

# Selling Microsoft 365 and Surface to **SMB customers with an industry approach**

FY22

# Introducing MW Industry selling for SMB

This document aims to give an overview of the SMB market in Western Europe, deep diving into its wide variety of industries. The main objective is to point out key industry needs and address the best Modern Work + Security solutions to support in the selling process of Microsoft 365 and Surface.

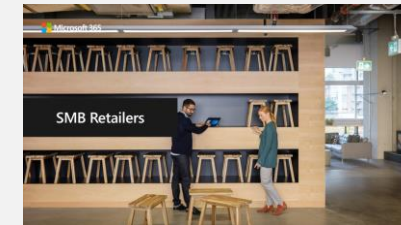
## Sections



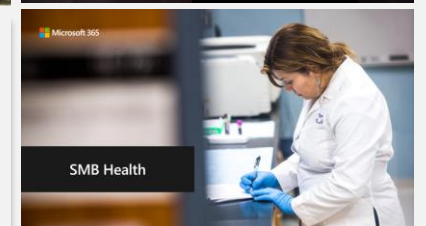
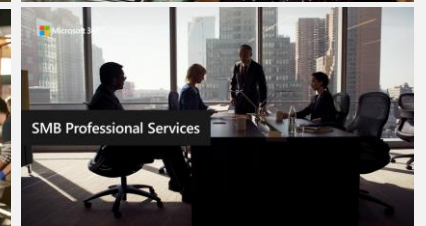
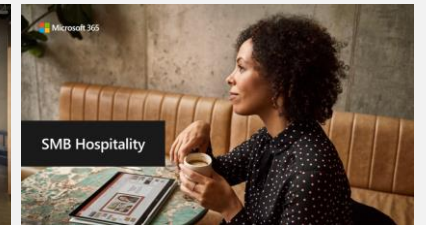
We will first introduce Microsoft concept of Modern Work+Security, to give an overview of the main features and solutions for productivity and cybersecurity within Microsoft 365 for Business and Surface devices.



Then we will have an overview of the SMB Landscape, figuring out the main characteristics of the SMB market in Europe and draw a picture of the main industries that are comprised in this large segment.



Here we will investigate each industry's needs and corresponding solutions in the Modern Work + Security ecosystem



Note: People represented in this deck are fictional characters, quotes have been exclusively created for a storytelling scope

# Modern Work + Security for Business

*"We've seen two years' worth of digital transformation in two months. From remote teamwork and learning, to sales and customer service, to critical cloud infrastructure and security—we are working alongside customers every day to help them adapt and stay open for business in a world of remote everything."*

Satya Nadella, April 30, 2020

# Microsoft Modern Work + Security

Microsoft can help with solutions and concepts that empower employees, enable teamwork, and transform how organizations compete, comply with regulations, and deliver customer experiences. In this sense, the “modern workplace” is intended as a secure and integrated environment that unlocks teamwork and creativity in your organization through Microsoft 365.



## Microsoft 365

Microsoft 365 is a cost-effective cloud solution for real-time collaboration and secure work from anywhere. People can use it to chat, call, host online meetings, and collaborate in real time for remote and onsite work. It includes Microsoft Teams, cloud storage, and familiar Office apps with advanced security options.



## Microsoft Surface

As organizations move to the cloud and mature in their cloud journey, they will have an opportunity to rethink current processes and the ways employees interact with technology. We have the opportunity to share the industry-specific and Frontline worker value the Surface portfolio offers.



# Microsoft 365 for Business

# Microsoft 365 Portfolios

Start by identifying what type of customer you are talking to



Consumer → For Home

Microsoft 365 Personal  
**Microsoft 365 Family**



SMB (<300) → For Business

Microsoft 365 Business Basic  
Microsoft 365 Business Standard  
**Microsoft 365 Business Premium**



Frontline → For Deskless

Microsoft 365 F1  
**Microsoft 365 F3**



Enterprise (>300) → For Enterprise

Office 365 E1  
Office 365 E3 / EMS E3 / Windows E3  
Office 365 E5 / EMS E5 / Windows E5  
Microsoft 365 E3  
**Microsoft 365 E5**



Academic → For Education

Microsoft 365 A1  
Microsoft 365 A3  
**Microsoft 365 A5**

# Microsoft 365 for Business: SMB Hero SKUs

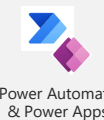
## Microsoft 365 Apps

Desktop Applications (+OneDrive)



## Microsoft 365 Business Basic

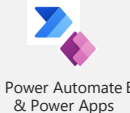
Cloud Services



## Microsoft 365 Business Standard

Cloud Services

Desktop Applications

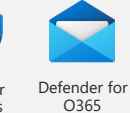
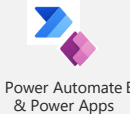
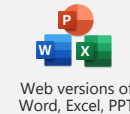


## Microsoft 365 Business Premium

Cloud Services

Desktop Applications









Advanced Security & Device Management





# Personal and Organizational Productivity

With [Microsoft 365 Business Basic](#) & [Microsoft 365 Business Standard](#)

 <p>Teams</p>	<p>Chat, Meet, Call and Collaborate in a single app with Video conferencing, Screen sharing, Custom backgrounds, Together mode, File sharing and collaboration, Apps integration, Workflows automation and built-in Privacy &amp; Security.</p>	 <p>Shifts</p>	<p>The Shifts app in Microsoft Teams keeps Frontline Workers connected, using their mobile devices to manage schedules and keep in touch. Managers create, update, and manage shift schedules for teams. Employees view their upcoming shifts, see who else is scheduled for the day, request to swap or offer a shift, and request time off.</p>
 <p>Bookings</p>	<p>Streamline appointment scheduling and management with an easy to customize tool. Help your staff stay on top of their schedule and avoid double-bookings. An easy to navigate webpage lets your customers find and book appointments around the clock.</p>	 <p>Planner</p>	<p>Organize teamwork with intuitive, collaborative, visual task management. Create Kanban boards using content-rich task cards with files, checklists, labels, and more. Collaborate in Planner and Microsoft Teams and check visual status charts—all in the Microsoft cloud.</p>
 <p>Forms</p>	<p>Collect data and make better decisions with an easy form to create polls, surveys and quizzes. Built-in AI provides smart recommendations to do the heavy lifting for you. Visualize data in seconds with powerful, real-time charts and automatically generated reports.</p>	 <p>Power Automate &amp; Power Apps</p>	<p>Include powerful workflow automation directly in your apps with a no-code approach that connects to hundreds of popular apps and services. Build apps in hours -not months- that easily connect to data, use Excel-like expressions to add logic, and run on the web, iOS, and Android devices.</p>
 <p>Insights</p>	<p>Work smarter with personal productivity insights with Insights by MyAnalytics. Don't miss any important emails or forget a commitment you made to your co-workers. Understand how you spend your day. Get reminded to set 1:1 meetings with your manager, direct reports, or other top collaborators and get notified if an upcoming meeting doesn't have a quorum</p>	 <p>OneDrive</p>	<p>Enjoy 1TB storage per user to access and protect your business and school work with this intelligent files app. Share and collaborate from anywhere, on any device. Back up, protect and recover files from accidental deletes or malicious attacks</p>

# Security Features

In **Microsoft 365 Business Premium**



Endpoint Manager

Gets endpoint security, device management, and intelligent cloud actions in a unified management platform with Microsoft Intune and Configuration Manager. Helps secure, deploy, and manage all users, apps, and devices without disruption to existing processes.



Information Protection

Azure Information Protection for Microsoft 365 protects important information from unauthorized access, enforces policies that improve data security, and helps enable secure collaboration.



Conditional Access

Conditional Access is a capability of Azure Active Directory that enables you to enforce controls on the access to apps in your environment, all based on specific conditions and managed from a central location.



Windows Virtual Desktop

Access Windows 10 desktops on any device, from anywhere. Provide employees the best virtualized experience with the only solution fully optimized for Windows 10 and Office 365



Defender Antivirus

Microsoft Defender Antivirus is the next-generation protection component of Microsoft Defender Advanced Threat Protection (Microsoft Defender ATP). Next-generation protection brings together machine learning, big-data analysis, in-depth threat resistance research, and the Microsoft cloud infrastructure to protect devices in your enterprise organization.



Defender for O365

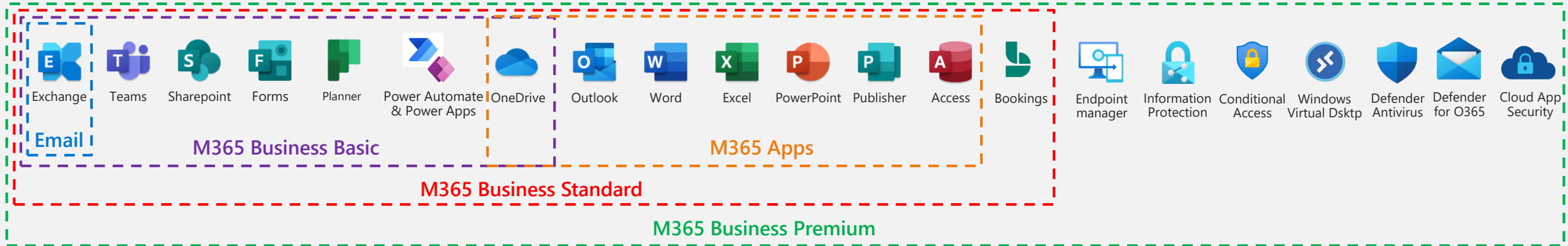
Microsoft Defender for Office 365 safeguards your organization against malicious threats posed by email messages, links (URLs), and collaboration tools.



Cloud App Security

Identify and combat cyberthreats across all your cloud services with Microsoft Cloud App Security, a cloud access security broker (CASB) that provides multifunction visibility, control over data travel, and sophisticated analytics.

# Microsoft 365 Upsell Scenarios | Business SKU Summary



From: Exchange Online (\$4)	From: M365 Business Basic (\$5)	From: M365 Apps (\$8.25)	From: M365 Business Standard (\$12.5)	From: Office 365 E3* (\$20)
<p>Create a hub for teamwork to connect with your teams and customers via chat, call or videoconference and collaborate.</p> <p>Access web versions of Office apps: Outlook, Word, Excel, PowerPoint, OneNote.</p> <p>Store and share files with 1 TB of file storage in the cloud per user.</p> <p>Co-author files in real time, auto-save to avoid loosing progress, keep backups and recover old versions when needed.</p> <p>Create simple forms, surveys and polls</p> <p>Manage tasks (personal/groups) and stay on track with Planner and its Teams integration</p> <p>Automate processes, develop apps without the need of coding skills</p>	<p>AI-infused desktop apps connected to cloud services. Always up-to-date.</p> <p>Install in up to 5 PCs/Macs, 5 tablets and 5 mobile devices concurrently</p> <p>Make amazing content with Editor, Designer, Tap, Presenter Coach</p> <p>Get work done faster with Dictation, Researcher, Insert Data from Picture</p> <p>Work together across apps with real-time Co-authoring, @mentions and Teams-Office apps integration</p> <p>Keep current always with Version History, Shared with Me, While You Were Away</p> <p>Draw visualized insights with New data types, Ideas, XLOOKUP</p> <p>Streamline appointment scheduling and automatically track milage as you drive</p>	<p>Host email (50GB mailbox) with your custom domain and stay on top of your email and calendar anywhere, on any device</p> <p>Create a hub for teamwork to connect with your teams and customers via chat, call or videoconference and collaborate</p> <p>Access web versions of Office apps: Outlook, Word, Excel, PowerPoint, OneNote.</p> <p>Easily create forms, surveys and polls</p> <p>Manage tasks (personal/groups) and stay on track with Planner and its Teams integration</p> <p>Automate processes, develop apps without the need of coding skills</p> <p>Streamline appointment scheduling and automatically track milage as you drive</p>	<p>Defend your business against advanced cyberthreats with sophisticated malware, phishing and ransomware protection.</p> <p>Control access to sensitive information using encryption, Conditional Access and self-password reset</p> <p>Protect your data from accidental or intentional leaks by restricting copy/paste/forward, Data Loss Prevention policies</p> <p>Secure devices that connect to your data and help keep iOS, Android, Windows, and Mac devices safe and up to date (MAM/MDM), remote wiping lost/stolen devices. Deploy Windows devices remotely with Autopilot</p> <p>Get visibility and manage risk of cloud apps being used across your organisation</p> <p>Provide remote access to secure Virtual Windows Desktop environments</p>	<p>Defend your business against advanced cyberthreats with sophisticated malware, phishing and ransomware protection.</p> <p>Control access to sensitive information using encryption, Conditional Access and self-password reset</p> <p>Protect your data from accidental or intentional leaks by restricting copy/paste/forward, Data Loss Prevention policies</p> <p>Secure devices that connect to your data and help keep iOS, Android, Windows, and Mac devices safe and up to date (MAM/MDM), remote wiping lost/stolen devices. Deploy Windows devices remotely with Autopilot</p> <p>Get visibility and manage risk of cloud apps being used across your organisation</p> <p>Provide remote access to secure Virtual Windows Desktop environments</p>
To: Microsoft 365 Business Basic (\$5)	To: M365 Business Standard (\$12.5)	To: M365 Business Standard (\$12.5)	To: M365 Business Premium (\$20)	To: M365 Business Premium (\$20)

\*Note some customers on Office 365 E3 may require on-premise CALs that are not included in M365 Business Premium

# Comparing solutions

**Microsoft 365**

- Business Basic **\$5.00**
- Business Standard **\$8.25**
- Business Premium **\$12.50**

## Productivity & Collaboration

### Other solutions

Productivity Suites (without desktop apps)

**Google Workspace**

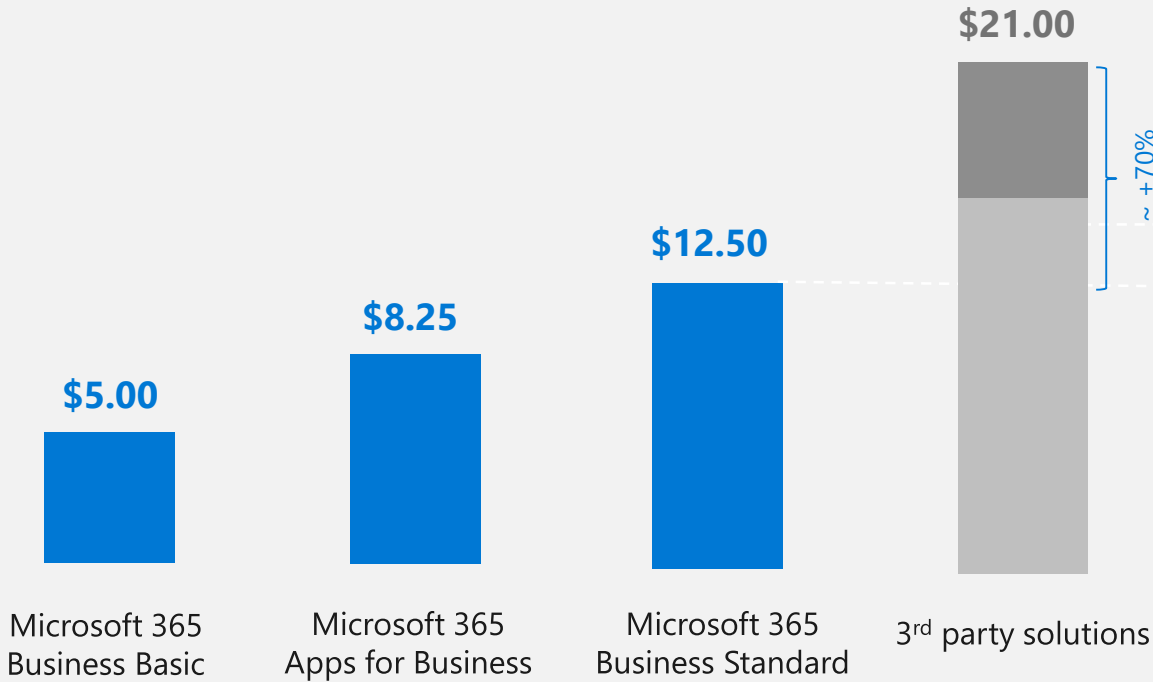
Business Standard **\$12.00**

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Appointment Scheduling

**Setmore**

Premium **\$9.00**



**Microsoft 365**

- Business Premium **\$12.50**
- Office 365 E5 **\$32.00**

## Advanced Security

### Other solutions

Productivity Suites (without desktop apps)

**Google Workspace**

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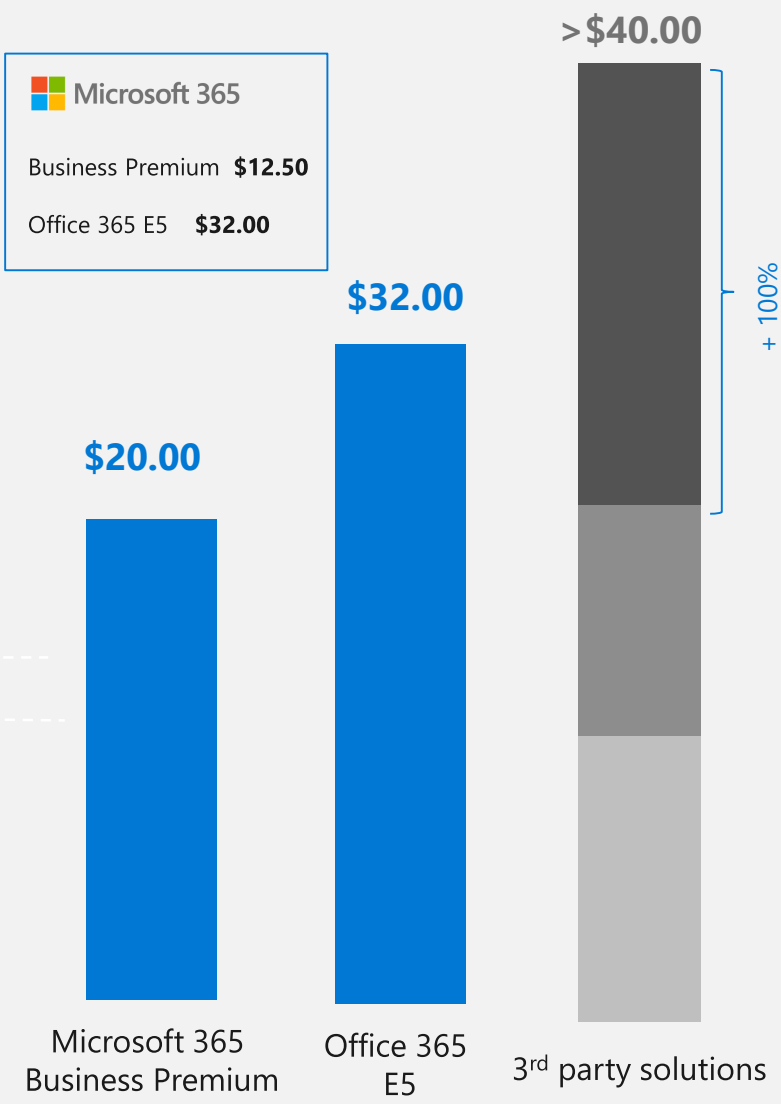
Chat-based collaboration

**slack**

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Security, Identity and Device Management<sup>1</sup>

- Remote access solutions **\$5.00**
- Advanced Email protection **\$5.00**
- Single Sign-On **\$2.00**
- Conditional Access+ MFA **\$6.00**
- Endpoint anti-virus protection **\$3.00**
- Device management **\$4.00**





**Microsoft Surface**

# Surface for Business

The Surface for Business portfolio delivers experiences employees love with the choice and flexibility they need to work on their terms from anywhere, and independent of their needs.

## Microsoft 365-powered Surface devices

75%

Reduction in help-desk call times on Microsoft 365-powered Surface device deployments.

4h

Saved per device on IT time to provision and deploy Surface devices, thanks to Microsoft Autopilot and Microsoft Endpoint Manager.

86%

Agree Microsoft 365-powered Surface devices have helped their employees become more collaborative.



# Surface devices for every role



## Roaming customer service

- Branch work
- Nurses
- Shop floor operations
- Retail floor workers
- Students

## Field servicer

- Mobile care workers
- Field technicians
- Case workers
- First responders
- Facilities operators

## Mobile sales representatives

- Pharmaceutical sales reps
- Assistant district attorneys

## Customer relationship managers

- Wealth advisors
- Insurance adjustors
- Physicians
- Retail store managers
- Athletics directors

## Information workers

- Sr. managers
- Consultants
- Office workers

## Executives

- Financial directors
- Legislative staff
- Principals
- School admins
- Professors

## Engineers, designers, researchers

- Investment analysts
- Product designers





# Surface for Business devices

A broad portfolio of devices that employees love and businesses trust



Surface Duo

*The most productive device that fits in the pocket, opening into the thinnest mobile device on the market.*

Perfect for mobile browsing, note taking, mail, calendar, and collaboration experiences.



Surface Go

*Portable power*

For those who want to bring **the best of Microsoft to life** on our smallest, lightest Surface yet



Surface Pro

*Ultra-light and versatile*

For those who want the **ultimate in versatility and mobility** without sacrificing performance



Surface Laptop

*Style and speed*

For those who want the **laptop form factor, with the perfect balance of style, security, and manageability**



Surface Book

*Powerhouse performance*

For those who want the **ultimate in performance**, plus versatility and innovative design on the go



Surface Studio

*The ultimate creative studio*

For those who want to combine the **power of a desktop and the versatility of a drafting table** to create the ultimate workspace



Surface Hub

*Move beyond meetings, to true teaming*

For teams that want the best way to **connect, create, and brainstorm with others** regardless of their location



# Surface for Business devices

A broad portfolio of devices that employees love and businesses trust



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*Portable power*

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For those who want the **ultimate in versatility and mobility** without sacrificing performance



Surface Laptop

*Style and speed*

For those who want the **laptop form factor, with the perfect balance of style, security, and manageability**



Surface Book

*Powerhouse performance*

For those who want the **ultimate in performance**, plus versatility and innovative design on the go



Surface Laptop Go

*The new stylish, ultra-portable Surface laptop at an affordable price.*

Just right for those looking for simplicity without compromise and a seamless, secure computing experience.



Surface Duo

*The most productive device that fits in the pocket, opening into the thinnest mobile device on the market.*

Perfect for mobile browsing, note taking, mail, calendar, and collaboration experiences.



Surface Studio

*The ultimate creative studio*

For those who want to combine the **power of a desktop and the versatility of a drafting table** to create the ultimate workspace



Surface Hub

*Move beyond meetings, to true teaming*

For teams that want the best way to **connect, create, and brainstorm with others** regardless of their location

# SMB Landscape

## Industry perspective

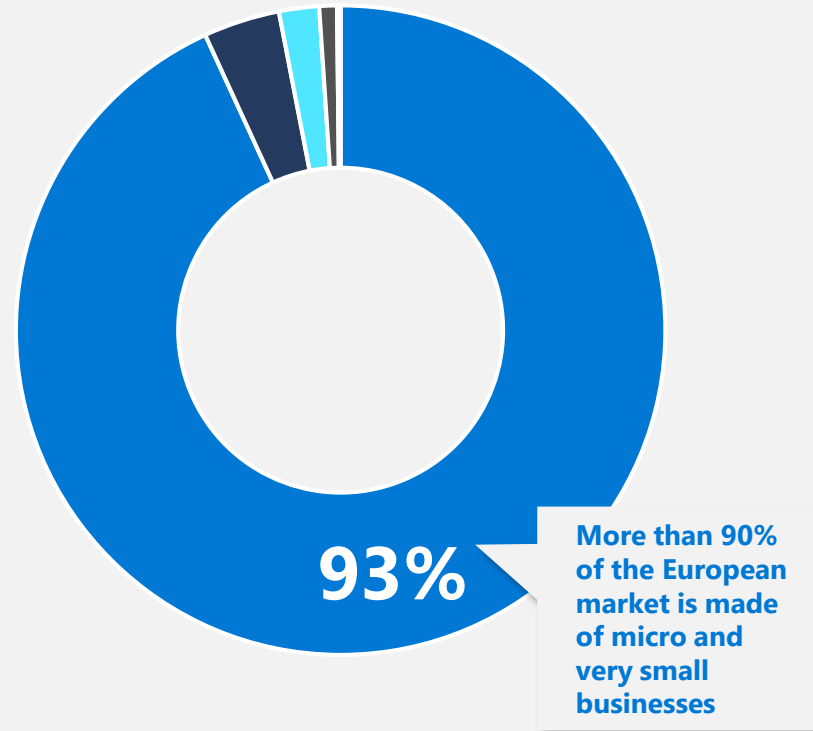
# Small and medium-sized business are the heart of the EU economy

SMBs are at the heart of the economy. Microsoft considers small and medium-sized businesses (SMBs) to be companies with up to 300 people. SMBs make up over 90% of all companies, and account, on average, for 70% of total employment and 50% of GDP. \*

As these businesses seek to reimagine productivity in an increasingly challenging environment, Microsoft 365 and Microsoft Teams can deliver a solution that helps them get work done and stay connected for secure remote and onsite work.

Source: \*ICSB Annual Global Micro-, Small and Medium-Sized Enterprises Report, June 27, 2020

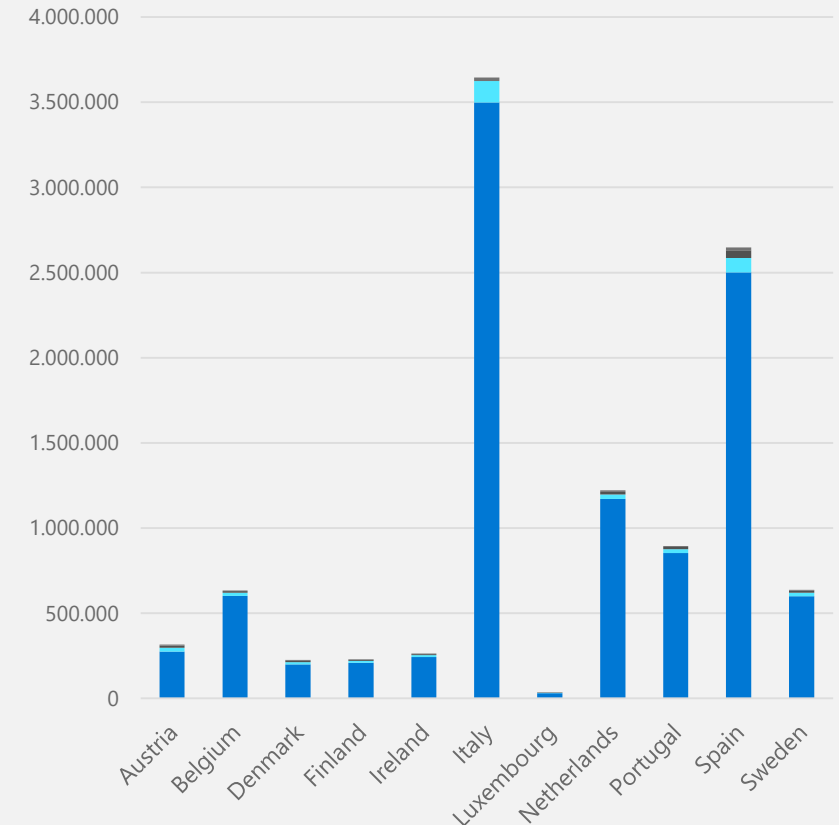
Number of enterprises per size in European Union - 27 countries (from 2020)



- From 0 to 9 persons employed
- From 10 to 19 persons employed
- From 20 to 49 persons employed
- From 50 to 249 persons employed
- 250 persons employed or more

Source: Eurostat, 2018 report

Number of enterprises per size in Western Europe subsidiaries



- From 50 to 249 persons employed
- From 20 to 49 persons employed
- From 10 to 19 persons employed
- From 0 to 9 persons employed

Source: Eurostat, 2018 report. Data for Iceland, Norway and Switzerland not available

# Latest trends in SMBs



## Moving to remote work

In the last several months, many businesses have experienced a rapid—and abrupt—digital transformation. As a result, many have closed their physical offices, and **76% of US SMBs have adapted to remote work**. As companies gradually recover, they will need continued flexibility to navigate both remote and onsite operations.

Source: AMI | Business Survey 2020: the impact of COVID-19 on SMBs in the USA - June 2020; 2. McKinsey, Analysys Mason; 3 Harvard Business School Survey;



## Increasing IT investments

As SMBs strive to work from anywhere while protecting their devices and data, they are seeing the need to increase their IT investments in security and other areas. As they transition to remote work, SMBs are expected to **boost security spending by 11% over the next year**.<sup>4</sup> Likewise, SMBs are searching for ways to simplify IT complexity as they struggle to manage multiple online tools.

Source: The impact of COVID-19 on SMB ICT demand - March 2020;



## Defending against security attacks

Our research shows that **50% of small businesses have experienced an attack in the past year**.<sup>6</sup> Moreover, most say cyberattacks against their organizations are severe and sophisticated.<sup>7</sup> The average cost of a security hack for SMBs is \$149K.

Source: US and Canada avg recovery costs, Kaspersky Lab Report 2018



## Embracing new collaboration tools

Videoconferencing tools are playing an increased role as SMBs seek to maintain productivity, collaborate efficiently, and improve business agility. As they adjust to the new reality, **video collaboration is expected to surge by 184%**.

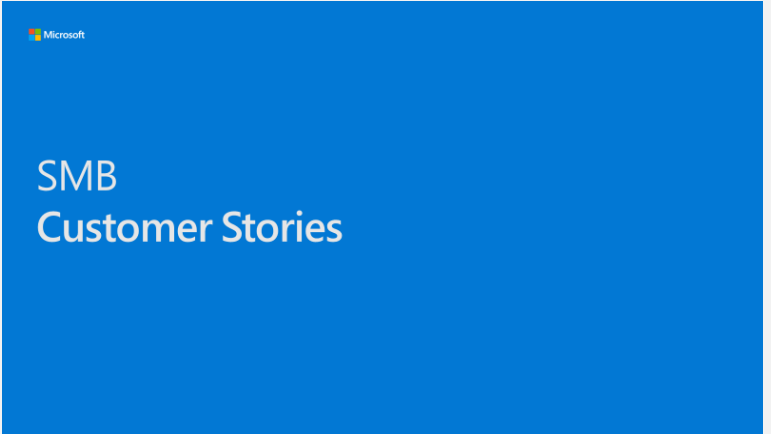
Source: Techaisle | US SMB and Midmarket video collaboration adoption - March 2020

# Industry profiles in WE SMB

Industry	Core business	Profile	Channels
Retail	They sell physical goods (food, beverages, textiles, etc.).	They run small/medium stores in the center or suburbs of towns. They might have an e-commerce. In some cases, they might have only an online store with no physical location or only pop-up stores, and in some cases only physical locations without online stores.	They typically have a "one to one" approach to customers, based on trust and word of mouth if they rely on physical stores. If their main business is through e-commerce, they may rely heavily on digital marketing to drive sales. They also handle customer data and credit card information (GDPR) on a daily basis.
Manufacturing	They produce (from raw materials to physical goods) or construct (buildings, vehicles, etc.).	Small and medium manufacturing businesses typically have a mix of information and frontline workers that may have different needs in terms of communication, collaboration and productivity. The frontline workers tend to use a mobile phone as their main device, and work in teams of people with different shifts, on projects that may require cross team collaboration. The information workers usually have both a phone and a PC, but rely on the PC as the main device.	They often sell to business clients more often than consumers. They might use different channels to reach the market (physically and digitally) and they also need to manage supply chain management and logistics.
Professional Services	They support their customers providing them with specific consulting services (financial, economic, strategic, advocacy, etc.).	Can be small or medium consulting firms / lawyers / accountants. Their relationship with customers is strongly based on trust and professionalism, and they usually manage sensitive customer data. Collaboration with colleagues and across different teams in real time is a key need.	They have a trusted approach to customers, with one-to-one meetings (typically in presence). They handle customers' sensitive data on daily basis.
Hospitality	They offer accommodation and food services (i.e. restaurants/ cafes and bars/ hostels and B&B)	Small (often family-run) businesses dedicated to hospitality. Can be restaurants / cafes and bars/ hostels and B&B, where people meet and enjoy leisure time. They typically have a website where customers might be able to book appointments, or they rely fully on telephony bookings. Majority of employees are frontline workers, relying on their mobile phones and main considerations are communication and shift management. Some companies may also have to consider the security aspect, if they handle customer data and confidential business information.	They typically leverage on third party platforms to reach new customers (such as TheFork, Deliveroo, AirBnB, Booking, etc.).
Healthcare	Specialized doctors running their own studio	Offer health services such as dentists, psychologists, dermatologists, gynecologists, etc. They typically run small or medium studios with other colleagues such nurses and receptionists. Managing customer appointments is a key day to day task, and they would often benefit from the ability of handling customer bookings via their website, and even online customer consultations. May have to comply with regulations beyond GDPR, such as HIPAA.	They have a very strong relationship with customers based on trust and professionalism. Promotion typically happens via word of mouth.



# How can Microsoft MW solutions help SMBs to improve their performances and support their growth?



# SMB Retail





# SMB Retail

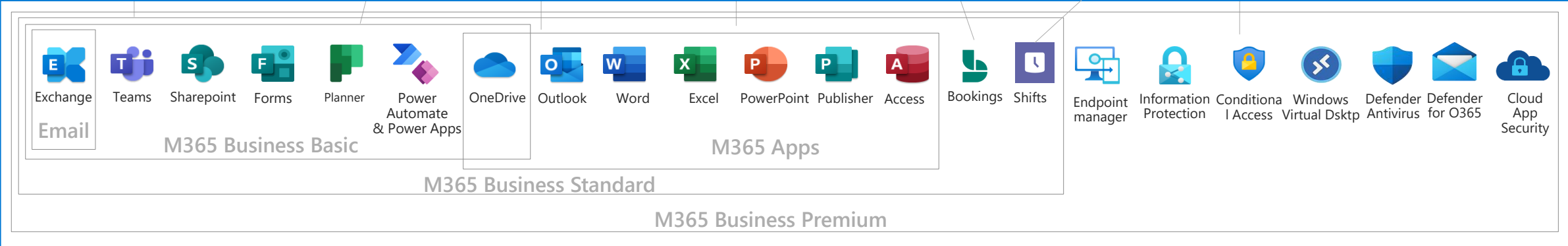
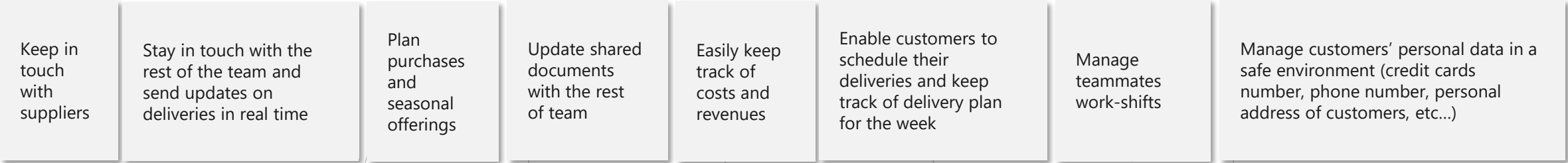
## Customer Profile



Andy, 34 years old. He runs a small online grocery store.  
*"We sell fresh fruits and vegetables online offering delivery service."*

- They have a 100% digital presence and use an online store to sell
- They reach customers via digital marketing strategies, on Social Media or other platforms (ie. ecommerce, marketplaces, etc.)
- They need to work in team to deliver success and customer satisfaction
- They have to manage logistics and online deliveries of physical products they sell
- Stay in touch with suppliers and collaborators
- Handle sensitive data given through customers registration and purchase through the online store (credit cards, personal email, phone number, etc..)

## Specific needs

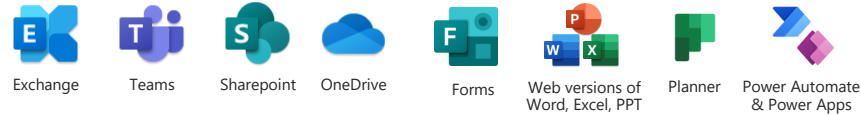




# Recommended M365 SKUs for SMB Retailers

## Microsoft 365 Business Basic

Cloud Services



- Host email with a 50 GB mailbox and custom email domain address.
- Create a hub for teamwork to connect your teams with Microsoft Teams.
- Access web versions of Office apps: Outlook, Word, Excel, PowerPoint, OneNote (plus Access and Publisher for PC only).
- Store and share files with 1 TB of OneDrive cloud storage per user.
- Host online meetings and video conferencing for up to 300 users.
- Get help anytime with around-the-clock phone and web support from Microsoft.

Compatible with Windows 10, Windows 8.1, Windows 7 Service Pack 1, and the two most recent versions of macOS. All languages included.

**Entry SKU**

**\$5.00 user/month**

\*Pricing referred to annual commitment

Good **entry SKU** for retailers who are just starting their digitization journey and don't have to manage personal data online (no e-commerce)

**Upsell SKU**

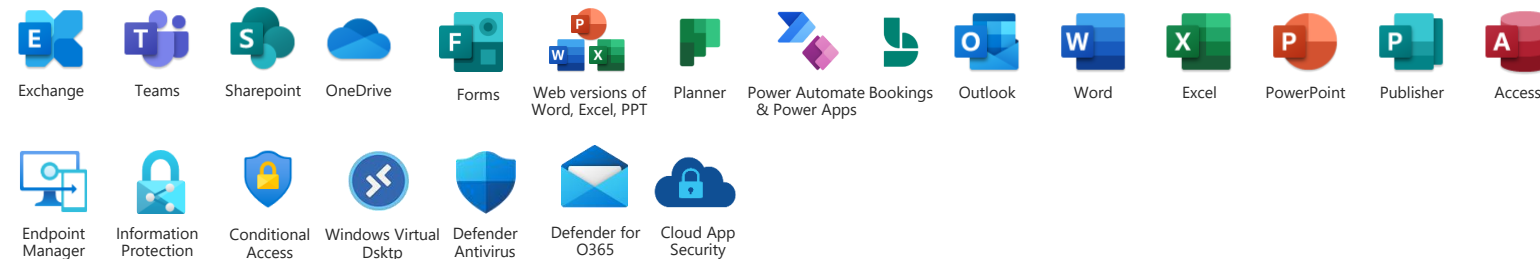
Best in-class solution for those retailers who **manage an e-commerce** handling customer's personal data in an online environment.

## Microsoft 365 Business Premium

Cloud Services

Desktop Applications

Advanced Security & Device Management



**\$20.00 user/month**

\*Pricing referred to annual commitment

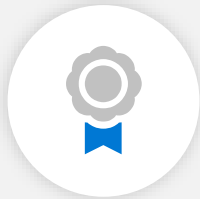
# Microsoft 365 for SMB Retail

## Employee experience and productivity



### Connect employees to your brand

Incorporate all employees, from shop floor to top floor, into the company mission



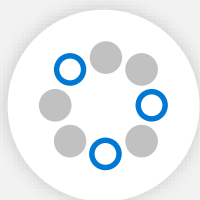
### Recognize employee contributions and value

Celebrate excellence and achievements across the organization



### Connect employees across the organization

Create communities of common needs and interests in a digital feedback loop



### Empower diverse workforces

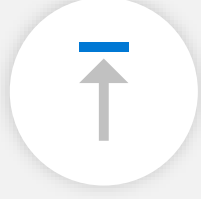
Give multi-cultural and multi-lingual FLW the tools needed to thrive

## Drive closed-loop teamwork



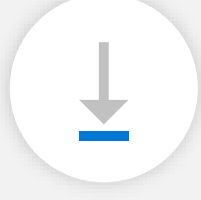
### Connect disparate teams

Eliminate silos and enable collaboration between teams



### Communicate from the ground up

Enable instant connections from the store floor to management



### Communicate from the top down

Make it easier to spread messages down across the stores



### Transact from anywhere

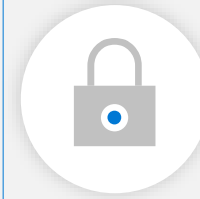
Provide associates with the ability to service customers wherever they are

## Security, Compliance and Data



### Regulate on-clock time and conditional access

Give employees access only to what they need, when they need it



### Secure your endpoints and prevent data loss

Encrypt employee and customer data and technology



### Implement persona-specific policy

Achieve large-scale efficiency and optimization

# Microsoft 365 for SMB Retail

## Learning and Growth Opportunities



### Onboard employees quickly and efficiently

Digitize resources in a single hub to streamline onboarding, training, and knowledge sharing



### Enable continuous learning on the sales floor

Upskill associates with on-the-job learning and development tools



### Answer questions quickly

Give employees access to real-time assistance and support



### Enable employee growth opportunities

Accelerate career paths by encouraging employee up-skilling

## Digitize shift and task management



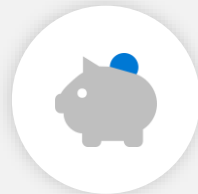
### Facilitating flexible scheduling

Empower employees to digitally access and update shifts



### Maintaining full coverage across shifts

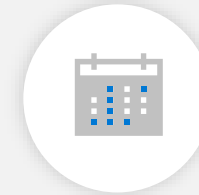
Collaborate quickly with workers to ensure every shift is covered



### Incentivizing inconvenient shifts

Give managers the ability to quickly configure staffing incentives

## Digitization of automation and processes



### React Quickly

Rapidly assess and address pressing issues

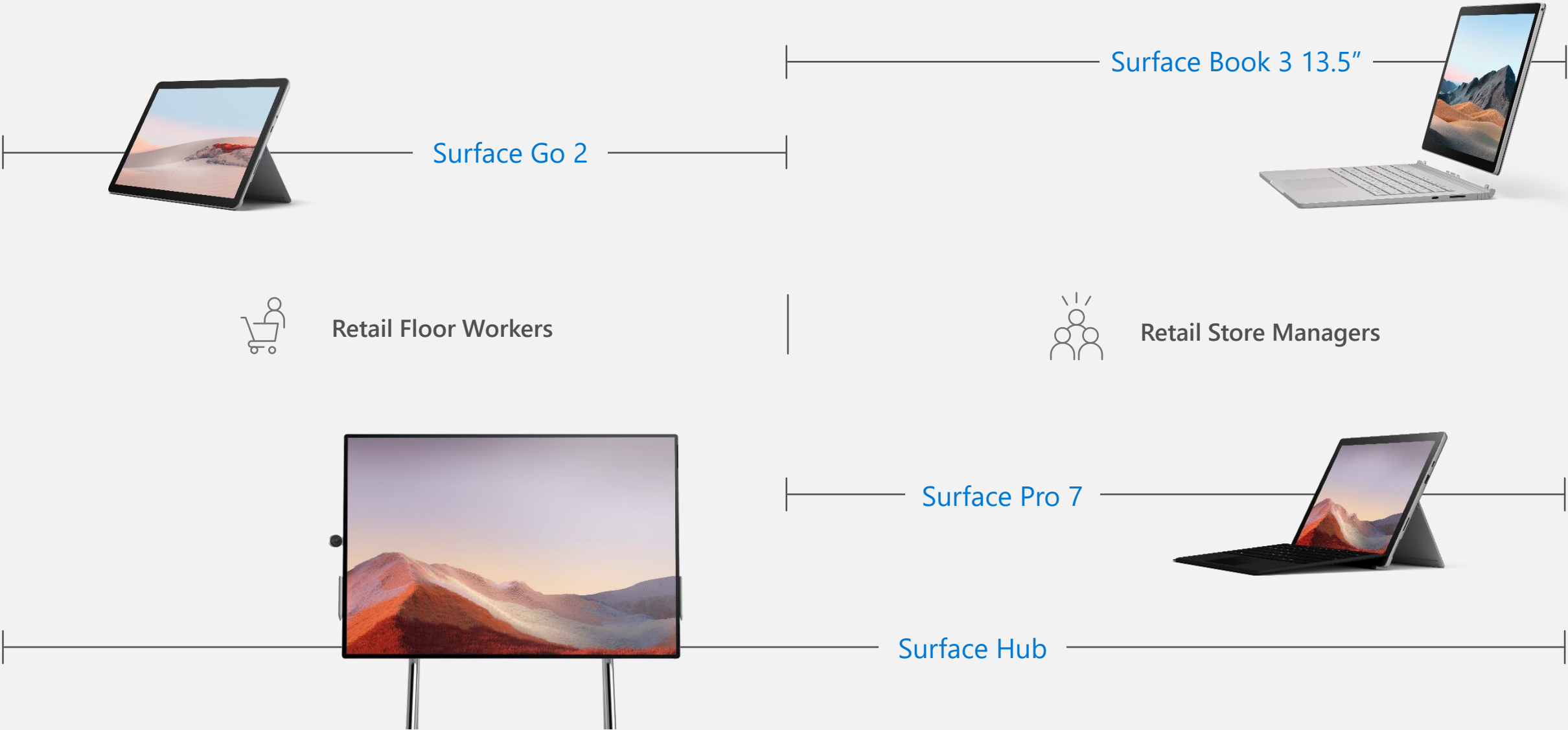


### Streamlined communications

Enable teams to track critical objectives, milestones, and timelines

# Surface for SMB Retail

Delivering value across the retail industry



# Surface for SMB Retail



## Retail Floor Workers

- Raising the bar for customer service

### Challenges

As the face of the business, retail floor workers confront many challenges on a day-to-day basis including:

- Having access to the right information on the retail floor
- Being armed with the necessary resources to help customers find exactly what they need
- Keeping heavy legacy point-of-sale (POS) apps running quickly and smoothly
- Carrying around bulky devices all day

### The ideal device

To keep up with their various requirements, Retail Floor Workers need devices that:

- Meet the performance requirements of their line-of-business (LOB) apps
- Are portable and easy to use
- Can be used all day without running out of battery or losing a connection
- Provide customers with an intuitive searching and transacting experience



## Retail Store Managers

- Managing the back-end and ensuring operational success

### Challenges

Whether in the warehouse, back office, or on the floor, retail store managers face several challenges including:

- Carrying bulky devices and inventory lists between the back office and retail floor
- Staying productive while constantly on the go
- Maintaining performance for compute-intensive LOB apps

### The ideal device

To ensure they best fulfill their job responsibilities, retail store managers require devices that:

- Are adaptable and can be used as full-fidelity PCs or tablets
- Have the performance capabilities to run multiple demanding apps concurrently
- Seamlessly integrate with external displays or scanning devices
- Can survive a fall



# SMB Manufacturing

A man wearing a blue cap with "CACAO 70" on it and a brown apron is writing on a tablet. He is in a factory setting with various machinery and equipment visible in the background. Another person is partially visible on the left, and another person is working in the background on the right.

# SMB Manufacturing

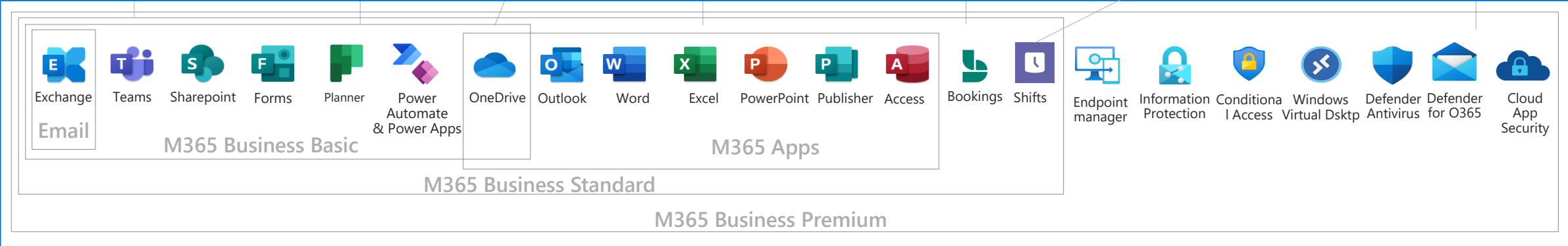
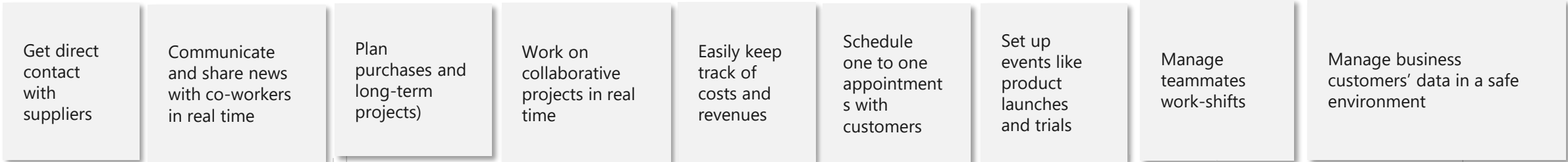
## Customer Profile



Denis, 32 years old. She runs a startup producing hand made jewelry. *"We create precious artifacts and sell to final consumers through a wide net of partners."*

- They work in teams of people with different shifts to be managed
- They work on long term projects with collaborators in different locations
- They have to manage relationships both with suppliers and business customers
- They handle business customers data
- They need to manage supply chain and logistics

## Specific needs



# Recommended M365 SKUs for SMB Manufacturing

## Microsoft 365 Business Standard

Cloud Services + Desktop Applications



- Get desktop versions of Office apps: Outlook, Word, Excel, PowerPoint, OneNote (plus Access and Publisher for PC only).
- Host email with a 50 GB mailbox and custom email domain.
- Create a hub for teamwork with Microsoft Teams.
- Store and share files with 1 TB of OneDrive cloud storage per user.
- Use one license to cover fully installed, Office apps on five mobile devices, five tablets, and five PCs or Macs per user.
- Get help anytime with around-the-clock phone and web support from Microsoft.

Compatible with Windows 10, Windows 8.1, Windows 7 Service Pack 1, and the two most recent versions of macOS. All languages included.

Entry SKU

**\$12.50 user/month**

\*Pricing referred to annual commitment

For manufacturers who work with **external collaborators** on shared documents and need to **manage appointments** with suppliers, M365 BS offers desktop version of Office apps and Microsoft Bookings integrated in Teams.

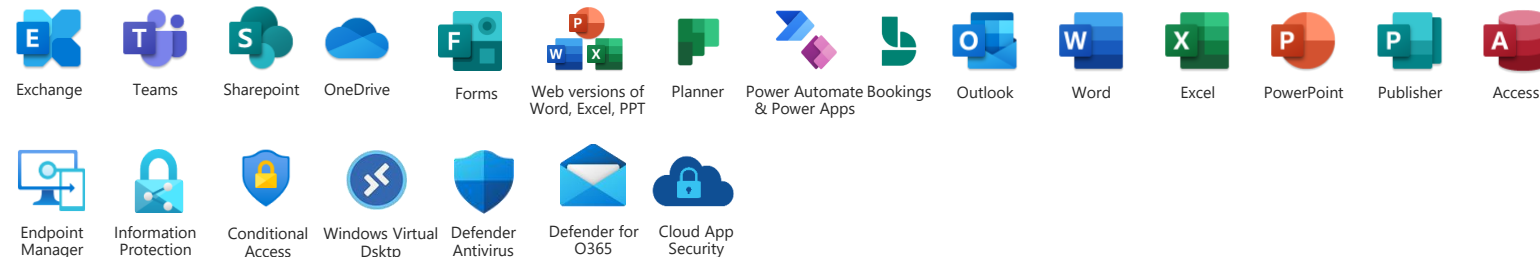
Upsell SKU

## Microsoft 365 Business Premium

Cloud Services

Desktop Applications

Advanced Security & Device Management



Best in-class solution for those manufacturers who manage **suppliers and/or customers'** sensitive data in an online environment.

**\$20.00 user/month**

\*Pricing referred to annual commitment



# Microsoft 365 for SMB Manufacturing

## Remote work and productivity



### Creating meaningful connections

Provide all employees with visibility into company strategy



### Recognizing employee contributions

Celebrate excellence and achievements across the organization



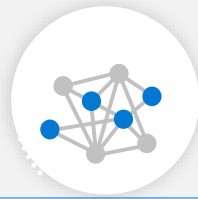
### Centralizing resources

Improve access to critical training and reference materials



### Streamlining training

Establish more efficient and effective training processes



### Enhancing collaboration

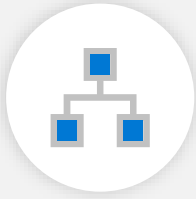
Facilitate real-time communication within the factory

## Connected and frontline workers



### Returning to work safely

Promote safe work environments with intelligent tools



### Connecting disparate teams

Eliminate silos and enable collaboration between teams



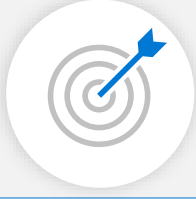
### Sharing insights

Create connections from the shop floor to the top floor



### Enhancing field service

Increase service efficiency and customer satisfaction



### Facilitating troubleshooting

Empower maintenance technicians to deliver a first-time fix

## Process and workflow automation



### Anticipating issues

Adopt a proactive approach to equipment maintenance



### Efficiently managing workflows

Empower teams to track critical objectives and milestones



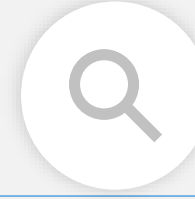
### Reacting quickly

Rapidly respond to issues to save time and reduce costs



### Automating business processes

Eliminate manual processes to improve productivity and quality



### Driving visibility

Empower employees to make better decisions in real-time

# Surface for SMB Manufacturing

Delivering value across the manufacturing industry



Surface Studio 2



Surface Go 2



Surface Pro X



Product Engineers



Field Technicians



Shop Floor Operators



Mobile Sales Reps



Surface Book 3 15"



Surface Hub

# Surface for SMB Manufacturing



## Product engineers

- Inspiring innovation in product design

### Challenges

Product engineers face several challenges in their roles including:

- Modifying product designs for iterative and custom requests
- Running and manipulating large CAD and CAM files
- Working in a mode that inspires creativity and productivity

### The ideal device

To unlock their creative vision, they need devices that:

- Allow to visualize results in meticulous detail
- Can run compute-intensive workloads
- Integrate with tools that augment creativity
- Adapt to the company's unique processes



## Field technicians

- Providing next-level services

### Challenges

Technicians face several challenges in their roles as a field technician including:

- Protecting their device from accidental damage
- Continuous remote work
- Long-distance travel
- Accessing critical documents from anywhere
- Connecting with colleagues and clients remotely

### The ideal device

To ensure they deliver the best service possible, they need a device that:

- Is lightweight, durable, and easy to carry with other tools
- Enables them to connect to the internet without Wi-Fi
- Can capture onsite photos in high definition and allow them to annotate on them directly
- Can keep pace with them all day

# Surface for SMB Manufacturing



## Shop floor operators

- Keep production going

### Challenges

Operators face a multitude of challenges in their day-to-day including:

- Managing the supply chain
- Moving around the shop floor continuously
- Tracking inventory and ensuring high quality
- Working with machinery, sensors, and other devices

### The ideal device

To keep things running smoothly, operators need devices that:

- Are lightweight and portable
- Have long battery life and are durable
- Possess versatile work mode capabilities
- Can capture photos in high definition and allow for direct markup



## Mobile sales reps

- Providing customers with the best products and services

### Challenges

As a mobile sales representative, they face several challenges in her role including:

- Keeping up-to-date on new products and trends
- Staying connected to their email and calendar on the go
- Using convincing content to persuade customers to buy
- Working with teammates remotely

### The ideal device

To manage their busy schedule, sales reps need a device that:

- Remains connected to a network at all times
- Is lightweight but powerful enough to run CAD visualizations and 3D models
- Allows them to capture signatures on the spot
- Represents them and their company well

# Surface for SMB Manufacturing



## Manufacturing teams

- Working together to improve production

### Challenges

Manufacturing personnel face challenges including:

- Connecting with colleagues in facilities in disparate locations
- Modernizing manufacturing processes and keeping employees safe
- Collaborating on business development plans and documents
- Presenting sales results on a screen viewable for large groups

### The ideal device

To work more effectively, teams need a device that:

- Enables video conferencing over an internet connection
- A beautiful device that will leave a lasting impression
- Has real-time pen and inking capabilities to ideate or markup Office 365 documents
- Delivers 4K quality for crystal-clear viewing

A professional meeting in a modern office with a city view. Several people are seated around a dark conference table, engaged in discussion. The room features large windows overlooking a dense urban skyline. The scene is lit with natural light, creating a bright and professional atmosphere.

# SMB Professional services



# SMB Professional Services

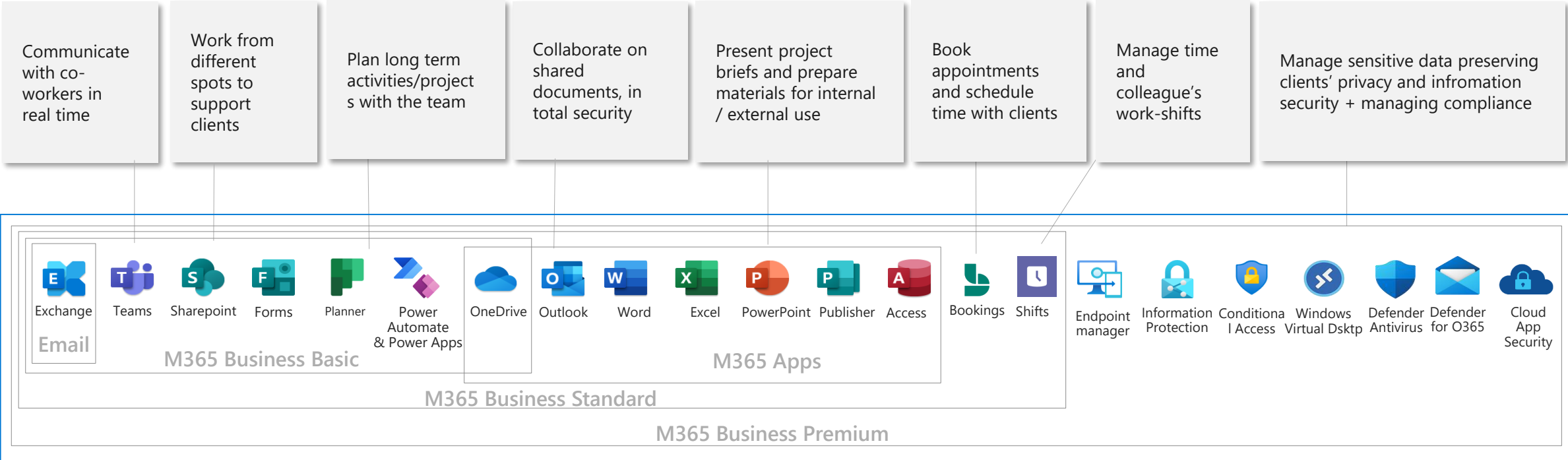
## Customer Profile



Sam, 27 years old. She owns a small lawyer firm.  
*"I work in a highly regulated market and clients' data security should be the main priority."*

- They operate in a highly regulated market
- They have a strong relationship with their clients, based on trust and professionalism
- They often communicate with their clients via email, handling sensitive information
- They need to share sensitive documents inside (with the rest of the team) or outside their organization (towards customers or external collaborators)
- They manage very long-term projects
- It might happen that they need to work from outside their office (meet the client and work aside him, after hours meetings)

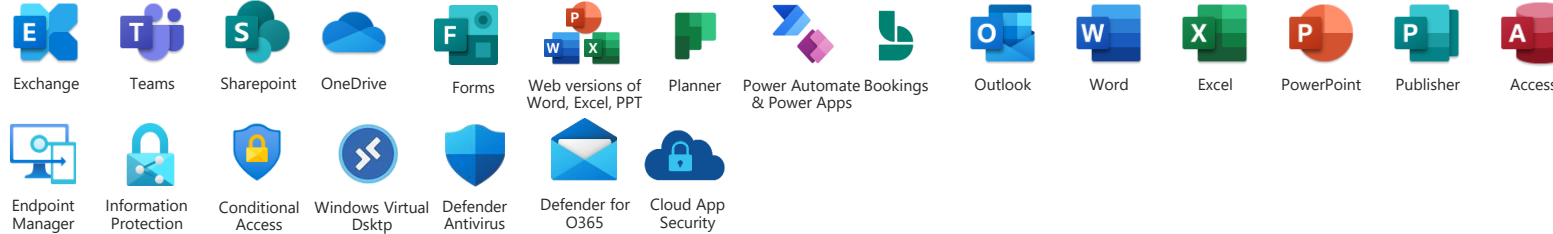
## Specific needs



# Recommended M365 SKUs for SMB Professionals

## Microsoft 365 Business Premium

Cloud Services, Desktop Applications, Advanced Security & Device Management



**Entry SKU**

- Stay up to date with the latest versions of Word, Excel, PowerPoint, and more.
- Connect with customers and coworkers using Outlook, Exchange, and Teams.
- Manage your files from anywhere with 1 TB of cloud storage on OneDrive per user.
- Defend your business against advanced cyberthreats with sophisticated phishing and ransomware protection.
- Control access to sensitive information using encryption to help keep data from being accidentally shared.
- Secure devices that connect to your data and help keep iOS, Android, Windows, and Mac devices safe and up to date.

Compatible with Windows 10 Pro. Some management features are not supported in Windows Home. All languages included.

**\$20.00 user/month**

\*Pricing referred to annual commitment

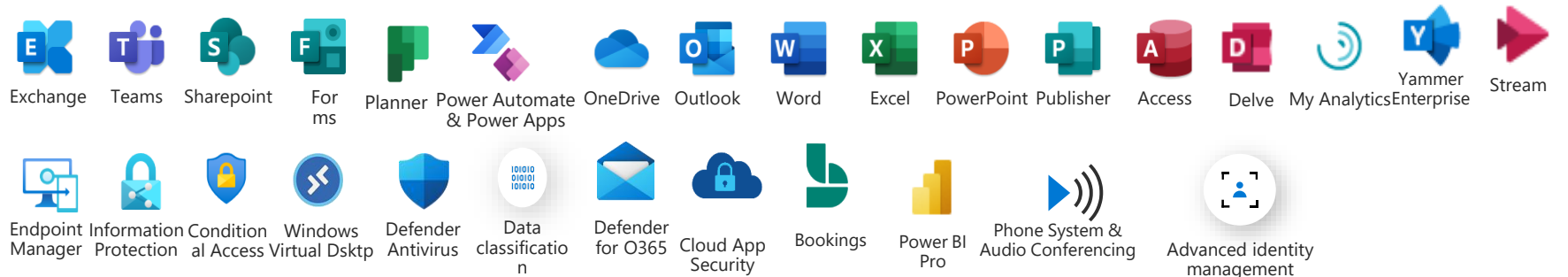
Best in-class solution for SMBs working in **highly regulated markets** and managing clients' **sensitive data** in an online environment

**Upsell SKU**

For those SMB customers working with strong compliance restrictions and handling highly sensitive data, **Office 365 E5** might be the best integrated solution for productivity, advanced security and compliance services.

## Office 365 E5

Cloud-based suite of productivity apps combined with advanced voice, analytics, security, and compliance services.



**\$32.00 user/month**

\*Pricing referred to annual commitment



# Microsoft 365 for SMB Professional Services

## Enhance productivity



### Collaborate with the team

Work on shared documents and make live changes together with colleagues in real time



### Always gain access to the latest version

and if you might lose some pieces, view the chronology with elder versions of the document



### Work from anywhere, on any devices

access documents with your identity and work on the Cloud



### Take notes during meetings

and share them with your colleagues



### Create trusted documents

Classify your documents by adding sensitivity labels

## Stay connected and up to date



### Keep in touch with the rest of the team

from anywhere at anytime, thanks to Outlook email and instant messaging service provided by Teams platform



### Easily set up meetings with clients

Teams integrated with Outlook calendar helps to set up instant meetings with customers and collaborators



### Mobile optimized advanced emails and Office apps

read your emails and manage appointments wherever you are, from smartphones and tablets.



**Professional email and business card** on the web and can help convey professionalism, reliability and credibility online

## Keep safe and compliant



**Share documents in total security** both inside and outside the organization



**Scan emails and attachments** keeping data safe from malicious attacks, spam, malware, and known threats with Exchange Online Protection



**Identity based access on any devices** to make collaboration smarter and safer



**Compliance with industry sector regulations** easily implement compliance regulations within your organization

# Surface for SMB Professional Services

Delivering value across services organizations



Professional workers



Advisors



Analysts



Executives



# Surface for SMB Professional Services



## Professional workers

- Providing a more personal customer experience

### Challenges

In a client-facing position, professional workers such as Bank Tellers and Lawyers face a few challenges in their role including:

- Providing a personalized experience for customers
- Communicating information and promotions clearly
- Making a good impression on new and existing clients

### The ideal device

To ensure they delivers the best possible experience, professional workers use a **Surface Go 2 or Surface Pro 7+** device that:

- Has a high-resolution screen
- Leaves a lasting impact and projects a premium image
- Is lightweight and compact enough to carry all day but powerful enough to run the apps he relies on
- Has a long-lasting battery



## Advisors

- Helping clients plan their futures

### Challenges

Busy advisors face several challenges in their day including:

- Collaborating with colleagues to determine the best financial plans for clients
- Staying productive when working remote or traveling to clients' locations
- Making a good impression on new and existing clients

### The ideal device

To ensure they deliver the best customer service, advisors use a **Surface Pro 7+** device that can:

- Provide needed performance to run heavy softwares without sacrificing mobility
- Help them easily and securely connect with colleagues and clients, even when working remotely
- Project a premium image and leave a lasting impression

# Surface for SMB Professional Services



## Analysts

- Determining the best investments for success

### Challenges

As specialists in their field, analysts face hurdles unique to their day-to-day including:

- Identifying investments that yield optimal ROI
- Establishing well-researched advice and creating complex financial models
- Communicating investment plans to colleague and clients

### The ideal device

To deliver the advice clients deserve, analysts use a **Surface Book 3** device that:

- Can handle the compute demands of the sophisticated software used by analysts daily
- Easily connects them to in-office and remote teammates
- Plugs into their existing displays and hardware seamlessly



## Executives

- Providing leadership across teams

### Challenges

Executives face challenges including:

- Overseeing the health of the business and well-being of clients
- Providing leadership across multi-functional teams
- Task and responsibility randomization
- Being a positive reflection of her organization's brand

### The ideal device

To ensure they deliver the best leadership possible, executives use Surface devices that:

- Offers high-performance and collaborative capabilities
- Provides versatile modes to accommodate various work scenarios
- Helps him take advantage of the little moments in his day
- Projects a premium image
- Deliver enterprise-grade protection for sensitive data

# SMB Hospitality





# SMB Hospitality

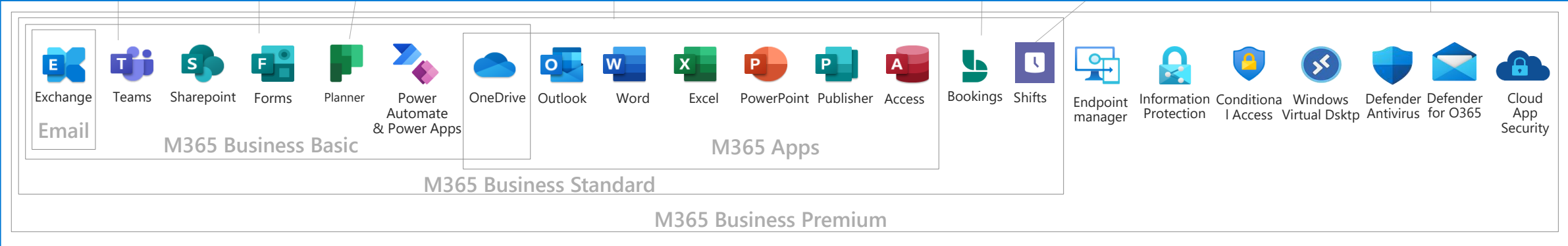
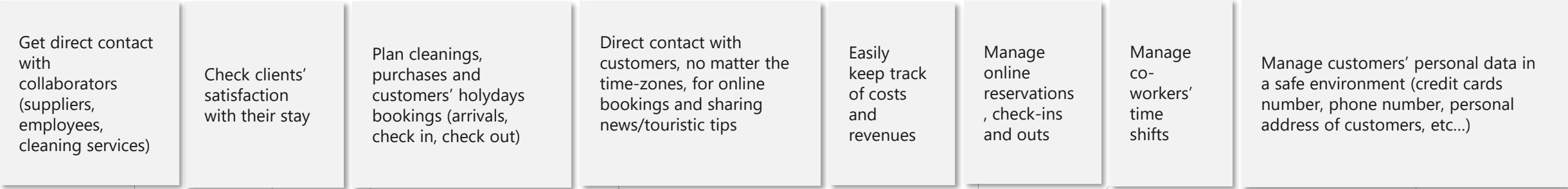
## Customer Profile



Sarah, 39 years old. She runs a B&B in Amsterdam.  
*"Our customers come from all over the world and sometimes it's hard to manage conversations with different time zones."*

- They typically take room reservations via telephone (fixed number) and keep track of customers' bookings offline (ie. on a paper notebook)
- They also use third party platform as digital touchpoints to get in touch with new customers and take online reservation (ie. Booking, AirBnB, Trivago, etc.)
- They might find it difficult to manage different touchpoints and channels
- They often handle customers' personal data on their devices
- They need to manage waiters' and cleaning service timetables and coordinate with clients' check ins/ check outs

## Specific needs





# Recommended M365 SKUs for SMB Hospitality

## Microsoft 365 Business Standard

Cloud Services + Desktop Applications



- Get desktop versions of Office apps: Outlook, Word, Excel, PowerPoint, OneNote (plus Access and Publisher for PC only).
- Host email with a 50 GB mailbox and custom email domain.
- Create a hub for teamwork with Microsoft Teams.
- Store and share files with 1 TB of OneDrive cloud storage per user.
- Use one license to cover fully installed, Office apps on five mobile devices, five tablets, and five PCs or Macs per user.
- Get help anytime with around-the-clock phone and web support from Microsoft.

Compatible with Windows 10, Windows 8.1, Windows 7 Service Pack 1, and the two most recent versions of macOS. All languages included.

Entry SKU

**\$12.50 user/month**

\*Pricing referred to annual commitment

With desktop version of Office apps, Microsoft Forms to **check customer's satisfaction** and Microsoft Bookings integrated in Teams to **manage reservations**, this is the best entry SKU for hospitality industry.

Upsell SKU

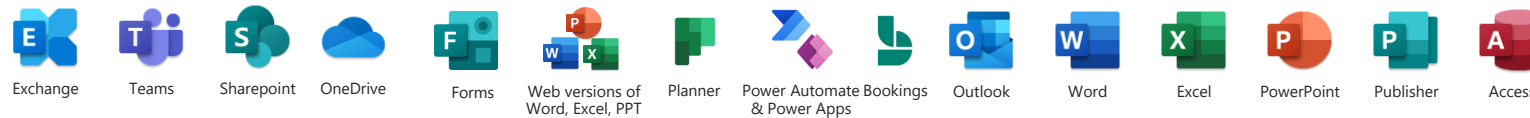
For those SMB customers who manage personal data and sensitive information of their clients in an online environment, M365 BP offers strong protection from cyber threats.

## Microsoft 365 Business Premium

Cloud Services

Desktop Applications

Advanced Security & Device Management



**\$20.00 user/month**

\*Pricing referred to annual commitment

# Microsoft 365 for SMB Hospitality

## Work smarter and easier



### All in one app

Microsoft Teams brings together calling, chat, meetings, calendar, productivity tools



### Answer questions quickly

Give employees access to real-time assistance and support



### Easily book a room/a table

Scheduling reservations, moving or cancelling appointments is very easy with Booking



### Manage employees shifts

Easily manage employees work shifts and stay up to date with changes and approval process



### Ask for customers' feedback

Create surveys to collect customers feedbacks in few minutes

## Keep customers and business data safe



### Share data in total security

With Microsoft 365 advanced protection you can safely share sensitive documents and information, inside or outside the organization



### Azure Active Directory

Enhance security, simplify access, and set smart policies with a single identity platform



### Windows Information Protection

Protect enterprise apps and data against accidental data leaks on both enterprise and personal devices



### Windows Defender

Protect against software threats and isolate enterprise-defined untrusted sites

## All in one solution with Business Voice



### Stay connected with a single phone number

Across your computer, mobile devices and desk phone.



Turn a chat into a call or a call into a group meeting **without hanging up or re-dialing**



Enjoy cloud calling features such as **consultative transfers, music on hold, call park, voicemail transcription** and more.



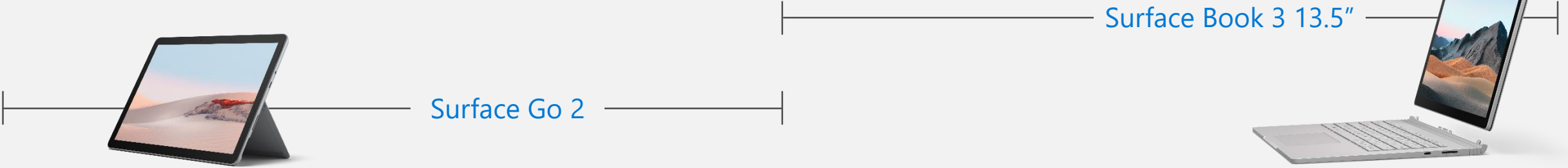
**Monitor and resolve performance issues** with the call analytics and the quality dashboard.



Save time and money with a **single provider for all your communications.**

# Surface for SMB Hospitality

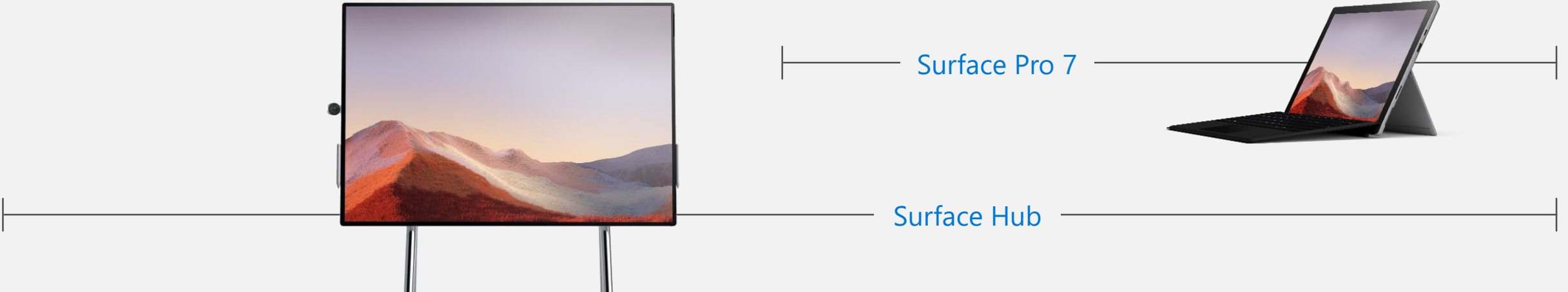
Delivering value across the hospitality industry



Hospitality Floor Workers



Hospitality Managers



# Surface for SMB Hospitality



## Hospitality Floor Workers

- Transforming the guest experience

### Challenges

As the face of the business, hospitality floor workers confront many challenges on a day-to-day basis including:

- Having access to the right information in real-time while facing guests
- Providing a personalized experience for each customer
- Keeping heavy legacy point-of-sale (POS) apps running quickly and smoothly
- Communicating information and promotions clearly

### The ideal device

To keep up with their various requirements, Hospitality Floor Workers need devices that:

- Meet the performance requirements of their line-of-business (LOB) apps
- Is lightweight and compact enough to carry all day but powerful enough for all the role requirements
- Can be used all day without running out of battery or losing a connection
- Leaves a lasting impact and projects a premium image



## Hospitality Managers

- Empowering your workforce to deliver unforgettable experiences

### Challenges

Whether in the warehouse, back office, or on the floor, hospitality managers face several challenges including:

- Overseeing the health of the business and well-being of guests
- Providing leadership across multi-functional teams
- Staying productive while constantly on the go
- Maintaining performance for compute-intensive LOB apps

### The ideal device

To ensure they best fulfill their job responsibilities, retail store managers require devices that:

- Provides versatile modes to accommodate various work scenarios
- Have the performance capabilities to run multiple demanding apps concurrently
- Seamlessly integrate with external displays or scanning devices
- Projects a premium image
- Deliver enterprise-grade protection for sensitive data

# SMB Healthcare



# SMB Healthcare

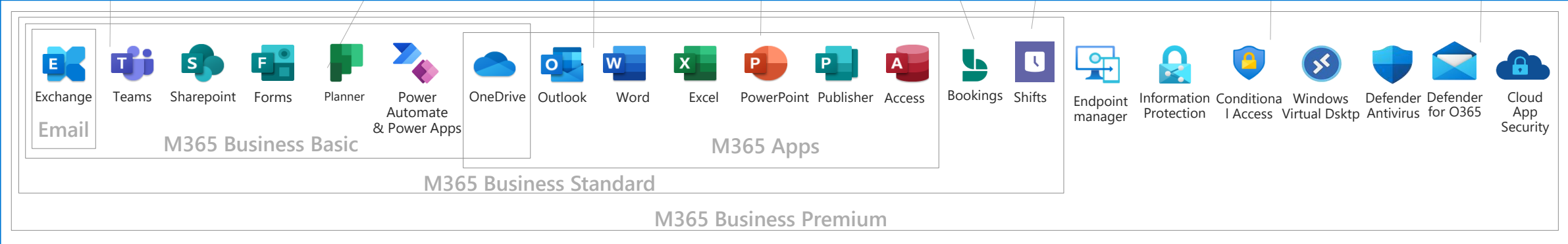
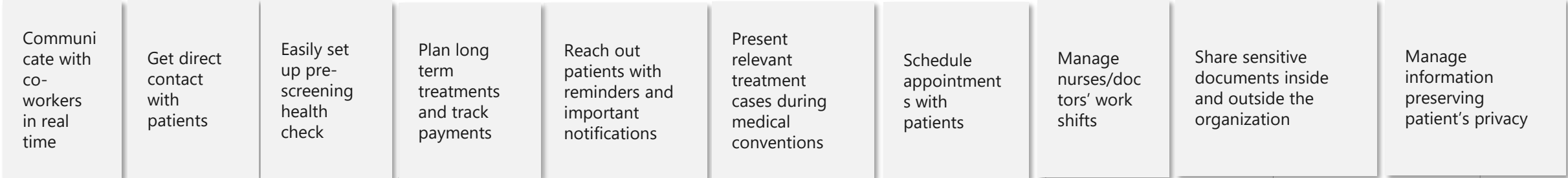
## Customer Profile



Thom, 54 years old. He is a dentist running his own medical clinic.  
*"It's hard to manage all our appointments. Sometimes our patients just forget of their appointment and don't show up at all."*

- They operate in a highly regulated market
- They manage very sensitive data of their patients
- They need to keep track of patients' appointments and contacts
- They mainly take appointments via telephone (fixed number)
- They have multiple suppliers to manage
- They usually work on repetitive and long-term cures, payed in different tranches

## Specific needs

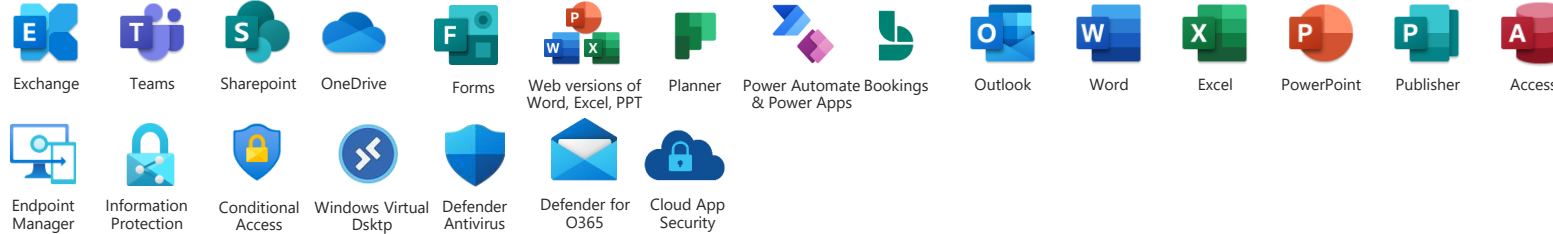




# Recommended M365 SKUs for SMB Healthcare

## Microsoft 365 Business Premium

Cloud Services, Desktop Applications, Advanced Security & Device Management



**Entry SKU**

**\$20.00 user/month**

\*Pricing referred to annual commitment

- Stay up to date with the latest versions of Word, Excel, PowerPoint, and more.
- Connect with customers and coworkers using Outlook, Exchange, and Teams.
- Manage your files from anywhere with 1 TB of cloud storage on OneDrive per user.
- Defend your business against advanced cyberthreats with sophisticated phishing and ransomware protection.
- Control access to sensitive information using encryption to help keep data from being accidentally shared.
- Secure devices that connect to your data and help keep iOS, Android, Windows, and Mac devices safe and up to date.

Best in-class solution for SMBs working in highly regulated markets and managing clients' sensitive data in an online environment.

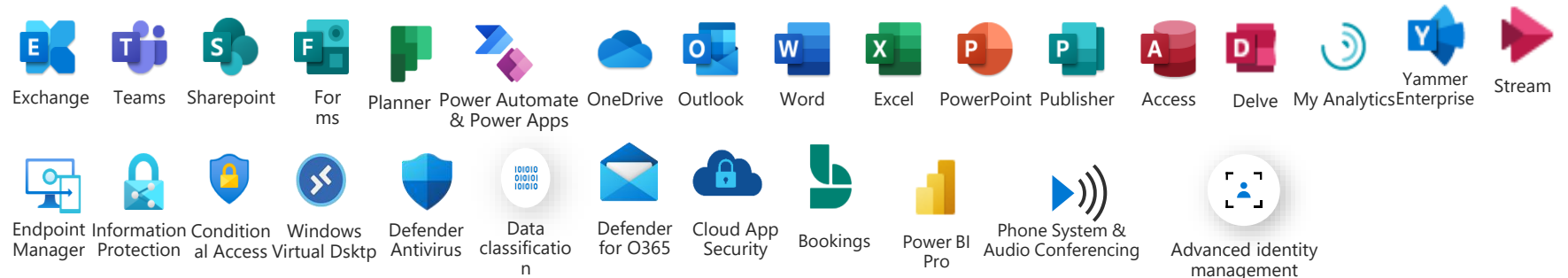
Compatible with Windows 10 Pro. Some management features are not supported in Windows Home. All languages included.

**Upsell SKU**

For those SMB customers working with strong compliance restrictions and handling highly sensitive data, **Office 365 E5** might be the best integrated solution for productivity, advanced security and compliance services.

## Office 365 E5

Advanced voice, analytics, security, and compliance services



**\$32.00 user/month**

\*Pricing referred to annual commitment

# Microsoft 365 for SMB Healthcare

## Enable cross-organizational collaboration



### Simplify organization with Lists

Start a list from scratch or save time with healthcare templates



### Harmonize workflows with Shifts

Empower care teams to manage their own schedules so they can focus on patient care



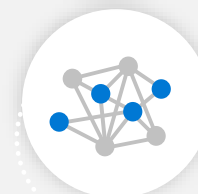
### Centralize task management

Keep everyone on track and on the same page with Microsoft To Do and Planner



### Send and manage approvals

Easily set up automated approval workflows with Power Automate and Teams



### Secure messaging

Share patient data across departments and organizations with secure messaging

## Protect health information



### Azure Active Directory

Enhance security, simplify access, and set smart policies with a single identity platform



### Microsoft Advanced Threat Analytics

Reduce your risk of damage and get information in a succinct, real-time view of the attack timeline



### Windows Information Protection

Protect enterprise apps and data against accidental data leaks on both enterprise and personal devices



### Microsoft Security and Compliance Center

Monitor your overall compliance posture and configure settings to meet complex obligations



### Windows Defender

Protect against software threats and isolate enterprise-defined untrusted sites

## Process and workflow automation



### Deliver seamless experiences

Empower clinicians and patients to schedule and launch virtual visits in Teams or from within the Epic EHR\*



### Earn and keep patient trust

Integrate into existing workflows to improve collaboration while protecting sensitive patient information



### Expand care to more patients

Increase patient access to care and empower them to take a more active role in their healthcare

# Surface for SMB Healthcare

Delivering value across the healthcare industry



**Surface Go 2**

Available with LTE Advanced



**Surface Pro 7+**

Available with LTE Advanced



**Surface Laptop 4**  
**Surface Laptop Go**



Mobile care givers,  
Telehealth workers

[NHS](#), [Pro EMS](#)



Patients

[NHS](#)



Nurses

[Royal Hospital for Neuro-disability](#)



Physicians

[Alder Hey Children's Hospital](#)



Hospital administrators,  
IT developers



**Surface Hub 2S**



**Surface Book 3 (15")**

# Surface for SMB Healthcare



## Mobile care workers

- Providing in-home support to those in need

### Challenges

Mobile care workers face several challenges in their role:

- Connecting with specialists and doctors remotely
- Ensuring all patient information is captured and stored securely
- Staying connected to a network even when moving from place to place

### The ideal device

**Surface Go 2** solves for these challenges with the following capabilities:

- Has built-in LTE connectivity so workers can connect with care teams at a moment's notice
- Has enterprise-grade security features
- Enables users to document findings and capture digital images
- Is powerful enough to run mission critical apps
- Is lightweight, durable, and easy to clean



## Nurses

- Providing better patient care

### Challenges

Nurses face challenges in their day including:

- Providing patients with personalized care and support
- Staying productive on the move
- Updating patient records accurately and securely
- Reacting quickly in the event of an emergency

### The ideal device

To ensure nurses can deliver the best patient care, they use a **Surface Go 2** device that has the capability to:

- Easily be carried around all day
- Connect to doctors and colleagues quickly
- Double as both a laptop and a tablet to run EHR apps
- Be cleaned easily and survive a fall

# Surface for SMB Healthcare



## Physicians

- Consuming content on the go

### Challenges

Physicians face unique hurdles every day, including:

- Consuming content on the go
- Managing teams of healthcare professionals
- Coordinating with specialists to determine the best treatment plans for patients
- Documenting and storing patient information securely

### The ideal device

To deliver great care their patients, physicians use **Surface Pro 7+** and **Surface Laptop 4** devices that:

- Access content when on the go
- Empower practitioners to review medical models in a unified, collaborative space
- Capture electronic signatures right on the spot
- Deliver enterprise-grade protection for patients' PII



## Care teams

- Working together for better patient care

### Challenges

Healthcare professionals face teamwork challenges including:

- Remote consultations; remote care - doctors and medical staff needing to work with remote staff, colleagues, experts, and patients
- Collaborating on patient care and treatment plans
- Getting patients to engage more in mapping out better health outcomes

### The ideal device

To work more effectively, teams use a **Surface Hub 2S** device that:

- Enables videoconferencing for teams around the world
- Has real-time pen and inking capabilities
- Has a large, high-resolution screen for easy viewing
- Can serve as a digital reader board to track who is available at a moment's notice

# SMB Customer Stories





“Tools like Teams have really made our people more effective. I think we’re saving money on labor. And we’re saving money on waste; if we make a mistake anywhere along the production chain, we waste material. I would say that we have probably reclaimed at least 10–15 percent of our budget by preventing waste through timely collaboration.”

— **Andi Kubacki, Cofounder, The Detroit Wallpaper Co**





From its Didsbury headquarters in Alberta, Canada, a small family business is prospering. TANAS Concrete serves the building trade in nearby prairie towns, coordinating a fluctuating and seasonal workforce, several concrete plants, and the administrative processes that are the backbone of a growing company. Exchanging data between mobile workers and the head office is no longer an issue. TANAS deployed Microsoft 365 to make collaboration easier, to share information securely, and to streamline processes.

“All of our workers use Microsoft 365 apps. They’re more efficient, we waste less time, and most of all, everyone is happier.”

— **Randy Walton, Controller,**  
**TANAS Concrete**

“With Microsoft Teams, I just set up a team structure so that everyone can find what they need. No one needs to ask me where documents are, and it’s easy for everyone to

use.”  
— **Madison Keller, Receptionist,**  
**TANAS Concrete**

SkandiaMäklarna  
*Landgren*



Landgren of Sweden is a family-owned real estate company with 12 locations across southern Sweden. A recent move to Microsoft 365 has ensured that the company, which has no internal IT, remains compliant with the recently-enacted General Data Protection Regulation (GDPR) legislation affecting all of Europe. Landgren has also increased collaboration and mobility through the use of SharePoint Online and Yammer. This has led to an increased number of sales wins, as Landgren can often reach out to customers faster, deliver more information quickly, and provide and sign documentation during a property showing.

“The greatest value Microsoft 365 provides a company like Landgren is that you don't have to think about anything. Everything is so sophisticated, you can put it out of your mind and focus on your customers.”

— Peter Landgren, CEO, Landgren

“With SharePoint Online, we can easily give customers stats or information about a property or the market, the moment they ask.”

— Hampus Kjellberg, COO, Landgren



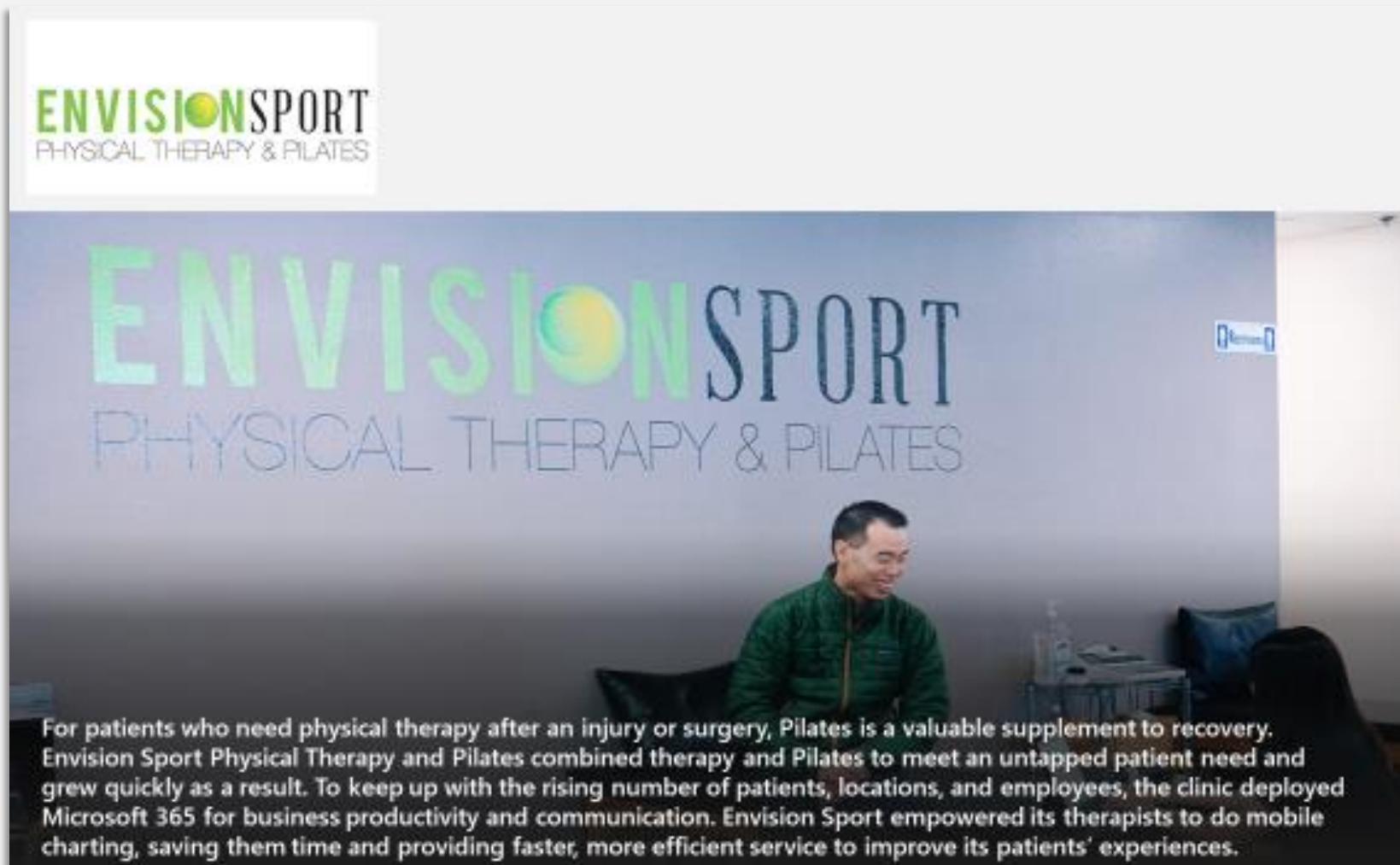


SPL Ports de Menton needed a way to solve the unique collaboration, security, and customer service challenges that arise from managing two ports in the Côte d'Azur region of southern France. With Microsoft 365\* collaboration tools, including OneDrive, SharePoint Online, and Microsoft Teams, the ports' 25 employees immediately experienced increased productivity and efficiencies—and new ways to deliver seamless customer service. Now Ports de Menton is working on plans to make its future even sunnier.

“Office 365\*\* is the base for all of our work now. On just one small project we gained a week. I’m convinced that we’ll see big savings through better collaboration and flexibility.”

“The cloud was an obvious way to minimize hardware investments, and we have always been happy working with Microsoft, so for us, Office 365\*\* was a given.”

— **Bastien Ravasio, Marketing Manager, SPL Ports de Menton**



ENVISIONSPORT  
PHYSICAL THERAPY & PILATES

ENVISIONSPORT  
PHYSICAL THERAPY & PILATES

For patients who need physical therapy after an injury or surgery, Pilates is a valuable supplement to recovery. Envision Sport Physical Therapy and Pilates combined therapy and Pilates to meet an untapped patient need and grew quickly as a result. To keep up with the rising number of patients, locations, and employees, the clinic deployed Microsoft 365 for business productivity and communication. Envision Sport empowered its therapists to do mobile charting, saving them time and providing faster, more efficient service to improve its patients' experiences.

“Microsoft 365 has been worth every penny for us to get set up with the right technology to serve more patients. There is nothing more rewarding than hearing patients say ‘thank you’ and knowing we helped them live better, healthier lives.”

“With Surface devices and Microsoft 365, our physical therapists have a portable environment that runs smoothly with our charting software, so they can spend less time on IT issues and more time with patients.”

— Darrin Yee, CEO and Co-Owner,  
Envision Sport Physical Therapy  
and Pilates

# Thank you !

Find other resources to assess SMB customers with