

# Differentiating Microsoft 365 vs. other productivity suites

## Partner guide



In this document you will find content to equip you to be successful in helping business decision makers choose to migrate to Microsoft 365 over other productivity suite providers.

## Why Business Leaders Choose Microsoft 365:

With Microsoft 365, customers can...

### 1 Help your people connect, collaborate, and accomplish more together with Microsoft Teams

- Stay focused by bringing meetings, chats, calls and collaboration together in one place
- Connect to meetings with the most flexible set-up, integration and support for devices and accessories
- Connect the office to the frontline workforce with purpose-built frontline features

**Other productivity suites** may have disconnected workflows across separate tabs. Fewer supported meeting devices, not direct routing and lack purpose-built frontline capabilities.

### 3 Intelligent features, automated workflows and engagement platforms

- Improve your people's wellbeing, mindfulness and growth in today's hybrid work environments
- Integrate your apps and automate processes with Microsoft Teams to achieve even more, customizing the experience to meet all your unique needs

**Other productivity suites** lack comparable AI-powered insights, have limited ability to customize the workspace with channels, tabs and apps

### 2 Give employees the powerful Office tools they need, to be more productive

- Connect where you need with cloud and mobile apps along with rich desktop experiences
- Collaborate in real-time with familiar Office apps on- or offline, safeguards to stop overwriting others' work
- Rich Excel features to create interactive data visualizations to inform decision making

**Other productivity suites**, cloud-only applications with fewer features and to plan for offline access. Additional tools required to match data visualizations.

### 4 Get peace of mind with trusted security that protects the business without disrupting work

- Protect all your people, apps, devices and data with advanced security and controls
- Protect intellectual property with advanced identity and data loss prevention capabilities
- Enable compliance with internal corporate policies and regulation for business-critical records

**Other productivity suites** can put customers at risk with shadow IT, require additional solutions to enable data protection coverage with other clouds/services, require more manual work to meet compliance needs.

## Tips for success:

- Show how Microsoft Teams is helping keep remote employees connected and productive with its hub for teamwork
- Build a strong business case with a full comparison of the cost savings Microsoft 365 can deliver



**145 Million**

people around the world rely on Microsoft Teams every day to work together, even when they need to work apart



**300 Million**

Paid Microsoft Office 365 commercial seats



**90+**

national, regional, and industry-specific compliance requirements and standards are supported

# Differentiating Microsoft 365

## vs. other productivity suites

### Partner guide



In this document you will find content to equip you to be successful in helping IT decision makers choose to migrate to Microsoft 365 and Teams over other productivity suite providers.

## Why IT Leaders Choose Microsoft 365:

With Microsoft 365, customers can...

### 1 Meet your security and compliance requirements

- Protect all your people, apps, devices and data with advanced security and controls
- Agile, advanced threat intelligence capabilities to help you react quickly to understand and mitigate attacks
- The most comprehensive compliance coverage of any cloud provider

**Other productivity suites** require additional 3rd party solutions to match built-in security = more risk. More limited compliance support and meet fewer compliance standards

### 3 Minimize costs by reducing the need for 3<sup>rd</sup> party vendors and add-on apps

- Make the most of existing investments with cloud, hybrid and on-premises deployment options
- Get more advanced built-in features that can enable a lower TCO

**Other productivity suites** may mean additional third-party apps for features, adding cost and complexity. A cloud-only solution means limited range of deployment flexibility.

### 2 Simplify your life with a single admin center

- Save IT resource time by using one admin center (single pane of glass) to manage across all of Microsoft 365
- Manage all your existing endpoints with a seamless, end-to-end management solution that provides visibility across all connected devices

**Other productivity suites** may mean management silos to navigate and secure due to 3rd-party apps. Limited iOS / Windows controls creates the need of 3rd party apps

### 4 Help users do their best work with industry-leading apps and experiences

- Collaborate in real-time with Microsoft Teams and familiar Office apps in the rich client or web
- Advanced features with Power BI, Stream, and an employee experience platform
- Nearly 300 million paid Office 365 commercial seats

**Other productivity suites** lack a single hub for teamwork, cloud-only applications offer limited features and advanced features requiring additional 3rd party apps.

## Tips for success:

- Uncheck" the security boxes by highlighting the unique value of our security platform, that delivers end-to-end insights into an attack.
- Leverage Microsoft's compliance dominance and tools that help customers on their compliance journey: automated governance, case management and insider risk management





Microsoft is a leader in the Gartner Magic Quadrant for Unified Endpoint Management, 2019



Microsoft 365 recognized as Leader in Forrester Wave™: Unstructured Data Security Platforms Q2 2021)

# Addressing misconceptions

Things you might hear	How you can help
 <b>INNOVATION</b> <i>Other productivity suites will help me be more innovative</i>	<p><b>When it comes to innovation for the modern workplace, no one beats Microsoft</b></p> <ul style="list-style-type: none"><li>✓ Other companies may do innovative things overall but lack an innovative productivity suite solution.</li><li>✓ Ever since real-time collaboration was introduced 10+ years ago, other productivity suites have been playing catch up to Microsoft and Office 365.</li></ul>
 <b>REAL-TIME COLLABORATION</b> <i>Other providers are better at supporting real-time collaboration</i>	<p><b>Microsoft has been doing real-time collaboration in the cloud and through rich desktop applications for years</b></p> <ul style="list-style-type: none"><li>✓ Other productivity suites may make it sound like this isn't a key component of our platform, but that's not true.</li></ul>
 <b>PRICE</b> <i>Other productivity suites are less expensive than Microsoft 365</i>	<p><b>Microsoft 365 has a full lineup of plans at competitive price points</b></p> <ul style="list-style-type: none"><li>✓ Due to the more complete nature of Microsoft's platform, we offer greater opportunity to consolidate vendors above and beyond other productivity suites</li><li>✓ This means that customers using Microsoft 365 may spend more on their subscription but can lower their TCO.</li></ul>
 <b>SECURITY</b> <i>Other productivity suites are secure enough</i>	<p><b>Are you prepared to take on the financial implications of ransomware, lost corporate IP, or lawsuits by going the 'good enough' route?</b></p> <ul style="list-style-type: none"><li>✓ Other productivity suites are still not good enough for many customers that own and manage many other tools, data, apps, devices and users</li><li>✓ Other productivity suite's security platforms fall short of enterprise demands and would require additional 3rd party services leading to additional costs</li></ul>
 <b>FRONTLINE WORKERS</b> <i>Other productivity suites have better solutions to improving frontline productivity</i>	<p><b>Microsoft 365 frontline offerings deliver a more complete toolkit to meet the diverse demands of frontline workers.</b></p> <ul style="list-style-type: none"><li>✓ Microsoft 365 includes purpose-built features to support the specific needs of frontline workers</li><li>✓ Microsoft has a full portfolio of 1st and 3rd party Windows devices and mobile applications at all price points.</li></ul>

Use partner resources to learn how to position Microsoft 365

- [Learn more about Microsoft 365](#) and [educate your organization](#)
- [Nominate eligible customers for Microsoft 365 Teams and Frontline Workshops and CPOR usage incentives](#)
- [Join Partner Yammer communities and utilize learning paths](#)