



Microsoft[®]

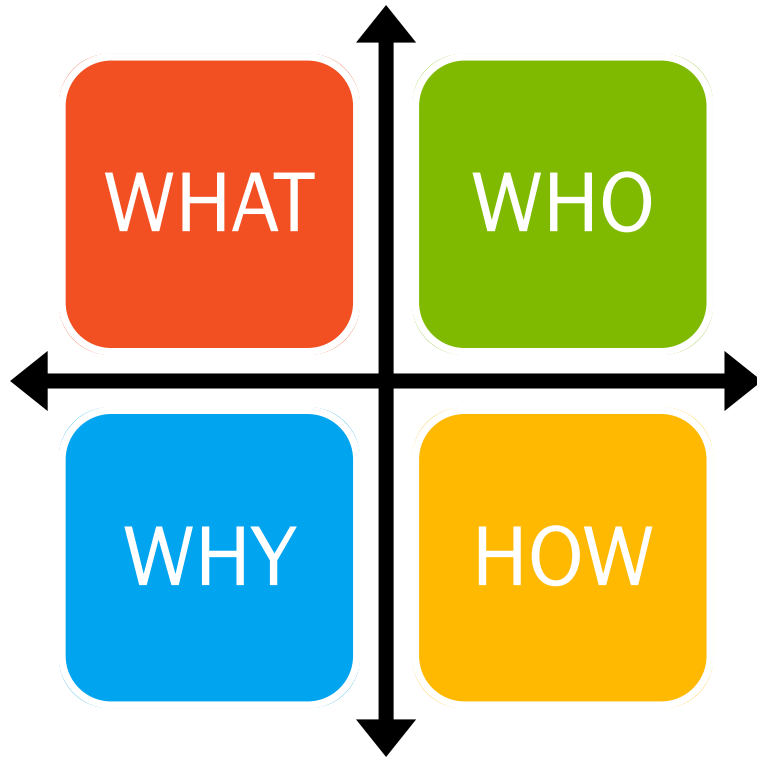
PRODUCT

“M”

Presented by

Amanda Garrison

PRODUCT “M”: MISSION AND VISION



WHAT: A new product tool was created to simplify communication by leveraging and streamlining Microsoft’s products and services through a personalized one-stop-shop portal.

WHO: This is for our current enterprise customers and potential new B2B customers.

WHY: The product vision is to make it easier for Enterprise clients to leverage Microsoft’s products & services to support their technology needs.

HOW: By redesigning, realigning, and promoting the need for the product as a necessity for our clients to have a simplified and personalized technology-driven service tool.

PRODUCT “M”: BENEFITS

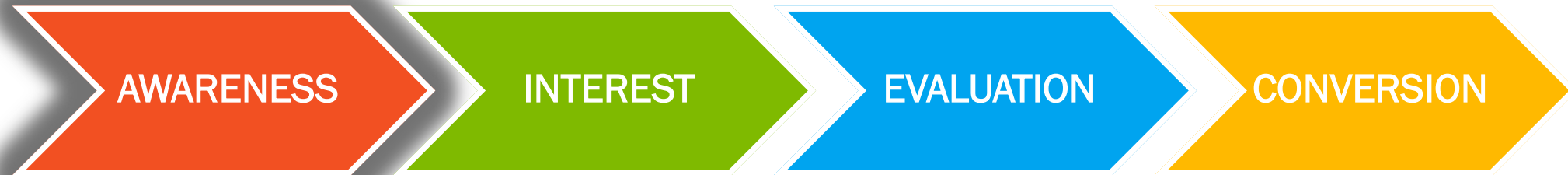
The key product benefits include:

- Make meetings more personal and increase your productivity by collaborating in real time.
- Keep everyone on the same page by sharing your screen so they can see the same content.
- Create the perfect virtual setting by choosing, uploading, or blurring your background.
- Digitally sit in a shared background, making it feel like you're in the same room with everyone else.
- Co-author files in real time. Securely store, access, share, and collaborate on files from anywhere.
- Streamline tasks and critical business processes by integrating apps and workflows.
- Available in 53 languages and 181 markets. Connect across Windows, Mac, iOS, and Android.
- Meet regulatory, legal, and organizational needs with industry-leading compliance offerings.

The key product differentiators include:

- Ability to communicate efficiently on all devices in real time
- Ability to place technology orders directly on the portal
- Ability to submit questions directly via the portal help desk with all messages saved for historical reference, centralized document repository with past orders, invoices, etc.
- Ability for technology leaders for enterprises to access performance data on how their employees are using the products & services
- Ability to customize data views to view performance by various teams, geographies, applications, etc.
- Ability to access personalized thought leadership on Microsoft enterprise technology

PRODUCT “M”: ADOPTION PLAN



In the first stage of the new product adoption process, we must gain awareness of our product.

To do so, we need to:

- Train our sales team on our latest product.
- Equip our sales team with new sales materials and best practices.
- Update all marketing channels (website, social, email, promotional materials, etc.) to promote and educate our existing and potential customers.

PRODUCT “M”: ADOPTION PLAN



In the second stage of the new product adoption process, we must identify product qualifying leads. To do so, we need to:

- Highlight and bring new and differentiated features, competitive pricing, and quality touches to stand out from the competition.
- Provide strong support throughout the customer journey.
- Gain lead inquiries through forms and marketing channels that will allow us to send segmented emails to increase product adoption awareness and interest.

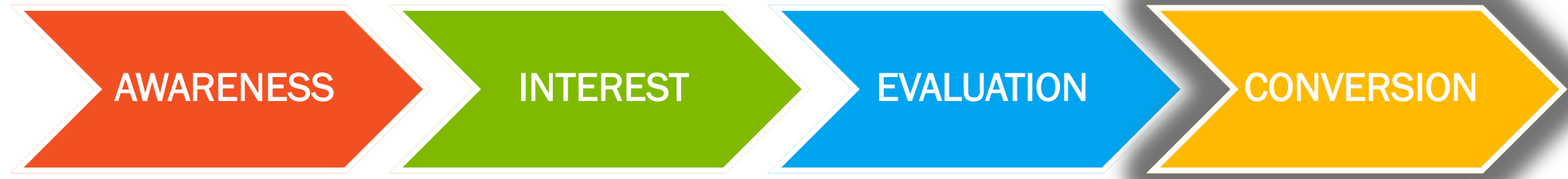
PRODUCT “M”: ADOPTION PLAN



In the third stage of the new product adoption process, customers determine whether the product is worth trying or not through inquiries and demos. To do so, we need to:

- Provide demos and a help desk forum as a form of educating our customers on the need of our product.
- Offer a free trial period or free entry opportunity to gain sign up interests.
- Help prospects evaluate our product objectively by helping them see the aspects that differentiate us from the alternatives.

PRODUCT “M”: ADOPTION PLAN



In the fourth stage of the new product adoption process, customer makes decision. With this information, we need to:

- Identify touchpoints throughout the customer journey that are opportunities to connect with customers.
- Pull analysis to update marketing strategies and optimize the onboarding experience.
- Take the identified pain points and provide solutions so customers are aware of the existence of the product and the importance of how it solves their problem.

PRODUCT “M”: NEW PRODUCT PROJECTIONS

- Microsoft is projecting this new focused area for them could ultimately account for 70% of the company's revenue
- Adoption of this product translates into higher retention and lower churn, both of which make the company's revenue more consistent and predictable over time.
- Adoption of this new product has long-lasting effects on the sustainability, growth, and profitability of Microsoft. It will help you stabilize the revenue, reduce churn, and create opportunities for growth.