

FOR PC RESELLERS: You are selling PCs without preinstalling any software

## Breakthrough 2007 Microsoft® Office system delivers new selling opportunities

We're pleased to announce the launch of the 2007 Microsoft® Office system, a new release that includes powerful enhancements – plus a new way for you to sell Microsoft Office, with a new PC and after the PC is purchased.

### The combined release of two major products gives you exciting sales opportunities

Business will be anything but 'usual' with the release of the 2007 Microsoft Office system – the most significant Microsoft Office release in more than a decade – accompanied by the launch of Windows Vista™ a big leap forward for the Windows® operating system.

### Feature-rich premium SKUs give you more selling points for small businesses

With the 2007 Microsoft Office system release, small businesses can benefit from more program functionality and features than ever before. Further, there's a suite to match each type of business user. From Microsoft Office Basic 2007, to Office Small Business 2007, to full-featured Office Professional 2007, each suite has something distinct to offer in each sales situation. The new **Microsoft Office Ready** programme will make it easier to sell the 2007 Microsoft Office system to your small business customers.

### Microsoft Office Home and Student is available for consumers

Microsoft Office Home and Student is tailor-made for home users and students. One of the best new features of the suite is the inclusion of Microsoft Office OneNote® 2007, a great new way to capture notes and store them – no matter what format – in one place. These and other improvements will help drive more Microsoft Office sales on new home PCs.

### Top five reasons to include Microsoft Office in your business growth strategy

1. Breakthrough features will drive your customers to buy the 2007 Microsoft Office suites. We're proud of this release, which is a more significant update than any other Microsoft Office release in the past. Microsoft is making huge marketing investments and building launch buzz to drive demand for the 2007 Microsoft Office system and Windows Vista operating system.
2. Capture new revenue opportunity with Microsoft Office Ready. You can now offer your customers a free 60-day trial and sell the 2007 Microsoft Office Medialess Licence Kits when they come back to you to convert the trial version to the full product\*.
3. Grow your home PC sales revenue. Office Home and Student 2007 – gives you the opportunity to sell a Microsoft Office suite designed for home users and students.
4. Sell more hardware and services. The rich features in the 2007 Microsoft Office release and the Windows Vista operating system provide you with exciting selling points to up-sell your customers with premium hardware and services.
5. Reduce support costs. Microsoft provides 90-day phone and online product support for the 2007 Microsoft Office Medialess Licence Kits, so you can spend more time driving your business.

\* Does not apply to home and student.

### Top three reasons consumers will buy Office Home and Student 2007

1. Faster results with improved menus and tools
2. The ability to create high-quality documents they can be proud of
3. A great way to organise notes and information in one place

### Top three reasons small businesses will buy the 2007 Microsoft Office release

1. Features they need that are easy to find and use
2. The ability to manage customer information and sales leads in one place
3. The ability to create and publish professional-quality publications in-house

## Microsoft Office Ready is making it easier

The Microsoft Office Ready programme makes it easier to sell Microsoft Office software with a new Office Ready PC to your small business customers. An Office Ready PC already has the Microsoft Office business suites preinstalled. To sell Microsoft Office software to your customer, no installation is required by either you or your customer, just sell the Medialess Licence kit for the business suite required by your customer. (See details overleaf.)

If you do miss the opportunity to sell Microsoft Office software at the point of PC sale, you now have a second chance to sell Microsoft Office Medialess Licence Kits post-PC sale and recapture that lost revenue!

An Office Ready PC will offer your customers a free 60-day trial of Microsoft Office Professional 2007, giving you a opportunity to sell the Medialess Licence Kits post-PC sale.<sup>1</sup> Just remind your customers to buy a medialess licence from you when they're ready – rather than online. They will want to buy from you because it is cost effective for them to buy 2007 Microsoft Office Medialess Licence Kits, and because it's easy – they just need to enter the product key that comes with their Medialess Licence Kit. No additional installation is required by either you or your customers.

### What do you need to do to take advantage of these new opportunities?

**Step 1:** Order your 2007 Microsoft Office system Medialess Licence Kits from your local distributor.

**Step 2:** Sell the 2007 Microsoft Office system licence at point of PC sale.

#### For small businesses,

Sell either Microsoft Office Basic 2007, Microsoft Office Small Business 2007 or Microsoft Office Professional 2007.

If the PC is Office Ready: Sell a Microsoft Office Medialess Licence Kit at the point of PC sale.

If the PC is not Office Ready: Consider selling your customer either a Full Packaged Product (FPP) licence or a Volume Licence (VL). N.B. Consider VL for those customers who are purchasing more than 5 PCs.

#### For home PCs,

Sell a FPP licence of Microsoft Office Home and Student.

**Step 3:** Capture after-market revenue on Office Ready PCs in the small business space.

If you miss the opportunity to sell Microsoft Office at point of PC sale for your small business PCs, promote the free 60-day trial to customers who do not buy Microsoft Office software with their new computer.<sup>2</sup> Encourage your small business customers to come back to you and buy a Medialess Licence Kit after they experience the benefits of the 2007 Microsoft Office system. Your customers can request their trial activation key by going online to [www.microsoft.com/Office/pctril2007](http://www.microsoft.com/Office/pctril2007).

### 2007 Microsoft Office suites comparison

	Basic	Home and Student	Small Business	Standard	Professional	Professional Plus	Enterprise	Ultimate
Channel Availability								
Word 2007	●	●	●	●	●	E	E	E
Excel 2007	●	●	●	●	●	E	E	E
PowerPoint 2007		●	●	●	●	E	E	E
Outlook 2007	●		●	●	●	E	E	E
Outlook 2007 with Business Contact Manager			●		●			●
Access 2007					●	E	E	E
Publisher 2007			●		●	●	●	●
InfoPath 2007						●	●	●
Groove 2007							●	●
OneNote 2007		●					●	●
Communicator 2007 <sup>3</sup>						●	●	●

#### KEY



= OEM



= FPP (Full Packaged Product)



= Volume licensing

E

= Advanced functionality

<sup>1</sup> The 'Medialess Licence Kit' replaces the traditional Microsoft Office OEM licence for all 2007 Microsoft Office DSP products.

<sup>2</sup> The 60-day trial is available only if the Microsoft Office image for Office Ready PCs is preinstalled.

<sup>3</sup> Microsoft Office Communicator 2007 is scheduled for release in the second quarter of 2007. International versions of Microsoft Office Communicator 2007 are scheduled for release in the second half of 2007.