

Product Office 365

PRODUCT SUMMARY	
Key Tag Line	<ol style="list-style-type: none"> Office, when and where you need it. Work anywhere, anytime, on any device.
Target Audience(s)	<p>Primary target</p> <ul style="list-style-type: none"> All businesses, except those with the most basic of IT requirements.
	<p>Secondary target</p> <ul style="list-style-type: none"> N/A
Desired perception of the proposition	<p>Functional Perceptions</p> <ul style="list-style-type: none"> My business will be better connected, with business-class email, shared calendar, instant messaging and video conferencing. I'll save money, with access to Office on multiple computers and mobile devices, for one low monthly fee per user – compared to paying hundreds of pounds to install the software on just one of my business' computers. Office 365 will give me the flexibility to work from anywhere, by giving me access to all the programs I use on a day-to-day basis. I'll get additional benefits with O365, like 60 minutes international Skype calls for free, and an additional 20GB SkyDrive data storage
	<p>Intangible Perceptions</p> <ul style="list-style-type: none"> I'll feel the platform provider understands the need for my business to be both flexible and well connected I'll be able to get more done, with no need to stop working just because I'm not at my desk I'll feel a sense of freedom in being able to access my files wherever I am and work from anywhere. I'll feel my business data is safer. I can access my crucial business files from SkyDrive on any web-connected device – even if my laptop is stolen or my files get wiped.

Notes

A single sentence tag line attached to the product.

This shouldn't be more than 8-10 words in length.

Notes

Target profiling should make clear what types of business are targeted and the business relationship type being targeted by the proposition.

Notes

Functional perceptions need to capture the key product benefits to the customer.

Intangible perceptions need to capture how the product proposition should make prospects feel about the product they are thinking about purchasing.

<p>25-Word Description</p>	<p>Office 365 combines the familiarity of Office with the flexibility of the cloud. Apps and files are at your fingertips wherever you go – whether that’s working at your desk or on your mobile.</p>	<p><i>Notes</i></p> <p><i>Maximum of 25 words to describe the complete proposition of the product.</i></p> <p><i>It should not use dot-points if possible.</i></p>
<p>75-Word Description</p>	<p>Revolutionise the way you work with Microsoft Office 365. You’ll be able to use all those familiar Microsoft Office tools your business relies on – Word, Excel and PowerPoint and more - wherever and whenever you need them.</p> <p>Start work at your desk, go mobile en route to a meeting, and swap to a laptop web browser when you arrive. The whole time you’ll be in the loop, with access to your email, shared calendars and contacts across all your devices.</p>	<p><i>Notes</i></p> <p><i>Maximum of 75 words to describe the complete proposition of the product.</i></p> <p><i>This should incorporate the 25 word description in some form.</i></p> <p><i>It should not use dot-points if possible.</i></p>
<p>100-Word Description</p>	<p>Revolutionise the way you work with Microsoft Office 365. You’ll be able to use all those familiar Microsoft Office tools your business relies on – Word, Excel and PowerPoint and more - wherever and whenever you need them.</p> <p>Start work at your desk, go mobile en route to a meeting, and swap to a laptop web browser when you arrive. The whole time you’ll be in the loop, with access to your email, shared calendars and contacts across all your devices.</p> <p>And connect better with customers and colleagues, with instant messaging, video conferencing and shared content.</p>	<p><i>Notes</i></p> <p><i>Maximum of 100 words to describe the complete proposition of the product.</i></p> <p><i>This should incorporate the 75 word description in some form.</i></p> <p><i>It should not use dot-points if possible.</i></p>

HEADLINE PRODUCT MESSAGING			
Key headline proposition messages (max 3)	Work on the go	Keep in sync	Get more done
Supporting Messages	<p>Anywhere, anytime access to familiar Office tools, on any device.</p> <p>Get 1 TB of storage per user - plenty of space for all your files. Plus, because your files are stored online, you can share with people in or outside your company, from wherever you're working, whenever you need to.</p>	<p>Whatever device you're using, you'll be in the loop, with access to your email, shared calendars and contacts across all your devices.</p> <p>Connect better with customers and colleagues, with instant messaging, video conferencing and shared content.</p>	<p>The simpler something is to use, the more productive you can be - whether you're writing a letter on Word, or setting up a new employee. With Office 365 you can:</p> <ul style="list-style-type: none"> • Pick up working where you left off, on any device you choose • Get updates automatically • Manage everything easily, including email accounts and document sharing

Notes

High-level, short statements that capture the essence of the proposition messaging.