Technology Assessment Toolkits](#) for Windows 7 and Office 2010. “These guide our sales process by providing a series of questions for companies of different sizes,” he says. “There are also some really good demo videos on the Microsoft

Partner Web site that are two to five minutes in length on specific features. These bite-sized videos are easy to fit into your schedule and very useful.”

How Microsoft Office 2010 Can Change Your Business

Office 2010 has the potential to improve your customers’ productivity—on its own and when attached to SharePoint Server 2010 and other programs—and your revenues. “It’s too early to tell, but we think that the impact of Office 2010 on our business will be significant,” says Page. “It may be the first time we look to become product experts in the entire Microsoft Office suite to help us sell SharePoint Server. Office 2010 is more tightly integrated with SharePoint technologies than ever before, and this tighter integration will make it easier to convert customers from Office 2007 to Office 2010.”

Neale echoes the “attach” value of Office 2010. “SharePoint-related services currently make up around 60 percent of our revenues,” he says. “We see Microsoft Online Services growing into a substantial proportion of our revenues over the coming years.”

Rosewall adds, “About 70 percent of our Microsoft business is made up of Office-related sales, and we’ve seen a huge amount of interest in Office 2010. We’re talking to many of our customers about Office 2010 and Office Communications Server 2010. It’s already changed our business internally; we’re using Office 2010 ourselves, and it’s making our own efficiency much better. We can collaborate on tenders, which reduces sales cycles. We can report on things far more easily. We can demonstrate all this to our customers, so we can reinforce the message of collaboration, communication, and integration. It’s very impactful to say to customers, ‘Look what it’s done for us.’”

Gibbons says that the more his sales team understands Office 2010, the more they see that it is not just a stand-alone product but an integral part of a broader productivity solution with SharePoint Server, Exchange Server, and Office Communications Server. “Since we started working with Office 2010, that realisation has really clicked with our sales team and our customers,” he says. “Office 2010 really demonstrates the links between all the Microsoft desktop-facing products. Microsoft Office sales already make up around 50 percent of our Microsoft revenue; selling Office 2010 will give our sales team an even better way to connect more Microsoft tools together.”

From a managed service perspective, Tubb sees Office 2010 as critical in reducing his company’s desktop support work. “The ease-of-use improvements should reduce the number of niggling technical issues that lead to support calls,” he says. “We want to move away from being IT guys who fix problems to helping customers do more with what they have.”

In short, put Office 2010 at the top of your 2010 growth strategies. Start by visiting the Microsoft Partner Network to learn about this new suite and how it can benefit your customers. Then, start talking with your customers about how they can increase productivity, empower mobile workers, enhance business reporting, and gain many other competitive capabilities by upgrading programs that their employees already know and use. We're here to help in any way we can.

Five Things Successful Partners are Doing to Sell Microsoft Office 2010

- *Present Office 2010 to all customers still running Microsoft Office 2003.*
- *Learn your customers' business challenges, and show them how Office 2010 can help solve them.*
- *Pair Office 2010 with Windows 7, SharePoint Server 2010, Exchange Server 2010, Office Communications Server 2007, and Microsoft Online Services to present comprehensive solutions that meet real business needs.*
- *Make full use of Microsoft Partner resources to learn about new product features and help deliver presentations to customers.*
- *Be proactive in reaching out to customers with seminars, demonstrations, trainings, and trial environments.*

The information contained in this document represents the current view of Microsoft Corporation on the issues discussed as of the date of publication. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information presented after the date of publication.

This white paper is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS DOCUMENT.

Complying with all applicable copyright laws is the responsibility of the user. Without limiting the rights under copyright, no part of this document may be reproduced, stored in, or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording, or otherwise), or for any purpose, without the express written permission of Microsoft Corporation.

Microsoft may have patents, patent applications, trademarks, copyrights, or other intellectual property rights covering subject matter in this document. Except as expressly provided in any written license agreement from Microsoft, the furnishing of this document does not give you any license to these patents, trademarks, copyrights, or other intellectual property.

© 2010 Microsoft Corporation. All rights reserved.

Microsoft, Access, Excel, Groove, InfoPath, OneNote, Outlook, PivotTable, PowerPoint, SharePoint, Visio, Windows, and Windows Server are trademarks of the Microsoft group of companies.

All other trademarks are property of their respective owners.