

Selling Microsoft Exchange to Small and Medium Business Customers



Microsoft®
Exchange

Presenter Name, Title
Event Name, Location
Event Date



Microsoft Partner Network™

Today's Agenda

1

Partner Opportunity in SMB

2

How to Capitalize on the Opportunity

3

Call to Actions and Resources

1

Partner Opportunity in SMB

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How to Capitalize on the Opportunity

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Call to Actions and Resources

Business Challenges SMBs Face

Lowering Costs

"I need to enterprise-grade email while lowering IT burden and cost"

- IT Manager



Increasing Productivity

"Sales teams need to easily connect with customers while on the road"

- VP of Sales



Managing Risk

"I need to ensure our communications are protected against spam and viruses"

- CEO



"How do I balance these needs in a changing workplace?"



Exchange Server 2010

Choice and Efficiency

- Continuous Availability
- Simplify Administration
- Deployment Flexibility

Anywhere Access

- Manage Inbox Overload
- Enhance Voicemail
- Collaborate Effectively

Protection

- Protect Communications
- Anti-Virus and Anti-Spam
- Email Archiving



Built for Software + Services



Momentum Continues

- Microsoft is the only “strong positive” vendor listed in the Gartner MarketScope for Email Systems*
- 470+ ISV applications compatible with Exchange Server 2010
- 50,000+ partner individuals trained on Exchange Server 2010

* Source: [Gartner](#), Aug 2010

Exchange Helps Address the Business Challenges of SMBs

Lowens Costs

...with a messaging platform that provides choice and efficiency



Increases Productivity

...through anywhere access to business communications



Manages Risk

...by safeguarding sensitive communications and offering anti-virus and anti-spam



What Are Customers Are Saying



"We are a company that likes to avoid unnecessary pain, and we wanted a robust, proven technology. With Exchange Online, we knew that we were not taking major risks....The company officially estimates we will save 30 percent using Exchange Online."

- Olivier Baldassari, Chief Information Officer, Rexel



"The improvements to Outlook Web App are great for our mobile users. They can see all of their e-mail, calendar appointments, voice mail messages, and presence information – all right there, all in context."

- Christoph Wellenzohn, Business Development Manager, Telekom Austria



"PST files are quite a nightmare for IT to manage. We look forward to Exchange 2010 negating the need for supporting PSTs. It's going to take a lot of headaches away for us."

- Ronald Loewenthal, Customer Service Manager, Super Group

Customers to Target

Customers using a non-Microsoft hosted email solution

~70% of SMBs are currently on a hosted email solution*

Customers using Microsoft Outlook but not Exchange

78% of SMB customers with a desktop client are running Outlook while 35% are running Exchange**

Customers running Exchange 2003

~45% of current Exchange install base in SMB is still running Exchange 2003 or prior versions*

Customers using Notes or GroupWise email solutions

53% of Exchange Online/BPOS customers migrated from competitive platforms***

NetWare 6.5 general support ended

* Source: Ipsos, October 2010

** Source: Ipsos, April 2010

*** Source: Microsoft internal analysis

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Partner Opportunity

72% of SMBs are considering Exchange for their next email purchase*

1

**Lead with Exchange
Online**

2

**Drive Exchange
Upgrades**

3

**Displace Third-Party
Tools**

* Source: Ipsos, April 2010

1

Lead with Exchange Online

Partner Opportunity:

Reach new customers by targeting customers on competitive hosted solutions and attach to Office 2010 upgrades

Proof Point:

70% SMBs currently use hosted email*

80% SMBs currently use a competitive email solution*

Customer benefit:

Offer a powerful, **enterprise-grade email** solution. Highlight the familiarity and common platform, anywhere access, and control **differentiators** in Exchange Online.

* Source: Ipsos, October 2010

2

Drive Exchange Upgrades

Partner Opportunity:

Re-engage existing Exchange 2003 customers to upgrade to Exchange 2010

Proof Points:

- **45%** of current Exchange install base in the SMB space is still running Exchange 2003 or earlier*
- Extended support for Exchange 2003 ended in April 2009

Customer benefit:

- Achieve new levels of reliability and performance with features that simplify administration, help protect communications, and delight users
- Exchange 2010 provides over **50% reduction** in TCO compared to Exchange 2003

^{1*} Source: Ipsos, October 2010

3

Displace third-party tools

Partner Opportunity:

Identify customers on ageing voicemail systems and third party archiving tools

Proof Points:

- Cost and value, in addition to performance and reliability, are main email purchase triggers for SMBs
- **58%** of SMBs ranked lower costs as the top reason to consider a hosted email solution*

Customer benefit:

- Save costs while delivering more than just messaging
- Remove legacy systems and **consolidate voicemail**
- New personal archiving capabilities **eliminating PSTs**
- Deliver **built-in protection** with anti-spam and anti-virus

* Source: Ipsos, April 2010

Recommending the Right Exchange Offer

1

Lead with **Exchange Online** in SMB accounts

2

Where Exchange Online is not available,
consider working with local partner offering **Hosted Exchange**

3

If customers opt out of a hosted solution,
consider a **hybrid solution** OR
upgrading or migrating customers onto **Exchange Server 2010**

Address Common Customer Objections

Objections	How to Address
Exchange 2003 is running fine.	Exchange 2010 provides over 50% reduction in the TCO compared to Exchange 2003. Forrester study shows over 40% ROI just with hard benefits and 6 month pay-back by upgrading from Exchange 2003.
We don't plan to upgrade to Outlook 2010 yet. Why should we consider upgrading to Exchange 2010 now?	You can access all these features through OWA. Using OWA and mobile devices is a great interim solution until Outlook 2010 is deployed. Exchange 2010 SP1 has an update which will enable us to support access to a user's Personal Archive with Outlook 2007.
End user productivity gains are difficult to quantify for my bottom line.	Cost savings opportunities related to productivity gains include built-in mobility at no additional cost, consistent e-mail client, Web, and mobile experience mean less training, user self-service capabilities lower support calls and associated costs; voicemail with UM replaces legacy systems.
Not Comfortable with the level of security with hosted services	Exchange Online provides data back-up and recovery: continuously replicated data housed in geo-redundant datacenters. Protection from viruses and spam are built in - Exchange Online's anti-virus and spam filtering protections handle over 90 million messages to 7 million users around the world every day, so they're updated to address new virus and spam threats as soon as they appear.

Address Google's Offering

Why Microsoft Exchange Delivers More Value

**Greater Functionality with
a Better User Experience**

Choice and Flexibility

**Management
and Control**

What customers are saying...

The logo for SBFI (Société Belge de Finance Immobilière) features the letters "SBFI" in a bold, white, sans-serif font, set against a dark blue rectangular background.

"When we looked at the actual difference in price over a 12-month period, and the amount of grief we'd have gone through with Google, sticking with Microsoft was the clear-cut choice." - **Phil Clay, Head of Business Development, SBFI**



"Microsoft Office Outlook has a familiar user interface and for us that is very important. Most of our users already know how Outlook works. With Google Apps, that wasn't the case. It wasn't an interface most people found intuitive or familiar, and we could see that that was going to create change management issues for us that could be significant. With the Business Productivity Online Suite, we don't have to worry about that." - **Laurent Debes, Director of IT Production & Integration, Crédit Immobilier de France (CIF)**



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Calls to Action and Resources

Call To Action

1

Become a Microsoft Online Services Partner

- Quickstartonlineservices.com

2

Attain the new Unified Communications Competency

- Benefit from IUR, distinguishable competency logo, technical support and more
- Partner.microsoft.com/program/competencies to learn how

3

Access Technical and Sales Resources

- Partner.microsoft.com/exchange2010
- Quickstartonlineservices.com

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Try Exchange Server 2010 SP1 and Exchange Online

- Download trials at Microsoft.com/exchange
- Subscribe to [Cloud Essentials](#) to take advantage of BPOS IUR benefits

Resources: Sales and Marketing Materials

Exchange Upgrade Campaign

PartnerMarketingCenter.com

Do More In Less Time Sales Initiative

PartnerMarketingCenter.com

Exchange Technology Workload Videos

Microsoft.com/exchange

Why Microsoft.com

Compete evidence and messaging

UC Business Value Assessment

Partner.Microsoft.com

Exchange Deployment Planning Services

PartnerEDPS.com

Exchange Deployment Planning Assistant

Technet.Microsoft.com



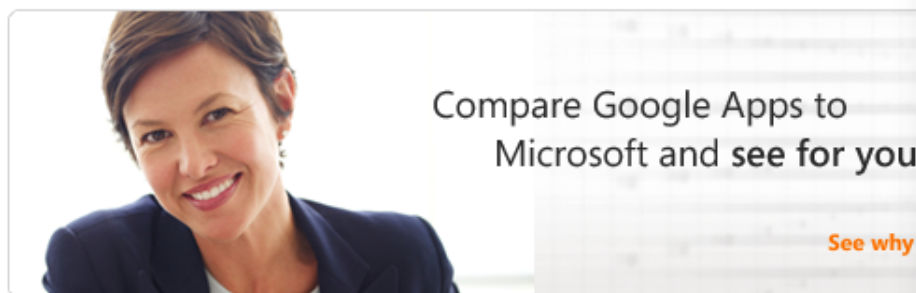
Resources: WhyMicrosoft.com

Compete evidence and messaging

The **Future of Productivity** Starts Here

Maximize the value of people, relationships, and information

Home	Business Productivity	Solutions	Products
Value	Compare Cisco	Compare IBM	



Compare Google Apps to
Microsoft and see for yourself

[See why](#)

Compare Google Apps

About

Best Productivity Experience
The Cloud on Your Terms
Unified Productivity Platform

About

Microsoft knows productivity. Our approach is to build productivity tools that help your users do their work on their phone, and browser.

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The right tools for the right users.

Why Microsoft

A blog about Microsoft's strategic and technical differentiation.

[TechNet Blogs](#) > [Why Microsoft](#) > [WinWire Technologies Leaves Google Apps for Microsoft's Cloud](#)

WinWire Technologies Leaves Google Apps for Microsoft's Cloud



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WinWire Technologies

I am pleased to highlight WinWire Technologies as another customer who has selected Microsoft Online after finding that Google Apps was not ready for their business. You can read the full [case study here](#).

WinWire Technologies is a Microsoft Gold Certified Managed Partner that had moved to Google Apps in 2007, a year before we had announced BPOS was available in a multi tenant offering. WinWire is headquartered in Santa Clara, California, with two offices in India and 150 employees. I actually think the fact that WinWire is a partner makes this such a strong story. They are by the nature of their business, very much in need of collaboration tools, work with customers etc in a consultative nature. Their exposure to enterprise customers using Microsoft tools means they understand what expectations to place on a productivity suite. The issues with Outlook to Gmail sync and lightweight Docs and Spreadsheets taxes users and IT alike.

"We felt that Google was geared to consumers and small businesses that had minimal support requirements," says Raj Badarinath, Vice President of Marketing for WinWire. "We didn't feel that it was geared to growing businesses or enterprises. We wanted to expand, improve, and customize our online services and didn't feel that Google would be the right fit for us." WinWire migrated all 150 employees to Microsoft Online Services in one weekend.

As always, you can read more testimonials like this on our [dedicated customer page](#) on the www.whymicrosoft.com site.

UC Business Value Assessment

Partner.Microsoft.com

- Help your customers build the business case for investing in Microsoft unified communications technologies with the Microsoft Unified Communications Business Value Assessment (UC BVA)
- By proactively providing strategic guidance to help your customers meet their business needs, you can earn trust and build long-term relationships with your customers—and increase your consulting and implementation revenue opportunities
- Built on a proven methodology, the Microsoft UC BVA provides the guidance and resources you need to deliver a five-day customer engagement



Resources: Exchange Deployment Planning Services

PartnerEDPS.com

Program to help customers with SA benefits achieve cost-effective IT productivity by guiding them through the value and deployment planning stages of Exchange 2010

Now includes pre- and post-sales activities to you **land upgrade and deployment opportunities with customers**

For customers concerned about the cost of upgrade,

- Deliver a Business Value Assessment to show ROI and TCO
- Deliver an architectural design session

To show customers a hands-on experience of the product,

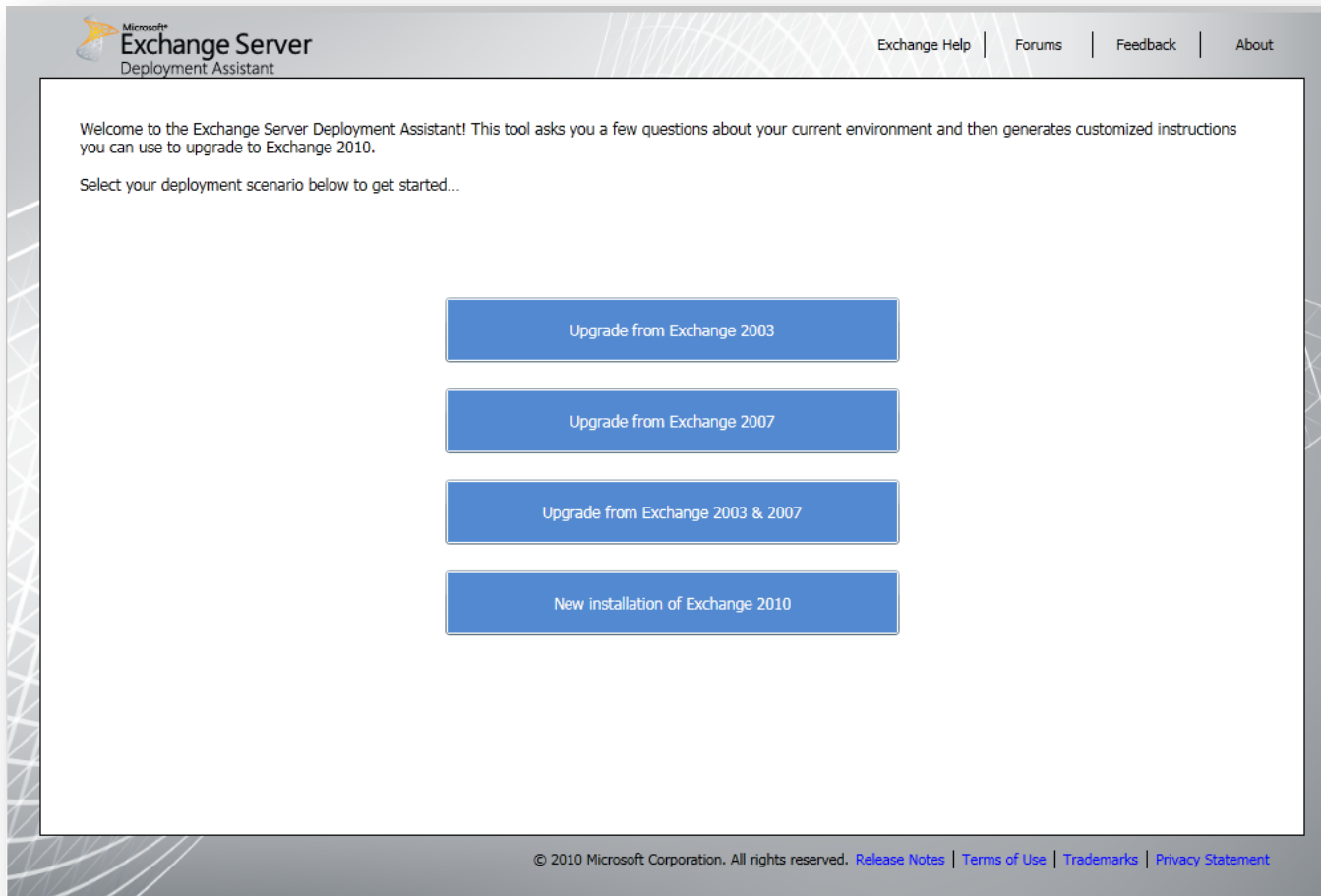
- Install a pre-loaded VM for an Exchange 2010 proof of concept with the UC POC kit



Exchange Server Deployment Assistant

Technet.Microsoft.com

- This online tool asks questions about your current environment and generates customized instructions to use when upgrading from Exchange 2003 or Exchange 2007 to Exchange 2010.



How Else Can We Support You?

Please **share feedback** on the UC Competency and MPN:
ExchVARs@Microsoft.com



Microsoft Partner Network™

Microsoft®
Your potential. Our passion.™

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