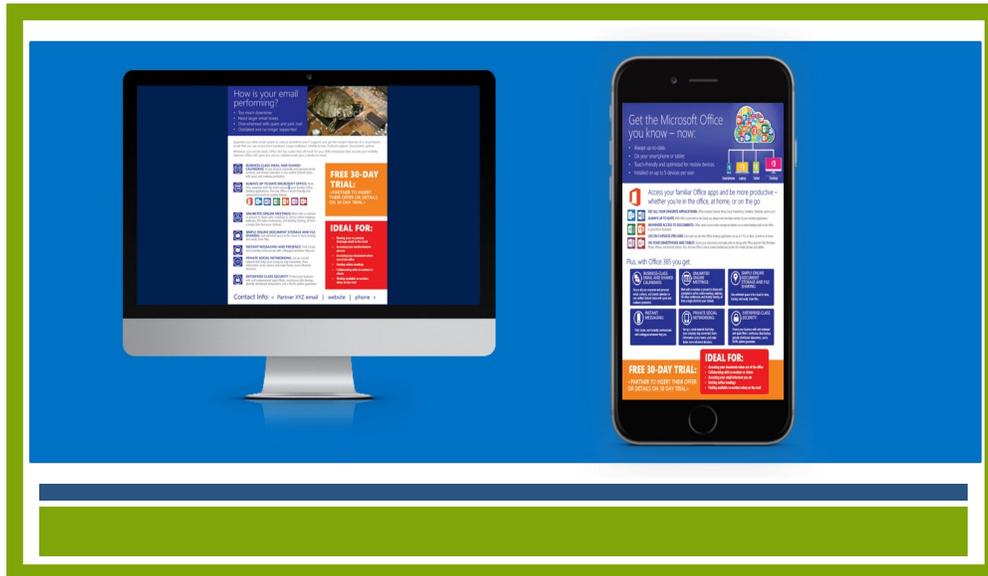


CUSTOMER STORY

Microsoft



Solution Overview

Products and Services
Sales & Marketing materials

Industry
Information Technology & Services

Organization Size
10,001+ employees

Country
Worldwide

Language
English

Office 365 Breadth Partner Marketing

Delivering comprehensive Office 365 sales and marketing materials to Microsoft Partners.

Understanding their needs:

The Microsoft US Hosting Partner team came to Extra Mile Marketing to refresh the Office 365 sales and marketing materials since there had been several enhancements, along with the new voice features of the Office 365 E5 SKU. Because they manage breadth partners, the Microsoft team needed an efficient way for their partners to have consistent and compelling messaging for Office 365 that met Microsoft's messaging requirements, and also allowed partners to add the unique value they brought to the sale.

How we helped:

Extra Mile Marketing created new Office 365 materials that were specifically designed so the partner could customize the materials with their unique value-add, including additional services they offer or any bundles or specials they wanted to create.

First EMM created an updated Messaging Framework for Office 365. This served as a guide for partners to understand the new features and benefits of Office 365, and was the foundation for all subsequent sales and marketing materials.

CUSTOMER STORY

Microsoft

Get the Microsoft Office you know - now.

- Always up-to-date.
- On your smartphone or tablet.
- Touch-friendly and optimized for mobile devices.
- Installed on up to 5 devices per user.

Access your familiar Office apps and be more productive whether you're in the office, at home, or on the go.

SET ALL YOUR FAVORITE APPLICATIONS: Office includes Outlook, Word, Excel, PowerPoint, OneDrive, and more. Always up to date, with Office updates to the cloud, you always have the latest version of your apps. **ANYWHERE ACCESS TO DOCUMENTS:** Office apps to your entire enterprise, so it's so easy to find and share documents.

USE ON 5 DEVICES PER USER: Each user can use their Office desktop applications up to 5 PC or Mac. **ON YOUR SMARTPHONE AND TABLET:** Access your documents and make edits on the go with Office apps. From email and calendar to files, Office apps touch screen enabled and perfect for mobile phones.

Plus, with Office 365 you get:

- UNLIMITED ONLINE MEETINGS:** Access all your corporate and personal meetings, all in one place. No need to schedule or manage meetings. All in one place. All in one place.
- IMMEDIATE SHARING AND SHARED WORKSPACES:** Access all your corporate and personal meetings, all in one place. No need to schedule or manage meetings. All in one place. All in one place.
- INSTANT MESSAGING:** Text, voice, and instantly communicate with colleagues wherever they are.
- PRIVATE SOCIAL NETWORKING:** Set up your business and help them connect. Share information across teams, and make their work easier and more productive.
- SECURE SOCIAL TOOLBOX SHARING:** Get up to 25GB of storage for your files, photos, and more. All in one place. All in one place.
- ENTERPRISE SECURITY:** Protect your business and help them connect. Share information across teams, and make their work easier and more productive.

FREE 30-DAY TRIAL: -PARTNER TO INSERT THEIR OFFER OR DETAILS ON 30 DAY TRIAL-

IDEAL FOR:

- Meeting your customers where they are
- Collaborating with co-workers or clients
- Accessing your email wherever you are
- Hosting online meetings
- Working available to workers or clients
- Working available to workers or clients

Why Choose Partner XYZ?

PARTNER DIFFERENTIATOR 1: **PARTNER DIFFERENTIATOR 2:** **PARTNER DIFFERENTIATOR 3:**

CLASS SECURITY: Protect your business. Cloud apps, files, and data are backed up. All documents, and a 99.9% uptime guarantee.

Contract info: < Partner XYZ email | website | phone >

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How we helped (continued):

For sales enablement, EMM created a field sales PowerPoint presentation to use when meeting with new prospects. For inside sales teams, EMM created a sales battlecard (a two page sales reference document on how to sell Office 365), a sales playbook (a more comprehensive sales guide with objection handling, customers to target, and competitive selling information), and a sales conversation guide (a tool for sales people to use during real-world conversations on the benefits of Office 365).

Finally, EMM created a solution sheet (a two-page external-facing flyer with information about Office 365 components, plans, and the partner value-add) for partners to use with their prospective or existing customers. This solution sheet could also be developed into a landing page for their Office 365 offerings.



“Well Done. I am thankful for our partnership and the continued opportunity we have to influence an entire industry.

Thank you for your continued outstanding efforts.”

- Rich Cannon, Microsoft