

# 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, even after a 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.

## A new consumer suite makes it easier to sell Microsoft Office to home users

We don't have to tell you that the best time to sell software is with the sale of a new PC. In the past, when it came time to buy a Microsoft Office suite, your home PC customers went elsewhere—because you didn't have an OEM license that covered all home users. Until now. With the introduction of Microsoft Office Home and Student 2007, partners now have a suite to offer that's tailor-made for home users and students.

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

With the 2007 Microsoft Office 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.

### Top 3 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 organize notes and information in one place

### Top 3 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

## 2007 Microsoft Office suites comparison — OEM CHANNEL

	Microsoft® Office Ultimate 2007	Microsoft® Office Professional 2007	Microsoft® Office Small Business 2007	Microsoft® Office Home and Student 2007*	Microsoft® Office Basic 2007
Microsoft Office Word 2007	●	●	●	●	●
Microsoft Office Excel 2007	●	●	●	●	●
Microsoft Office PowerPoint 2007	●	●	●	●	
Microsoft Office OneNote 2007	●			●	
Microsoft Office Outlook 2007					●
Microsoft Office Outlook 2007 w/ BCM	●	●	●		
Microsoft Office Access 2007	●	●			
Microsoft Office Publisher 2007	●	●	●		
Microsoft Office InfoPath® 2007	●				
Microsoft Office Communicator 2007	●				
Microsoft Office Groove® 2007	●				

\* Microsoft Office Home and Student 2007 license is for non-commercial use only

2007 Office SKU plan by segment for the System Builder channel



## Recapture lost revenue on small business PCs with Microsoft Office Ready

The Microsoft Office Ready program makes it easier to sell Microsoft Office software with a new PC. If you do miss the opportunity to sell Microsoft Office software at the point of sale, you now have a second chance to sell Microsoft Office Medialess License Kits post-PC sale and recapture that lost revenue!

By installing the Microsoft Office Ready image on your new PCs, you can offer your customers a free 60-day trial of Microsoft Office Professional 2007 and still sell the Medialess License Kits post-PC sale.<sup>1</sup> Just remind your customers to buy a medialess license 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 License Kits, and because it's easy—they just need to enter the product key that comes with their Medialess License Kit.

### Preinstallation makes selling multiple suites of the 2007 release easier than before

**STEP 1:** Get the master installation disks called "2007 Microsoft Office Ready OPK Master Kit" from your Distributor. The OPK Master Kit includes master images of Office Home and Student 2007 and a single "Office Ready" image that can convert to Office Basic 2007, Office Small Business 2007, Office Professional 2007 or a free 60-day trial of Office Professional 2007.

**STEP 2:** Get the Microsoft Office Medialess License Kits from your distributor. These same Medialess License Kits also work on branded OEM Microsoft Office Ready PCs.

**STEP 3:** Sell the Medialess License Kits at point of sale. For small business PCs, preinstall the Microsoft Office Ready image on all business PCs for greater operational simplicity and to offer your customers a free 60-day trial if they decide not to buy Microsoft Office software with the new PC at the point of sale.

For home PCs, preinstall the Microsoft Office Home and Student 2007 image only if the end user purchases the Office Home and Student 2007 Medialess License Kit. There is no trial available for Office Home and Student 2007.

**STEP 4:** Capture after-market revenue on Office Ready PCs. On 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> Download the Microsoft Office activation assistant from the Microsoft Office OEM System Builder Web site. Encourage your small business customers to come back and buy a Medialess License 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/pctrial2007](http://www.microsoft.com/office/pctrial2007).

### TO GET STARTED:

#### Order the Microsoft Office Ready OPK Master Kit from your distributor

You will be able to order the Office Ready OPK Master Kit from your distributor in November 2006, and can expect to receive your shipment in late December 2006. For a limited time, the OPK Kits can be purchased from your distributor by paying only COGs, shipping and handling. Order your kits early to take advantage of this offer! Please visit this link for the latest information: <http://www.microsoft.com/oem/sblicense/OPK>

<sup>1</sup> The "Medialess License Kit" replaces the traditional Microsoft Office OEM license 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.

### Top 5 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 License Kits when they come back to you to convert the trial version to the full product.
3. *Grow your home PC sales revenue.* The new consumer offering—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 operational and support costs.* You now have only one image to install for all your business PCs, reducing your operational complexity. In addition, Microsoft provides 90-day phone and online product support for the 2007 Microsoft Office Medialess License Kits, so you can spend more time driving your business.

