



OFFICE 2010 FY12 Q1 RETAIL EXECUTION GUIDE

- BACK TO SCHOOL CAMPAIGN
- YEAR ROUND PROGRAMS AND OFFERS

Thank you for your continued effort to create global Office 2010 brand consistency by using the WWRS assets for Online, Visual Merchandising, Training and the MDX Demo with your retail partners.

This deck references all of the new assets created for the Back to School campaign (FY12 Q1) as well as all assets that were created previously, but still apply for FY12. Please disregard any previous Execution Guides or Toolkits that we have previously created and use this Guide going forward.

THIS GUIDE IS DIVIDED INTO TWO MAIN SECTIONS:

1. Back to School Campaign

The first section is the Back to School campaign, which includes assets and guidance for all of our newly created assets. The guidance is divided into Fundamentals and Drive Attach Sales Motion:

- **Fundamentals**

Basics that every retailer should be able to accomplish.

- **Drive Attach Sales Motion**

The next steps that can be taken after the Fundamentals are covered to improve Office attach and drive incremental sales.

2. Year Round Programs and Offers

The second section covers program assets and guidance that have been released previously, but are available throughout FY12. These include:

- **Office Offers**
- **Office Included in PC**
- **Premium Mix Incentive**
- **Save Now with PC**
- **Always Ask/Dare to Ask**
- **ESD**
- **POSA**

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Executive Summary

The primary goal for FY12 is to sell Office with every PC, thereby growing units and revenue. WWRS has worked closely with the Office BG to create assets for the Back to School selling season as well as for programs that are available year round. These assets, as well as the guidance in this deck, have been created to assist in increasing Office attach, creating an improved execution in the PC aisle both in-store and online, and increasing the knowledge and advocacy of RSPs.

As mentioned at START, we have a huge opportunity to improve execution of the Fundamentals in retail by:

- Increasing suite assortment in the SW and PC aisles
- Improving Office placement in or near the PC aisle
- Improving RSP Office mention rate

The Fundamentals are applicable to any size retailer or subsidiary, and should be successfully executed before moving on to the programs and offers created to help Drive the Attach Sales Motion.

BACK TO SCHOOL CAMPAIGN (BTS)

We have created assets and guidance with a focus on students to assist in capturing the Back to School peak selling season and improving attach, including:

- **Fundamental** execution guidance, including the unassisted environment
- Assets and guidance for **Driving Attach Sales Motion**
 - **Back to School Campaign**
 - **BTS Save Now with PC**
 - **BTS Higher Education Offer**
 - **BTS Save Now and Higher Education Offer Combined**

WWRS hopes this Execution Guide and the assets we have created are useful and help to increase Office attach in your region. Please contact tonim@microsoft.com with any feedback about how the assets or this deck could be improved.

YEAR ROUND PROGRAMS AND OFFERS

Year Round programs will span FY12, and are not only applicable to the BTS season. These include:

- **Four programs** which have already been established in FY11, for which assets have already been created:
 - **Save Now with PC:** Discount on Office H&S PKC when purchased with PC
 - **Always Ask/Dare to Ask:** Customer receives free H&S if not asked if Office is needed during purchase of PC
 - **Electronic SW Download (ESD):** Download option available for Online purchases
 - **Point of Sale Activation (POSA):** Office PKC with no value until purchased at register
- As well as **three new programs** for FY12. Assets for these programs are currently under development:
 - **Office Offers:** Four seasonal 6-8 week promotions
 - **Office Included in the price of the PC:** Office bundled with PC by OEM or Retailer
 - **Premium Mix Incentives:** Coop for Retailers for sales of H&B and Pro

Office FY12 WW Goals and Commitments

GOALS & COMMITMENTS

PRIMARY BUSINESS METRIC OFFICE ATTACH

Sell Office With Every New PC

Grow Revenue

Grow Units

BIG BETS

Start with the Fundamentals

Drive everyday attach motion in Assisted retailers

Break through in Unassisted retailers

Upsell to grow premium mix

Accelerate digital distribution with POSA and ESD

Capture peak selling seasons

GO DO'S

PLACE

- Assort H&S & H&B FPP in SW Aisle
- PKC near PCs
- Place at least one POP in SW and PC aisle
- MDX

PEOPLE

- Use Simplified Sales Engagement Script
- Land Silver online courses

ONLINE

- All SKUs assorted
- Product detail pages

CATEGORY MGMT

- Office Starter containment

PLACE

- POP for offers
- Ensure "Buy Office" is in Fact Tag Lugon

PEOPLE

- Message RSP Incentives
- Execute Face-To-Face Training
- Land Gold online courses
- Deliver Starter non-starters

ONLINE

- Integrate Office into PC purchase
- Utilize Syndication

OFFERS

- Save Now with PC
- Always Ask/Dare to Ask

PLACE

- POSA
- Use Unassisted specific POP
- Ensure "Buy Office" is in Fact Tag Lugon
- Include Starter non-starter on Fact Tag if applicable

ONLINE

- Integrate Office into PC purchase
- Utilize Syndication

OFFERS

- Office Included in PC deals

PLACE

- H&B PKC in PC aisle
- POP leads with H&B
- "Why buy" Outlook

PEOPLE

- Utilize RSP Incentives
- Land Advanced selling
- Execute SMB selling message

ONLINE

- H&B assortment
- FPP v. PKC licensing in product pages

OFFERS

- H&B for Office Included in PC

POSA

- Land POSA benefits with retailers
- Onboard retailers
- Use POSA to get PC aisle placement
- Expand POSA assortment beyond PC aisle

ESD

- Land ESD benefits with retailers
- Onboard retailers
- Get ESD messaging in online purchase process

OFFICE OFFERS

- Back to School Student Offer
- Holiday Free Mouse
- Back to Business Free Publisher
- Multi-Seasonal Free Training

PLACE

- POP for offers
- Circulars for offers

PEOPLE

- Land Offers training

ONLINE

- Offers on product, category pages

5-Star Execution Can Help Drive 5-Star Attach

RETAIL EXECUTION—1ST 3 STARS



- **1 star Online, VM, MDX and Training**
- **Full SKU assortment in-store and online in SW aisle**



- **Office assorted near PCs**
- **2 star Online, VM, MDX and Training**
- Full SKU assortment in-store and online in SW aisle



- **RSP Advocacy**
- **MDX on PCs, 180 Pro Trial on 2 PCs**
- **3 star Online, VM, MDX and Training**
- Office assorted near PCs
- Full SKU assortment in-store and online in SW aisle



- **Store Manger commitment**
- **Office in top attach hierarchy**
- **PC sales, hard attach reporting**
- RSP Advocacy
- MDX on PCs, 180 Pro Trial on 2 PCs
- Office assorted near PCs
- 3 star Online, VM, MDX and Training
- Full SKU assortment in-store and online in SW aisle



- **Store level KPIs and reporting**
- Store Manger commitment
- Office in top attach hierarchy
- PC sales, hard attach reporting
- RSP Advocacy
- MDX on PCs, 180 Pro Trial on 2 PCs
- Office assorted near PCs
- 3 star Online, VM, MDX and Training
- Full SKU assortment in-store and online in SW aisle

3 Star Online Execution Priorities



3 Star Visual Merchandising Execution Priorities



Dedicated space for FDO or Live Product assorted in SW aisle

Place at least one POP in PC and SW aisle

Assort PKC in/near the PC aisle

Assort all SKUs in SW aisle



Place POP to support Seasonal Offers

Place PC Fact Tag message or Lugon with Generic Office attach messaging

Dedicated space for FDO or Live Product assorted in SW Aisle **on Corrugate or Semi-Perm Hero Tray**

Place at least one POP in PC and SW aisle

Assort PKC in/near the PC aisle

Assort all SKUs in SW aisle



Place additional store dress assets in retail environment to support brand awareness and programs

Place POP to support Always On Attach Programs in SW and PC aisles

Place POP to support Seasonal Offers

Place PC Fact Tag message or Lugon with Generic Office attach messaging

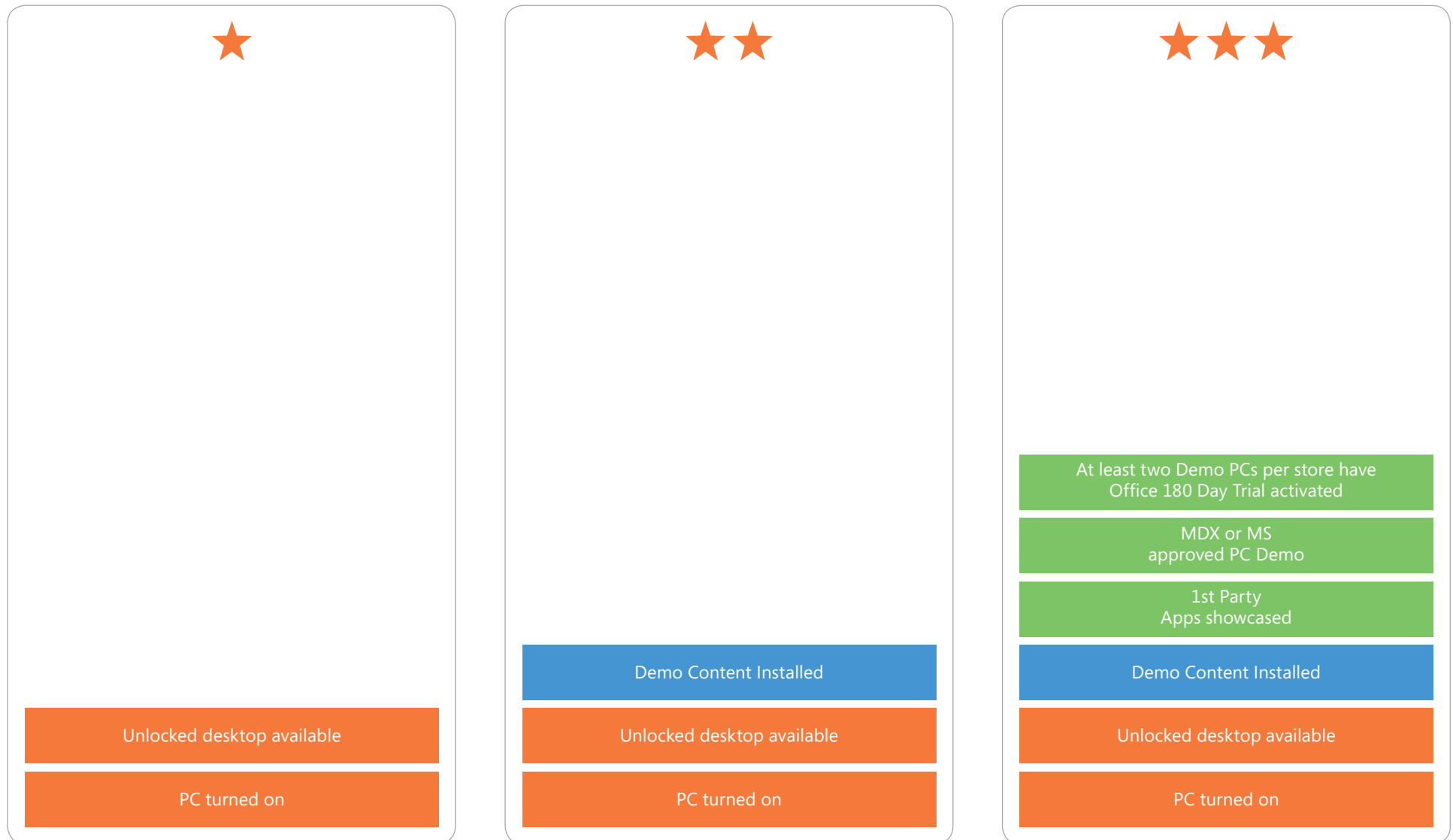
Dedicated space for FDO or Live Product assorted in SW Aisle on Corrugate or Semi-Perm Hero Tray **with branded header and secondary shelving strips**

Place at least one POP in PC and SW aisle

Assort PKC in/near the PC aisle

Assort all SKUs in SW aisle

3 Star MDX Execution Priorities



3 Star Training Execution Priorities



All RSPs mention Office 2010 to customers purchasing new PCs

Land PC Aisle Sales Guide & Office Sales Engagement Script message

Drive RSPs to Office Expert Silver courses on LMS or ExpertZone

Land Paid Office with RSPs



Launch Seasonal/Campaign assets to increase Attach opportunity

Gain retailer buy-in & execute One-to-Many Events for RSPs

Drive RSPs to Office Expert Gold courses via LMS or ExpertZone

Land training that guides how to match customer need with correct Office suite

Ensure RSPs can demo Word, Excel, PPT, OneNote

All RSPs mention Office 2010 to customers purchasing new PCs

Land PC Aisle Sales Guide & Office Sales Engagement Script message

Drive RSPs to Office Expert Silver courses on LMS or ExpertZone

Land Paid Office with RSPs



RSPs understand how to Drive Everyday Attach Sales Motion

Launch Seasonal/Campaign assets to increase Attach opportunity

Execute One-to-One Face-To-Face training for RSPs

Launch Seasonal/Campaign assets to increase Attach opportunity

Gain retailer buy-in & execute One-to-Many Events for RSPs

Drive RSPs to Office Expert Gold courses via LMS or ExpertZone

Land training that guides how to match customer need with correct Office suite

Ensure RSPs can demo Word, Excel, PPT, OneNote

All RSPs mention Office 2010 to customers purchasing new PCs

Land PC Aisle Sales Guide & Office Sales Engagement Script message

Drive RSPs to Office Expert Silver courses on LMS or ExpertZone

Land Paid Office with RSPs

3 Star Field Labor Execution Priorities



FY12 Business Objectives

During the Back to School selling season, selling Office with new PCs (Office attach) continues to be the primary focus of Office at Retail, starting with Office Home & Student PKC (due to the lower price point) and then upselling customers to either Home & Student FPP or Office Home & Business PKC or FPP.

The same core Office initiatives will continue to be available throughout FY12 to support the PC attach sales motion: Save Now with PC and Always Ask. Execution assets and guidance are provided to support these programs in the Year Round section of this Guide.

BELOW YOU'LL FIND A BRIEF SUMMARY OF:

- **The Product Key Card (PKC)**
- **PCs Preloaded with Office 2010 Single Image**
- **Office Starter 2010 Messaging Guidelines**

The Product Key Card (PKC)

The Product Key Card will continue to be positioned as the primary PC Attach SKU “for one new PC” and because the download will remain available throughout FY12 it is a valid SKU for customers who are purchasing any new PC (note: the best customer experience for the PKC is with a preloaded PC, as no customer download is required). The “Save Now” initiative will continue to support a discount on H&S PKC only when purchased with a new PC

- **In Q1-FY12**, the Product Key Card should NOT be positioned as an upgrade SKU for an existing PC.
- **In Q2-FY12**, the PKC packaging will be refreshed with system requirements. With this packaging update, the PKC will then be repositioned as a one user/one PC SKU.

PCs Preloaded with Office 2010 Single Image

By Q1 most new PCs will include the Office 2010 preloaded single image, allowing for easy customer activation of H&S, H&B, or Pro using either Disc/FPP, PKC or ESD product. Focus should be on attaching Office to all PC sales rather than identifying and attaching to only the preloaded PCs (eg. on PC fact tags), thus messaging of preloaded PCs has been eliminated from OEM and Retail guidance. Retailers should focus on driving Office attach messaging to all PCs to ensure it's clear to customers that full Office is not on the PC.

FY12 Business Objectives Continued

Office Starter 2010 Messaging Guidelines

Selling **paid** Office suites drives revenue for both Microsoft and our partners, thus Office Starter is not a tool for selling PCs. In FY12, we need to continue to work with all channel partners, including managed retailers, to ensure Office Starter is not being advertised, marketed, messaged or used in any way to specifically drive PC sales. This means the Office Starter name and/or description must NOT be included in any advertising—print, online, or mobile. Any approved messaging of Office Starter in full PC specs and training must follow the approved guidelines.

The Office Starter Marketing Compliance program driven by the PMG will continue to be an online resource to monitor and report incidents of Office Starter messaging and marketing at <http://officestarter>.

Customers who ask:

"Does Microsoft Office come on this PC", or "Does this PC include Office Starter" should always be provided the complete answer in order to ensure that the retailer can upsell customers to full Office and customers understand what's on the PC.

The correct answer to these questions is:

"This PC includes reduced functionality versions of Word and Excel with advertising. It does not include PowerPoint or Outlook. You must purchase Office 2010 to activate full-featured software on this PC."

For additional messaging guidance and examples please review the following website: <http://officestarter>. If you see examples of partner messaging that incorrectly message Office Starter, please report the incident at the same website: <http://officestarter>.

| | ONLINE | IN-STORE | | |
|----------------------------------|--|--|---|--|
| | | VISUAL MERCH AND MDX DEMO | RSP TRAINING | FIELD LABOR |
| FUNDAMENTALS | <ul style="list-style-type: none"> Assort all SKUs Set up product detail pages Ensure products are discoverable via search and navigation Set up ESD SKUs and related merchandising with recommended assets Utilize syndication to augment product detail page content | <ul style="list-style-type: none"> Assort H&S & H&B FPP in SW aisle Assort PKC in/near PCs At least one POP asset is placed in PC Aisle At least one POP asset is placed in SW Aisle MDX installed on PCs | <ul style="list-style-type: none"> Follow the Steps to Land Office Training Four Page Windows 7 PC Aisle Sales Guide Office Sales Engagement Script Office 2010 Retail pocket Guide Office Expert Silver Online Learning plan Office Standard Training Deck | <ul style="list-style-type: none"> Conduct Train-The Trainer Events Deliver Training Fundamentals Deliver VM Fundamentals Install MDX |
| DRIVE ATTACH SALES MOTION | <ul style="list-style-type: none"> Attach merchandising and messaging in PC Category PC detail pages cross-sell Office (offers, related products, benefit messaging) Cross sell Office in Shopping Cart after a PC has been added Set up CRM program to target recent PC buyers with an Office message/offer Utilize syndication to augment Office merchandising message on a PC page | <ul style="list-style-type: none"> POP to support Always On programs POP to support Seasonal offers and Campaigns (Back to School) "Buy Office" on Fact Tag If Starter on Fact Tag, use four non-starters | <ul style="list-style-type: none"> Back to School Campaign Key Features for Students Fact Sheet, Online Course, PPT, etc Back to School Higher Ed Offer Fact Sheet, Online Course, PPT, etc Office How to Sell/Why to Sell Fact Sheets & Pocket Guide Office Expert Gold Online Learning Plan POSA Fact Sheet, Online Course, PPT Office Genuine Fact Sheet | <ul style="list-style-type: none"> Train Field Reps on the Drive Attach Sales Motion Communicate programs and drive support of collateral materials |
| PROGRAMS/OFFERS | <ul style="list-style-type: none"> Office Offers Office Included in Price of PC Premium Mix Incentive Save Now with PC | <ul style="list-style-type: none"> Office Offers Office Included in Price of PC Premium Mix Incentive Save Now with PC Always Ask/Dare to Ask | <ul style="list-style-type: none"> Office Offers Office Included in Price of PC Premium Mix Incentive Save Now with PC Always Ask/Dare to Ask | <ul style="list-style-type: none"> Office Offers Office Included in Price of PC Premium Mix Incentive Save Now with PC Always Ask/Dare to Ask |

Top 10 Back to School—Q1 Execution Focus

1. Office Product Assortment:

Office 2010 H&S and H&B FDO or FPP is in SW aisle and PKC is assorted in or near the PC aisle, and is not locked up out of customer reach.

2. Online Assortment:

Office 2010 product detail pages are set up online and are discoverable via search and/or navigation.

3. RSP Training:

RSPs are trained at Basic/Fundamental level to understand Office features and benefits, suite/application choice, and basic PC Attach motion; and have received incentives or spiffs as appropriate.

4. MDX 7.8:

Demo PCs in store share Office 2010 content through MDX 7.8 or retailer demo.

5. Visual Merchandising:

At least one Office 2010 attach (PKC) POP asset is in the PC aisle, and approved messaging is on the PC Fact Tag. At least one 2010 POP asset is in the SW aisle.

6. Online Merchandising:

Office 2010 demand-gen assets are executed in the software and PC categories online. Office 2010 product information is optimized with enhanced content experiences hosted directly by the retailer or through syndicated content.

7. RSP Training:

RSPs are trained at Silver Expert level, and more advanced RSPs are trained at Gold level via Online Learning Plans.

8. Programs:

Programs such as Save Now, Always Ask/Dare to Ask, Office Offers, and/or Office included in the PC Price have been implemented to help drive Office attach.

9. Circulars:

Office retailer ads have been sold in and they follow approved ad guidelines.

10. Tracking and Reporting:

Subs gather data and report on execution success.

Office 2010 FY12 Checklist

| WORKSTREAM | CHECK BOX | OFFICE 2010 FY12 CHECKLIST |
|------------------------------|-----------|---|
| ONLINE | | All Office 2010 product detail pages are set up with optimal content: box shots, messaging, correct titles, screenshots, video demos, and system requirements. |
| | | The product pages are easily discoverable via search and navigation. |
| | | "Buy Office 2010 with PC today" savings message is clearly identified on the PC page. |
| | | Office 2010/Office attach is clearly messaged on PC category and PC product pages. |
| | | Office 2010 is being merchandised in the Shopping Cart after a PC has been added. |
| | | The retailer is sending targeted Office 2010 CRM emails to PC purchasers. |
| CIRCULARS | | Office retailer ads have been sold-in and they follow approved ad guidelines. |
| IN-STORE VISUAL MERCH | | Office H&S and H&B FDO or FPP are assorted in the SW aisle. |
| | | At least one Office merchandising asset with approved messaging is in the SW aisle. |
| | | Office H&S and H&B PKC are assorted in or near the PC aisle with visible pricing, and approved messaging is installed in the SW aisle within customer reach (not locked up). If partner is participating in the Save Now with PC program, the H&S PKC offer is visible on POP or display. |
| | | At least one Office merchandising asset with approved Office attach messaging is installed the PC aisle (eg. "Don't forget Office" message on fact tag lugon, PKC PDQ/backer card, etc), and correct messaging is on the PC Fact tag. |
| | | For PCs with Office Included in the Price of the PC, PC retailer Fact Tags have the proper messaging: "Microsoft Office Home & Student is included in price of PC." |
| IN-STORE DEMO | | MDX (or MDX content) is running on demo PCs in the store. |
| | | Office Professional 180-Day Retail Trial is activated on at least two demo PCs. |
| IN-STORE TRAINING | | RSPs have been trained to recommend a full version of Office with all new PC sales and they are using the Microsoft PC Aisle Sales Guide, which includes the Office 2010 Sales Engagement Script. |
| | | RSPs have been trained to emphasize the urgency and cost savings of purchasing Office with new PC ("best time to buy"/Save Now with PC). |
| | | RSPs are trained to qualify the customer's needs (consumer, student, home-based business user) and to recommend the right suite and right SKU (Disc or PKC)? |
| | | Using Train-The-Trainer guidance provided by WWRS, Microsoft Gurus/Reps effectively interact with RSPs, and land all levels of Office messaging. |
| | | Demand gen programs have been implemented to drive RSPs to ExpertZone or Retailer LMS online training sites for online training and completion of Office Expert Silver and Gold learning plans. |
| | | RSP has been trained on key Office 2010 demos. |
| | | If this account has POSA products, RSPs have been trained on POSA. |
| FIELD LABOR | | Train-The-Trainer Events have been scheduled and/or performed. |
| PROGRAMS | | The appropriate program(s) for the account have been sold-in to assist in selling/attaching Office (ie: Office Offers, Office Included in the Price of the PC, Save Now with PC, Always Ask/Dare to Ask). |



BACK TO SCHOOL CAMPAIGN

- OVERVIEW
- BRAND GUIDELINES
- ONLINE
- CIRCULAR AD TEMPLATES
- IN-STORE

Overview

FY12 Q1 is the key Back to School (BTS) retail selling period for markets in the northern hemisphere. The information in this Guide will apply Worldwide during local Back to School selling seasons. To support Back to School selling in FY12 Q1, the Office PMG is aligning at the corporate level and encouraging local alignment, including:

- Make it Great (MIG), the Office 2010 consumer campaign will support driving *purchase intent* during BTS, rather than *perceptions* as in the past. Please check with your local IW Transactional Lead/BG lead for updated list of ad-funded ATL markets. Additional WWRS assets, which better align to the MIG campaign, are available on ProSource. See pages 24-26, 71, 75 for details.
- The Worldwide Back to School Higher Ed Offer is available to help drive purchase of Microsoft Office Home & Student by college students and their parents in channels outside the limited Authorized Academic Reseller channel around Back to School season.

Alignment for below the line marketing, PR, Direct sales and Office.com marketing should focus on BTS.

WORLDWIDE BTS HIGHER EDUCATION OFFER

Retail accounts that qualify for the Save Now with PC Program should continue to use the Save Now offer (with purchase of PC plus Home & Student PKC) as the primary PC attach offer. In addition, a WW corp-managed BTS offer will be available to entice college-bound students (and their parents who may be shopping on their behalf) to purchase Office H&S during BTS timeframe and be eligible to download OUTLOOK, PUBLISHER AND ACCESS for free.*

Customer Eligibility:

- Students currently enrolled in a **higher education institution or incoming freshman**
- **Buy and activate** Office Home & Student 2010 within offer period
- Offer timeline max **eight-week period**, defined regionally
- **Redemption ends four weeks after** eligibility end date

Qualifying Products:

- **Office Home & Student 2010 (FPP, PKC, OEM, HVS)**
- Does not include: Office 2007, Office Starter 2010, Trial, Standard, Pro Plus, Pro, Office for Mac, MSDN

Note: *Technically, the student verification engine will allow for qualifying college-bound students who purchase any suite to get the download offer for Outlook, Publisher and Access, but given the value is only on H&S, no other product should be promoted.*

*Higher education students who meet the eligibility requirements will receive the additional apps for free via digital distribution of Office Academic Professional 2010 product key.

Overview Continued

GEOGRAPHIES:

Australia, Austria, Belgium, Brazil, Canada, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Japan, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Russia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, UK, US.

(check with <http://officeoffers> if your market is not listed)

STUDENT FACTS: DID YOU KNOW . . .

- 90% of higher education students use Office
- 50% of Office 2010 consumers consider Outlook a must-have
- 60% of higher education students are using a new PC
- 60% of PC sales occur before the student arrives on campus
- Customers are comfortable with download fulfillment—more than 90% of WW Office 2010 Tech Guarantee redemptions were via download

BACK TO SCHOOL OFFER— THREE EASY STEPS FOR CUSTOMERS

1. Buy and activate Office H&S 2010

- Buy H&S 2010 during the valid promotion period
- Learn about the offer details from office.com/3appbonus or from MS Tag (highly recommend using in local market to ensure customers have way to find out how to fulfill the offer)
- Retailer version of landing page already localized for you and available via Online Toolkit
- Install and activate the product on your PC during the valid offer period

2. Verify purchase and student status at office.com/3appbonus before redemption deadline

- Verify higher education student status
- Sign in with Windows Live ID
- Verify purchase date
- Enter Office H&S 2010 product key

3. Download new product key and programs

- Receive Office Pro Academic 2010 product key
- Download or activate Office Pro Academic on one PC (single install license)

Campaign Overview

Wave 1: Follows Office 2010 Retail Asset Branding Guidelines

The Office 2010 Back to School campaign is designed to be an extension of the successful Office 2010 Launch campaign. It builds on the current look and feel that is in stores now—including photography, messaging, products and graphic elements.

GRAPHIC ELEMENTS

1. Office Make It Great Logo
2. Office 2010 Gesture Graphic
3. Application Icons (as applicable)
4. Lifestyle Photography (as applicable)
5. Product Shot
6. Offer Snipe



Graphic Elements

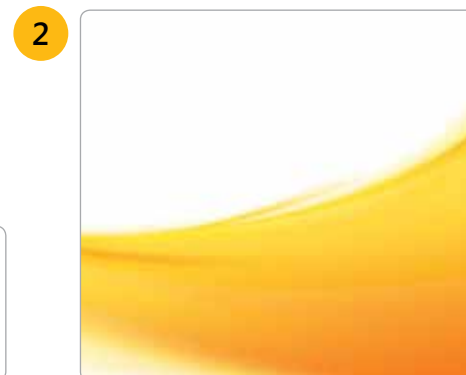
1. Office Make It Great Logo

The Microsoft Office 2010 Make It Great logo serves as the primary logo in many of the Back to School assets to call out the new version of Office.



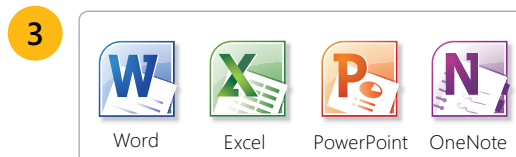
2. Office 2010 Gesture Graphic

The Office gesture helps to unify the campaign materials.



3. Application Icons

The program icons are used to denote the programs within each Microsoft Office 2010 suite and are a complementary visual to support the suite packaging shot.



4. Lifestyle Photography

Student specific photography is leveraged from the retail photography library.



5. Office Home & Student 2010 Product Shots

- a. Full Packaged Product (FPP): 3/4 view
- b. Product Key Card (PKC): Front view



6. Offer Snipes

Two versions are available depending on application to the retail merchandising assets.



Typography and Color Palette

TYPOGRAPHY

Headline Usage

**SEGOE BOLD
ALL CAPS**

Color: **OFFICE 2010 ORANGE**

Key Benefit Statement

**Segoe Bold
Sentence Case**

Color: **MAKE IT GREAT GRAY**

Offer Snipes

**Segoe Bold, Semibold, Regular
VARIED CASE**

Color: **WHITE**

COLOR PALETTE

Solid Colors

OFFICE 2010 ORANGE

PANTONE: PMS 1375C
CMYK: 0.39.100.0
RGB: 250.168.25

MAKE IT GREAT GRAY

PANTONE: PMS Cool Gray 11
CMYK: 0.2.0.68
RGB: 82.80.81

Gradients

LINEAR GRADIENT
Location: 30%
Angle: 45%

CMYK: 85.25.100.15
CMYK: 50.2.100.0

Example



Campaign Overview

Wave 2: Follows the Above the Line Make It Great Campaign Branding Guidelines

The Office 2010 Make It Great campaign is designed to be an extension of the successful Office 2010 Launch campaign.

“Make It Great” is intended to leverage the power of real people doing great things with Microsoft Office 2010. Real people, real students are the focus.

Clean, simple and modern. Much like the Office 2010 Transformer, graphics are arranged in rectangles, squares or grids. When arranging elements, optically less is more. Create order and balance in order to give each piece enough breathing room to communicate each point it needs to deliver either emotionally or functionally.

GRAPHIC ELEMENTS

1. Office 2010 Make It Great Logo
2. Make It Great Background
3. Application Icons (as applicable)
4. Copy Container
5. Lifestyle Photography (as applicable)
6. Product Shot
7. Offer Snipe



Graphic Elements

1. Office 2010 Make It Great Logo

The Microsoft Office 2010 Make It Great logo serves as the primary logo all the Make It Great assets to call out the version of Office.

2. Make It Great Background

The atmospheric gray background keeps the campaign clean, simple and modern.

3. Application Icons

The program icons are used to denote the programs within each Microsoft Office 2010 suite and are a complementary visual to support the suite packaging shot.

4. Copy Container

Container for application benefit statements and call-to-action statements. Outline should have optical balance with headline typography.

5. Lifestyle Photography

Student specific photography is leveraged from retail photography library.

6. Office Home & Student 2010 Product Shots

- Full Packaged Product (FPP): 3/4 view
- Product Key Card (PKC): Front view

7. Offer Snipes

Two sizes, with three alternate messages, are available depending on the application to the retail merchandising assets.



Typography and Color Palette

TYPOGRAPHY

Headline Usage

**SEGOE BOLD
ALL CAPS**

Color: **TAGLINE ORANGE**

Application Benefit Copy

► **SEGOE SEMIBOLD ALL CAPS** Color: **TAGLINE ORANGE**

Key Benefit Statement


**Segoe Bold
Sentence Case**

Color: **MAKE IT GREAT GRAY**


COLOR PALETTE

Solid Colors


OFFICE 2010 ORANGE



 PANTONE: PMS 144C
CMYK: 0.50.100.0
RGB: 250.168.25

MAKE IT GREAT GRAY

 PANTONE: PMS Cool Gray 11
CMYK: 0.2.0.68
RGB: 82.80.81

Gradients

 LINEAR GRADIENT
Location: 30%
Angle: 40%

 CMYK: 85.25.100.15
 CMYK: 50.2.100.0

Example



Copy and Messaging

COPY OPTIONS FOR BACK TO SCHOOL ASSETS

Headline Options:

I'M GOING FOR AN "A" THIS YEAR.

MAKE THE GRADE WITH OFFICE 2010.

Make school projects GREAT with Office 2010.

Go from a student to a scholar with Office 2010.

For great papers, presentations and NOTES.

Or choose from the AWARENESS headline options below:

Awareness Assets Using Student Photography (Posters, Standees):

My book report's a BEST SELLER.

My history project is UNFORGETTABLE.

I'm going for an "A" THIS YEAR.

This year I'm the hero of BOOK REPORTS.

My history projects are TIMELESS.

I'm ready for school before the BELL RINGS.

I'm turning book reports into PAGE TURNERS.

I'm adding video to my BOOK REPORTS.

Endcaps & Shipper Assets Using Student Photography

New Year, new opportunities, new grades with Office 2010.

Great futures start this school year with Office 2010.

Turn school projects into presentations with Office 2010.

Buy Office 2010 and make my school year GREAT.

Add pictures and video to book reports with Office 2010.

General Application Copy:

Word: Create reports and work together on projects.

OneNote: Organize notes and research in your digital notebook.

PowerPoint: Make standout presentations with video and picture-editing tools.

Excel: Analyze data and track your expenses.

Application Copy for Make It Great Poster (Office 2010 Home & Student includes):

APPLY STYLISH EFFECTS TO PHOTOS

EDIT VIDEO RIGHT IN POWERPOINT

BROADCAST YOUR PRESENTATIONS

TAKE NOTES AND LINK TO SOURCE

Copy and Messaging Continued

COPY OPTIONS FOR HIGHER EDUCATION OFFER:

College Student? FREE OFFER!

Buy Microsoft Office Home and Student 2010 and — download OUTLOOK, PUBLISHER, and ACCESS — FREE!*

*Go to <http://www.office.com/3appbonus> details. Offer valid XX/XX/XX – XX/XX/XX

FREE Bonus for College Students!

Buy Microsoft Office and Download Outlook, Publisher, and Access for FREE.*

*Offer Ends xx/xx/xx. Visit <http://www.office.com/3appbonus> for details.

College-Bound? FREE OFFER!

Buy Microsoft Office and Download Outlook, Publisher, and Access for FREE.*

*Offer Ends xx/xx/xx. Visit <http://www.office.com/3appbonus> for details.

Application Copy for Highlighting the Higher Education Offer:

Outlook: Manage personal email, school email, and your schedule.

Publisher: Design polished materials for personal and school activities.

Access: Make a custom database with pre-built components.





BACK TO SCHOOL ONLINE

- OVERVIEW
- FUNDAMENTALS
- DRIVE ATTACH SALES MOTION

3 Star Online Execution Priorities



Overview and Objectives

Online Merchandising assets for Office 2010 are designed to address predefined business objectives, while also meeting the needs and behavioral requirements of consumers during their journey to purchase Office.

IN FY12 OUR AIM IS TO:

- Ensure retailers are landing the Fundamentals—including new ways to buy Office (such as Electronic Software Download or ESD).
- Land evergreen attach strategies such as Save Now offers and information about Office throughout the PC sales motion.

To optimize Office online merchandising execution, we recommend focusing on the following guiding objectives:

1. Execute the Fundamentals (Evergreen):

a. Assort All SKUs:

Ensure that the retailer is clearly assorting all applicable Office 2010 SKUs.

b. Set-up Product Detail Pages:

Baseline—two Office 2010 product detail pages are set up and include box shots, messaging and system requirements. Supplement baseline content with Why to Buy (comprehensive messaging and demo videos), What to Buy (SKU chooser and FAQs) and How to Buy (purchase method chart and FAQs).

c. Discoverability:

Ensure all Office 2010 SKUs are easily discoverable via search and navigation.

d. Syndication:

Leverage syndication to optimize product information experiences.

2. Execute the Fundamentals (ESD):

a. ESD SKU Set-up:

Ensure baseline requirements for ESD page set-up are being adhered to.

b. Delivery Method:

Where relevant, ensure ESD SKU is positioned as one of multiple product delivery methods for Office.

c. Search Guidance for ESD:

Utilize optimized search terms (including relevant media type) when setting up an ESD SKU.

d. CRM and Demand Gen Guidance:

Ensure retail partner is adhering to Microsoft's recommendations for how to market and merchandise ESD products.

Note: Full ESD details included in the Year Round Program and Offers section on pages 145–150.

Overview and Objectives Drive Attach Sales Motion (Continued)

Once the fundamentals have been established online, we have also developed additional tools to help you drive the Attach Sales Motion.

3. Drive Attach Sales Motion (Back to School):

a. Back to School Campaign:

Where relevant, execute Back to School merchandising assets to increase purchase intent.

b. Save Now with PC:

Execute Save Now with purchase of PC merchandising assets (banners and landing page).

c. Higher Education Offer:

Where relevant, execute Higher Ed Back to School merchandising assets (banners, HTML landing page, mobile landing page, email template).

4. Drive Attach Sales Motion (Evergreen):

a. Attach Merchandising/Messaging in the PC Category:

Execute Save Now and other Office attach demand gen merchandising on PC Category pages.

b. PC Detail Pages Cross-Sell Office:

Ensure PC pages are optimized to cross-sell Office, through Save Now offers, presence in related products, correct preloaded/starter messaging and syndication.

c. Shopping Cart:

Where relevant, ensure Office is being cross-sold, as a "last chance to buy" item in the Shopping Cart, after a PC has been added.

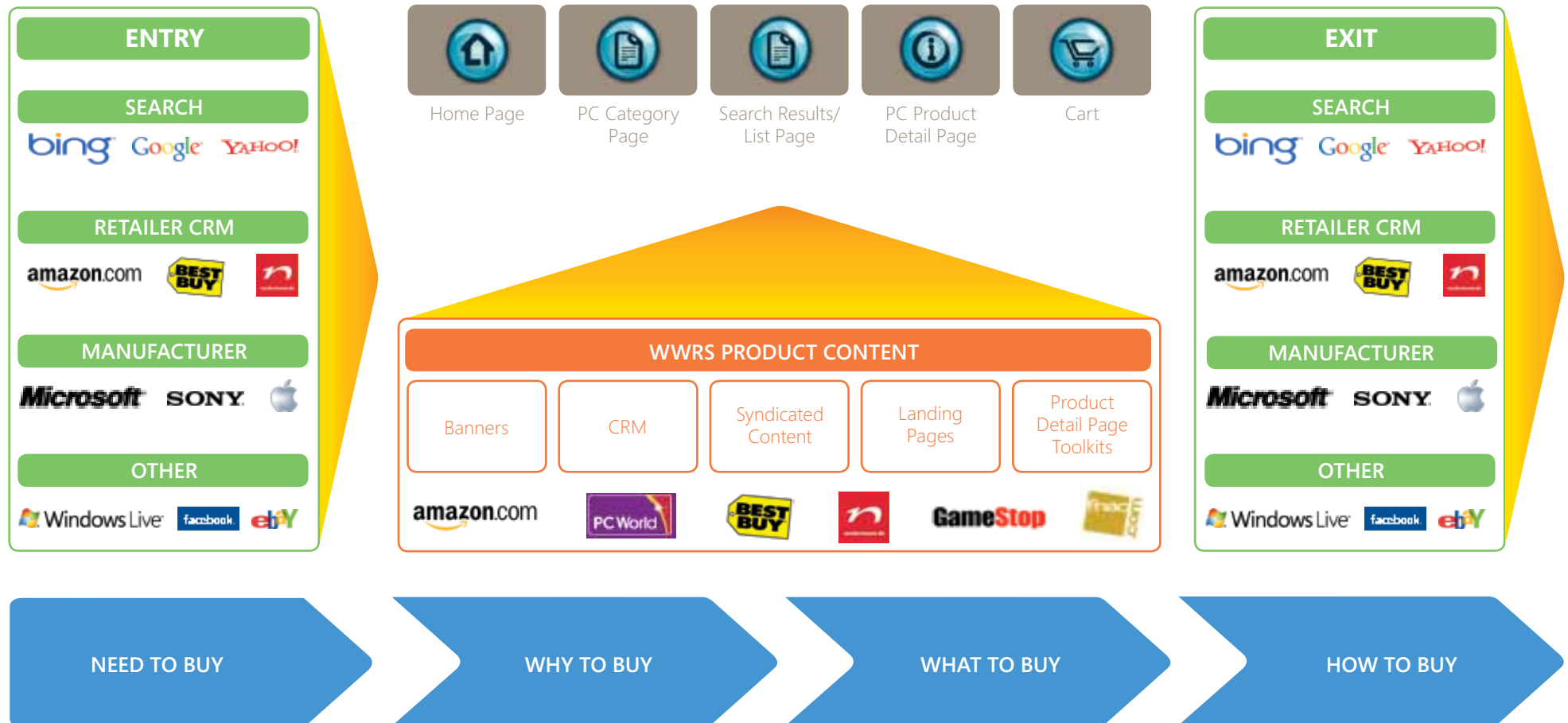
d. CRM Program:

Set up CRM program to ensure recent PC buyers are being targeted with a "Complete your PC" or "Save Now" message.

Note: REC.com: When leveraging Fundamental and Drive Attach Sales Motion assets please use REC.com for direction on layout and execution.

Attach Journey at Retail.com

For optimal online merchandising execution, implement the right asset in the right place within the online customer journey. In terms of executional prioritization for Office: **1)** Software Product Detail Page **2)** PC Product Detail Page **3)** Shopping Cart (after a PC has been added) **4)** Search/Navigation Results **5)** PC/Software Category Pages **6)** Home Page



Product Detail Page



1. Correct Product Title

Correct product title should include relevant media-type in the title (EG: Home & Student Product Key Card)

2. Correct Product Shot

Correct product shot (FPP, PKC, or ESD)

3. Messaging

Messaging should include details about what programs are in the applicable suite

4. Syndicated Content

Syndicated content (in-line or pop-up via a button)

5. System Requirements

6. Purchase Method Chart

7. Video Demo

8. SKU Chooser

Search/Navigation

1. Correct Product Titles

Correct product titles and product shots should include relevant media-type in the title. (EG: Home & Student Product Key Card)

2. Full Assortment

If carrying ESD, should include 9 SKUs

Retail Experience Center
powered by **momentum**

Welcome back Mitch Koch | [Not Mitch?](#) [Log-out](#)

[Home](#) [Audio](#) [Computers](#) [Gaming](#) [Mobile Phones](#) [PC Accessories](#) [Software](#)

[Shopping Cart](#)

[View cart](#) [Checkout](#)

Search Results

Your search: Office 2010

Related Searches: [Office 2010](#) [Office for Mac 2011](#)

Featured Results

Learn more about Office 2010

Learn more about Office for Mac 2011

| Product Title | Description | Price | More |
|--|--|-------|----------------------|
| Office Home and Business 2010 – Traditional Disc | Brings together the roles of managing a business, running a household and helping with homework. | \$279 | More |
| Office Home and Student 2010 – Product Key Card | For computers preloaded with Office 2010. You and your kids can create great schoolwork and home projects. | \$119 | More |
| Office Professional 2010 – Traditional Disc | Organize projects, manage finances and build a better way to do business | \$499 | More |
| Office Professional 2010 – Product Key Card | For computers preloaded with Office 2010. Organize projects, manage finances and build a better way to do business | \$349 | More |
| Microsoft Office 2010 Home and Student (Software Download) | You and your kids can create great schoolwork and home projects from multi-page bibliographies to multimedia presentations. | \$119 | More |
| Office Home and Business 2010 – Product Key Card | For computers preloaded with Office 2010. Brings together the roles of managing a business, running a household and helping with homework. | \$199 | More |





Microsoft Office 2010

Life and business, working together.

Make It Great with Microsoft® Office.

[Shop now](#)

Online Fundamental Asset Library

| NON-ESD | | ESD | |
|---|---|--|---|
| Product Detail Page Toolkit Product Hierarchy > Office > Office 2010 Launch Materials > Online > Product Toolkits |  | Office 2010 Microsite (Non-ESD Version) Product Hierarchy > Office > Office 2010 Launch Materials > Online > Microsite |  |
| | | ESD Toolkit Product Hierarchy > Office > Office 2010 Launch Materials > Online > Product Toolkit |  |
| | | ESD Microsite Product Hierarchy > Office > Office 2010 Launch Materials > Online > Microsite |  |

DRIVE ATTACH SALES MOTION ASSETS BUILD UPON THE FUNDAMENTALS AND PROVIDE ADDITIONAL TOOLS FOR SELLING AND PROMOTING OFFICE, INCLUDING SEASONAL CAMPAIGN AND OFFER ASSETS.

Back to School Assets in Recommended Executions

Software Product Listings



Back to School Campaign

PC Category



Back to School Campaign

Home Page



Save Now with PC

Back to School Assets in Recommended Executions

PC Detail Page



Save Now with PC

Software Category



Higher Ed Offer

Landing Page



Higher Ed Offer

Attach Landing



Save Now with PC and Higher Ed Offer Combination

Mobile Web

Usage Scenario

Customer scans MS Tag on POS and opens link to mobile web landing page for Back to School. Uses page to obtain more information about the offer. Tags could potentially be customized by retailer.



Home Page

1. Paid Placement Banners

- Save Now Offer Banners
- Save Now Offer Messaging

2. Targeted Demand Gen (banners or messaging)

- Seasonal Demand Gen

The screenshot displays the 'Retail Experience Center' homepage, powered by momentum. The header includes a navigation bar with categories: Home, Audio, Computers, Gaming, Mobile Phones, PC Accessories, and Software. A shopping cart icon and 'Shopping Cart' link are on the right. Below the header, a large banner (1) promotes 'BUYING A PC? SAVE NOW ON OFFICE 2010. ONLY \$XX.XX.*' with a 'Learn More' button. To the right of the banner is a sidebar with a search bar and a 'Shopping Cart' link. Below the banner, the 'New & Notable' section features the 'Contoso Alpha Windows Phone 7' with an 'Add to cart' button and a 'Find out more' link. The 'Offers & Promotions' section lists several deals, including a Sony VAIO Laptop with Windows 7 Professional for \$799, a \$50 discount on a PC and Netbook, and a \$59 discount on Gears of War III. The 'Featured Category - Games' section highlights 'Top games available from \$19' with a 'Shop now' button. A 'KINECT for XBOX 360' advertisement is visible on the right side of the page. A '2' is placed near the bottom right of the page.

PC Category Page

1. Paid Placement Banners (Save Now with PC)

- Drive Seasonal Demand Gen
- Save Now Offer Banners
- PC Pages Cross-sell Office

2. Targeted Demand Gen (banners or messaging, Save Now with a PC)

See above

3. PC Configurator

- PC Pages Cross-sell Office
- Save Now Offer Banners

The screenshot shows the 'Retail Experience Center' website, powered by momentum. The page is for the 'Computers' category. On the left, there's a sidebar with links to Desktop PC, Laptops, Tablets, and Mac Computers, and a 'Featured Software' section with a link to 'Learn more about Windows 7'. The main content area is titled 'Computers' and features four product categories: Desktop PC, Laptops, Tablets, and Mac Computers, each with a 'See all' button. A large banner at the bottom of the main content area promotes 'BUYING A PC? SAVE NOW ON OFFICE 2010.' with a 'Learn More' button. On the right, there's a 'Shopping Cart' section with 'View cart' and 'Checkout' buttons, and a vertical banner for Windows 7 Professional with a 'Learn more' button. Annotations 1, 2, and 3 are placed on the page: 1 points to the 'BUYING A PC? SAVE NOW ON OFFICE 2010.' banner, 2 points to the 'Featured Software' section, and 3 points to the 'Laptops' category.

PC Search Results

1. Paid Placement Banners

2. Save Now Banners

- Drive Seasonal Demand Gen
- Save Now Offer Banners
- PC Pages Cross-sell Office

The screenshot shows the 'Retail Experience Center' powered by 'momentum'. The user is logged in as 'Mitch Koch'. The search results for 'pavilion' show 1 product: 'HP Pavilion dm4-1060 14.1" Laptop with Windows 7 Home Premium'. A yellow banner (1) is placed above the product listing, and a large 'SAVE NOW on Office 2010' banner (2) is on the right side of the page.

Retail Experience Center
powered by **momentum**

Welcome back Mitch Koch | [Not Mitch?](#) [Log-out](#)

Home Audio Computers Gaming Mobile Phones PC Accessories Software

Shopping Cart

View cart Checkout

Department: All (1) Computers (1)

1 SEE WHAT'S NEW IN OFFICE 2010 REGISTER TO SEE

Search Results

Your search: pavilion

1 to 1 of 1 products Sort by: Relevance

HP Pavilion dm4-1060 14.1" Laptop with Windows 7 Home Premium
The HP Pavilion dm4-1060us Notebook PC delivers exceptional performance from the inside out. **\$829** More

View Available Assets on ProSource

Digital Merchandising | Contact Us | MediaBank | Site Tracker

2 Office Microsoft
SAVE NOW on Office 2010.
Learn More

PC Navigation Results

1. Placement Banners (Save Now with PC)

- Drive Seasonal Demand Gen
- Save Now Offer Banners
- PC Pages Cross-sell Office

2. Targeted Demand Gen (banners or messaging, Save Now with PC) See above

Retail Experience Center
powered by **momentum**

Welcome back Mitch Koch | [Not Mitch?](#) [Log-out](#)

[Home](#) [Audio](#) [Computers](#) [Gaming](#) [Mobile Phones](#) [PC Accessories](#) [Software](#)

[Shopping Cart](#)

Desktop PC

Laptops

Tablets

Mac Computers

Featured Software

[Learn more about Windows 7](#)

1

Office

BUYING A PC? SAVE NOW ON OFFICE 2010.

ONLY \$100.00* (Offer valid 10/1/10 to 10/31/10)

[Learn More](#)

Laptops

Filter your results

Showing: All

| Price | Operating System | Display | RAM | Hard Disk | Brand |
|--------------------------------|--|-----------|-----|-----------|-------|
| Up to \$399 | Windows 7 Home Premium | 14.1 inch | 3GB | 500GB | HP |
| \$399 to \$599 | Windows 7 Professional | 15.6 inch | 4GB | 320GB | Sony |
| \$599 to \$799 | Windows Vista | | | | |
| \$799+ | | | | | |

All Laptops

HP Pavilion dm4-1060 14.1" Laptop with Windows 7 Home Premium

Count on a thin, lightweight laptop that has everything you need and want. The HP Pavilion dm4-1060us Notebook PC delivers exceptional performance from the inside out. Manage your passwords, access online accounts and secure files easily using the integrated fingerprint reader and exclusive HP SimplePass software. With a battery that lasts up to 6.5 hours per charge, you can forget about plugging in your HP laptop all the time.

\$829

[Find out more](#)

[Add to cart](#)

Sony - VAIO Laptop with Windows 7 Professional

Sony VAIO Laptop VPCEB26GM-BI with Intel Core i5 Processor

\$799

[More](#)

Save \$50 when you buy a PC and a Netbook

Work anywhere more easily and securely with your PC running Windows 7 Professional.

[More](#)

2

Office

SAVE NOW on Office 2010.

[Learn More](#)

HP Pavilion dm4-106... **\$829.00**

Standard shipping **\$6.99**

Total **\$835.99**

[View cart](#) [Checkout](#)

PC Product Detail Page

1. Paid Placement Banners (Save Now with PC, or General Offer)

- Drive Seasonal Demand Gen
- Save Now Offer Banners
- PC Pages Cross-sell Office

2. Attach Landing Page

- PC Pages Cross-sell Office

3. Preloaded Identifiers, Attach Messaging

- PC Pages Cross-sell Office

4. Related Products

- PC Pages Cross-sell Office

The screenshot shows a PC product detail page for a Windows 7 laptop. The page includes a sidebar with navigation links, a main content area with product details, and a right-hand panel with a Microsoft Office 2010 offer. Numbered callouts highlight the following elements:

- 1:** A banner in the sidebar promoting a "BUYING A PC? SAVE NOW FOR OFFICE 2010" offer.
- 2:** A "Save Now" button in the main content area.
- 3:** A section titled "Discover the full Windows Experience" with a "Full Details & Specs" link.
- 4:** A "Related Products" section at the bottom of the main content area.

The right-hand panel features a Microsoft Office 2010 offer titled "Getting a new PC? Don't forget to buy Microsoft Office 2010." It includes a comparison table for different Office versions and a table for technical support included with the purchase.

| Technical support included: | 90 days | 90 days | 1 year |
|----------------------------------|--------------------|--------------------|--------------------|
| Ways to buy Office with a new PC | 3 PCs ^A | 3 PCs ^A | 3 PCs ^A |
| Traditional Disc | 1 PC | 1 PC | 1 PC |
| Product Key Card | 1 PC | 1 PC | 1 PC |

Shopping Cart (after a PC has been added)

Last chance to add Office to a PC purchase

1. Paid Placement Banners (Save Now with PC, or General Promo)

- Drive Seasonal Demand Gen
- Save Now Offer Banners
- Shopping Cart cross-sells Office with a PC

2. Related Products

- Shopping Cart cross-sells Office with a PC

The screenshot shows the 'Retail Experience Center' shopping cart page. The header includes the site name, a user greeting 'Welcome back Mitch Koch', and navigation links. The main content area is titled 'Your Shopping Cart' and contains a table of items. The table has columns for 'Items', 'Quantity', 'Price', and 'Total'. One item is listed: 'HP Pavilion dm4-1060 14.1" Laptop with Windows 7 Home Premium' with a quantity of 1, price of \$829, and total of \$829. To the right of the table, the 'Product Total' is \$829.00 and 'Shipping' is \$6.99. The 'Subtotal' is \$835.99. Below the table, there is a section 'Have you also considered?' with two product recommendations: 'Windows Anytime Upgrade - Home Premium to Professional' for \$94 and 'Office Home and Business 2010 - Product Key Card' for \$199. On the right side of the page, there is a 'Shopping Cart' summary box showing the total and buttons for 'View cart' and 'Checkout'. Below this is a large yellow banner for 'Office 2010' with the text 'SAVE NOW on Office 2010' and a 'Learn More' button. A yellow circle with the number '1' is placed over the 'Office 2010' banner, and a yellow circle with the number '2' is placed over the 'Office Home and Business 2010' product recommendation.


Retail Experience Center
powered by momentum

Welcome back Mitch Koch | [Not Mitch?](#) [Log-out](#)

Home Audio Computers Gaming Mobile Phones PC Accessories Software

Shopping Cart

Your Shopping Cart

| Items | Quantity | Price | Total |
|---|----------|-------|-------|
|  HP Pavilion dm4-1060 14.1" Laptop with Windows 7 Home Premium The HP Pavilion dm4-1060us Notebook PC delivers exceptional performance from the inside out. | 1 | \$829 | \$829 |


Product Total: \$829.00
Shipping: Standard - \$6.99 \$6.99


Got a promo or discount code? Enter it here: [Apply Discount](#)

Subtotal: \$835.99

[Continue Shopping](#) [Checkout](#)

Have you also considered?

 Windows Anytime Upgrade - Home Premium to Professional
Microsoft Windows Anytime Upgrade, Home Premium to Professional [\\$94](#) [More](#)

 Office Home and Business 2010 - Product Key Card
For computers preloaded with Office 2010. Brings together the roles of managing a business, running a household and helping with homework. [\\$199](#) [More](#)

Office 2010
SAVE NOW
on Office 2010.
[Learn More](#)

Digital Packaging

1. Digital Packaging on Product Key Card Pages

Retail Experience Center
powered by **momentum**

Welcome back Mitch Koch | [Not Mitch?](#) [Log-out](#)

[Home](#) [Audio](#) [Computers](#) [Gaming](#) [Mobile Phones](#) [PC Accessories](#) [Software](#) [Shopping Cart](#)

[View cart](#) [Checkout](#)

Office Home and Student 2010 – Product Key Card

The Product Key Card provides another way to get Office 2010 for your new PC. It is designed to activate 1 PC preloaded Office 2010 software. A Product Key Card includes a Product Key only. No disc is included.

[Is a Product Key Card right for me?](#)

\$119

[Add to cart](#)

[Find out more](#)

Featured Software

- [Learn more about Windows 7](#)
- [Learn more about Office 2010](#)
- [Learn more about Office for Mac 2011](#)

Microsoft Office 2010
We've come a long way since Clippy. So have you.
Star in your own Microsoft Office video and Make it GREAT.
[Connect with Facebook](#)

1

1

- Find it on new Backstage™ view** — replaces the traditional File menu to give you one go-to spot to conveniently save, open and print documents. Customize the tab commands to fit your individual

CRM Mail

1. CRM Mails

CRM Attach Mails sent to a customer post PC purchase

1



Greetings,

As someone who recently purchased a new PC, you might be interested in enhancing your computer experience by buying Microsoft Office 2010.

From home and homework to business and collaboration, Office 2010 has the best productivity tools for your needs.

Simply select the suite that's right for you, (Home and Student, Home and Business, or Professional) and then choose the way you want to buy it for your new PC.










| Which one is right for you? | Home and Student | Home and Business | Professional |
|--|------------------|-------------------|--------------|
| Word 2010 Professional-looking documents | ✓ | ✓ | ✓ |
| Excel 2010 Eye-catching spreadsheets and charts | ✓ | ✓ | ✓ |
| PowerPoint 2010 Impactful presentations | ✓ | ✓ | ✓ |
| OneNote 2010 Organize notes and information | ✓ | ✓ | ✓ |
| Outlook 2010 Manage calendar and email | | ✓ | ✓ |
| Publisher 2010 Professional-quality marketing materials | | | ✓ |
| Access 2010 Manage databases | | | ✓ |

| Technical support included | 90 days | 90 days | 1 year |
|--|---------|---------|--------|
| Word 2010 Professional-looking documents | ✓ | ✓ | ✓ |
| Excel 2010 Eye-catching spreadsheets and charts | ✓ | ✓ | ✓ |
| PowerPoint 2010 Impactful presentations | ✓ | ✓ | ✓ |
| OneNote 2010 Organize notes and information | ✓ | ✓ | ✓ |
| Outlook 2010 Manage calendar and email | | ✓ | ✓ |
| Publisher 2010 Professional-quality marketing materials | | | ✓ |
| Access 2010 Manage databases | | | ✓ |

Ways to buy Office 2010

| | 90 days | 90 days | 1 year |
|--|----------|----------|----------|
| Traditional Disc (Use on multiple PCs) | Shop Now | Shop Now | Shop Now |
| Product Key Card (Use on one PC only) | Shop Now | Shop Now | Shop Now |
| Software Download (Use on multiple PCs) | Shop Now | Shop Now | Shop Now |

Online Drive Attach Sales Motion Asset Library

| BACK TO SCHOOL CAMPAIGN | | BACK TO SCHOOL SAVE NOW WITH PC | | | | |
|---|--|--|---|---|--|---|
| Banners Product Hierarchy > Office > Office 2010 Back to School > Online |  | Banners in PC Category Product Hierarchy > Office > Office 2010 Back to School > Online |  | Banners Product Hierarchy > Office > Office 2010 Back to School > Online |  | |
| BACK TO SCHOOL HIGHER EDUCATION OFFER (Higher Ed assets are named "college student" on Prosource). | | | | | BTS SAVE NOW WITH HIGHER ED | |
| Banners Product Hierarchy > Office > Office 2010 Back to School > Online |  | Web Landing Page Product Hierarchy > Office > Office 2010 Back to School > Online |  | Mobile Landing Page HED Product Hierarchy > Office > Office 2010 Back to School > Online | Landing Page Product Hierarchy > Office > Office 2010 Back to School > Online |  |
| MISCELLANEOUS | | | | | | |
| CRM Attach Mails Product Hierarchy > Office > Office 2010 Launch Materials > Online > ESD |  | Product Key Card Digital Packaging Product Hierarchy > Office > Office 2010 Launch Materials > Boxshots |  | Attach Landing Page (attach motion) Product Hierarchy > Office > Office 2010 Holiday Q2 > Online |  | |



BACK TO SCHOOL CIRCULAR AD TEMPLATES

Circular Ad Templates

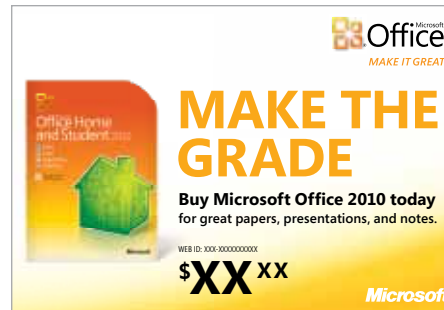
The Circular Ad Template Guide has been developed to provide a basic direction that promotes the integration of printed marketing communications with In-Store Back to School 2011 Campaign assets.

Following these basic models will ensure that advertising efforts will align appropriately with the look and feel in the store and a product offer is communicated consistently across multiple printed channels.

These templates are based in the most common format factors used on newspapers, fliers, magazines and other general printed materials maintaining the flexibility to adjust to different sizes.

Available formats and sizes are:

- 1/8 Page Bleed (Color & B/W)
- 1/8 Page Non-bleed (Color & B/W)
- 1/4 Page Bleed (Color & B/W)
- 1/4 Page Non-bleed (Color & B/W)
- Horizontal banner strip Bleed (Color & B/W)
- Horizontal banner strip Non-bleed (Color & B/W)



Back to School Campaign



Save Now with PC



Higher Education Offer



Save Now and Higher Education Offer Combined



Combo Windows/Office Circular Ad

Circular Ad Templates

Full Page

Get Ahead in School with a Windows 7 PC!



Samsung 900X 3A
Windows® 7 Home Premium with Service Pack 1
• Intel® Core™ Duo 667MHz • 250 GB hard drive
• 25GB of free storage on Windows Live SkyDrive.
WEB ID: XXX-XXXXXXX
\$XXXXXX



Asus U36JC
Windows® 7 Home Premium with Service Pack 1
• Intel® Core™ Duo 667MHz • 250 GB hard drive
• 25GB of free storage on Windows Live SkyDrive.
WEB ID: XXX-XXXXXXX
\$XXXXXX



HP Pavilion DM4
Windows® 7 Home Premium with Service Pack 1
• Intel® Core™ Duo 667MHz • 250 GB hard drive
• 25GB of free storage on Windows Live SkyDrive.
WEB ID: XXX-XXXXXXX
\$XXXXXX



Toshiba Portégé R835-P56
Windows® 7 Home Premium with Service Pack 1
• Intel® Core™ Duo 667MHz • 250 GB hard drive
• 25GB of free storage on Windows Live SkyDrive.
WEB ID: XXX-XXXXXXX
\$XXXXXX

COLLEGE STUDENT? FREE BONUS!
Go to office.com/3appbonus for details.
Valid XX/XX/11 – XX/XX/11.

SAVE NOW
Buy Office Home and Student 2010 Product Key Card with your new PC today.
XXXX
with PC purchase
Save \$XX



Microsoft Windows 7

Horizontal Banner Strip



SAVE NOW
Buy Office Home and Student 2010 Product Key Card with your new PC today.
COLLEGE STUDENT? FREE BONUS!
Go to office.com/3appbonus for details.
Valid XX/XX/11 – XX/XX/11.

Office
MAKE IT GREAT

WEB ID: XXX-XXXXXXX
\$XX XX

Microsoft

1/4 Page-Bleed

Office
MAKE IT GREAT

COLLEGE STUDENT? FREE BONUS!
Buy Office Home and Student 2010 and for a limited time, download OUTLOOK, PUBLISHER, and ACCESS – FREE!
Go to office.com/3appbonus for details.
Valid XX/XX/11 – XX/XX/11.
WEB ID: XXX-XXXXXXX
\$XX XX

Microsoft

1/2 Page

Get Ahead in School with a Windows 7 PC!



Dell XPS 15z
Windows® 7 Home Premium with Service Pack 1
• Intel® Core™ Duo 667MHz • 250 GB hard drive
• Blu-ray Drive
• 1.4 GB Dual Channel DDR2 SDRAM
• 25GB of free storage on Windows Live SkyDrive.
WEB ID: XXX-XXXXXXX
\$XXXXXX

COLLEGE STUDENT? FREE BONUS!
Go to office.com/3appbonus for details.
Valid XX/XX/11 – XX/XX/11.

SAVE NOW
Buy Office Home and Student 2010 Product Key Card with your new PC today.
XXXX
with PC purchase
Save \$XX



Microsoft Windows 7

1/4 Page

COLLEGE STUDENT? FREE BONUS!
Go to office.com/3appbonus for details.
Valid XX/XX/11 – XX/XX/11.

SAVE NOW
Buy Office Home and Student 2010 Product Key Card with your new PC today.
XXXX
with PC purchase
Save \$XX



1/8 Page-Non Bleed B/W

Office
MAKE IT GREAT

SAVE NOW
Buy Office Home and Student 2010 Product Key Card with your new PC today.
WEB ID: XXX-XXXXXXX
\$XX XX

Microsoft

Note: Assets can be located at
Office > Office2010 Back
to School FY11 > Circular
Ad Templates



BACK TO SCHOOL IN-STORE

- VISUAL MERCHANDISING
- MDX
- TRAINING
- FIELD LABOR



BACK TO SCHOOL VISUAL MERCHANDISING

- OVERVIEW
- FUNDAMENTALS
- DRIVE ATTACH SALES MOTION

3 Star Visual Merchandising Execution Priorities



Overview and Objectives

FUNDAMENTALS VERSUS DRIVE ATTACH SALES MOTION

Why and What are the Fundamentals?

The Fundamentals are the basic steps that should be followed to maximize Office attach to PC sales before any other programs are implemented.

- Assort H&S and H&B FPP in the SW aisle
- Assort H&S and H&B PKC in or near the PC aisle
- Ensure placement of at least one POP in the PC aisle and one in the SW aisle
- Ensure the latest MDX is installed on all demo PCs in the store, with the Professional 180 Day Trial on at least 2 PCs

Once the Fundamentals have been successfully implemented, the next step is to Drive Attach Sales Motion.

- Use seasonal POP to capture peak selling seasons
- Use seasonal POP to support seasonal offers such as the BTS Higher Ed Offer
- Use appropriate POP to support Always On programs like Save Now with PC
- Ensure “Buy Office” is noted on PC Fact Tags
- If Office Starter is on the PC Fact Tag, ensure use of the 4 non-starters

Back to School (BTS) Seasonal Campaign

In order to Drive Attach Sales Motion, the Back to School Campaign has been developed in four sets of global visual merchandising assets as follows:

Back to School Campaign Assets: The primary focus of these campaign materials is to target K-12 students and their parents during the peak BTS selling season.

Save Now With PC—Back to School Updates: The Save Now with PC program was launched in Q2 of FY11. For the BTS selling season, several assets have been refreshed to focus on students, following the look and feel of the overall BTS campaign.

Back to School Higher Education Offer: This offer is aimed at higher-education students who purchase Office Home & Student 2010 during the promotional time-period. Students follow a Microsoft online validation process to be eligible for a single license upgrade to Office Professional Academic.

Back to School Wave 2 Campaign Assets: This provides an additional resource of visual merchandising assets aligned with the ATL Make It Great Campaign for funded markets, and delivers a variety of non-offer assets plus Save Now with PC and Higher Education offers assets.

Guiding Fundamentals for Visual Merchandising

The following best practices are the “Retail Execution Fundamentals.” These are considered “must do” for all retailers and all regions in order to make retail the best possible environment for consumers. These best practices should always be implemented whenever possible.

1. Display the Product

Assort Office 2010 H&S and H&B Traditional Disc. Assort key Office stand alone applications as appropriate.

2. Simplify Product Organization and Presentation

Make recommendations to retailer to organize SKUs by popularity and show upsell SKUs moving from left to right.

3. Minimize Clutter

Remove or reduce distractions surrounding the SW inline area. Clean up area overall.

4. Clear Product Benefits

Use messaging that has been provided for Office 2010 and/or Back to School to communicate features and benefits, found on page 27 of this guide.

5. Provide Effective Navigational Aids

Engage consumers with clear messaging on headers to move consumers through their shopping journey. This includes SKU and method chooser when possible.

6. Maintain Flexibility

Adapt to retailer’s needs as necessary. Keep the Microsoft brand prominent, but allow retailers flexibility with their brand presence.

7. Speak with Authority

Use the strong Office brand to tell the consumer confidently what Microsoft software can do to improve their life (via messaging and graphics).

8. Showcase New Items and New Ideas

Call out what’s new and why it’s a good solution for the consumer, including new programs and offers.

9. Make the Shopping Experience Convenient

Make products easy to find through category signage. Maximize adjacency near the PC aisle and other PC peripherals.

10. Make the Shopping Experience Informative and Engaging

Create an informative experience for consumers through product brochures, POP or SKU choosers.

11. Encourage Upsell

Encourage upsell to consumers from Home & Student to the premium SKUs (Home & Business and Professional) and from the Product Key Card (PKC) method of purchase to the Full Packaged Product (FPP) due to licensing differences.

Assisted Versus Unassisted Environments

In an assisted environment, a consumer has a Retail Sales Person (RSP) to help them determine what they need, and to remind them that Office does not come with their new PC and that they need to purchase it as well. In an unassisted environment, there are no RSPs available to help the customer, therefore the POP needs to play a more important role. A couple of excellent ways to improve Office attach in an unassisted environment are:

1. Launch POSA PKC so that Office products can be easily displayed outside of the Software aisle, unlocked and very visible.
2. Sell-in the Office Included in the Price of PC Program. This will eliminate the need to “attach” Office to the sale of the PC as it is already included.

Research shows that shoppers in unassisted environments can differ from other shoppers.

Shoppers in unassisted environments are least likely to:

- Do research before their PC purchase
- Plan to purchase Office with their PC
- Budget for accessories
- Think they need Office
- Use spreadsheets or presentations
- Buy AV with PC

But these shoppers are just as likely to:

- Pay attention to POP merchandising
- Increase purchase if Office is near the PCs

Research also shows that assortment and merchandising in unassisted environments can be greatly improved, unassisted retailers are less likely to have:

- Office assorted in or near the PC aisles (this can be greatly improved through POSA)
- POP that recommends Office

Including Office in the Price of PC can reduce attach barriers:

- Office is included in the consumers PC budget, rather than being an add-on
- 50% think Office is preinstalled, this makes that impression a reality
- Having Office preinstalled on a current PC is most likely to drive future purchase of Office (it becomes a necessity)
- Many MS subs have already had success with MNA bundles

Throughout the following pages, we have provided guidance for Fundamental execution of POP in an assisted environment as well as an unassisted environment. We will also provide guidance on how to Drive Attach Sales Motion once the Fundamentals have been successfully accomplished.

Software Aisle Assisted and Unassisted Environments

Recommended Execution

Assortment: H&S and H&B Full Product Package (FPP).



Additional/Optional Assets

Fact Tag Lugon



Wobbler



Horizontal and Vertical form factors are provided for each campaign and can be leveraged to produce backers, headers, wobblers where applicable, dependant on retailer. For a complete list of assets go to page 63.

IMPORTANT: Primary assortment for PKC is in PC aisle. PKC assortment in SW aisle is approved only as secondary placement.

PC Aisle Assisted Environment

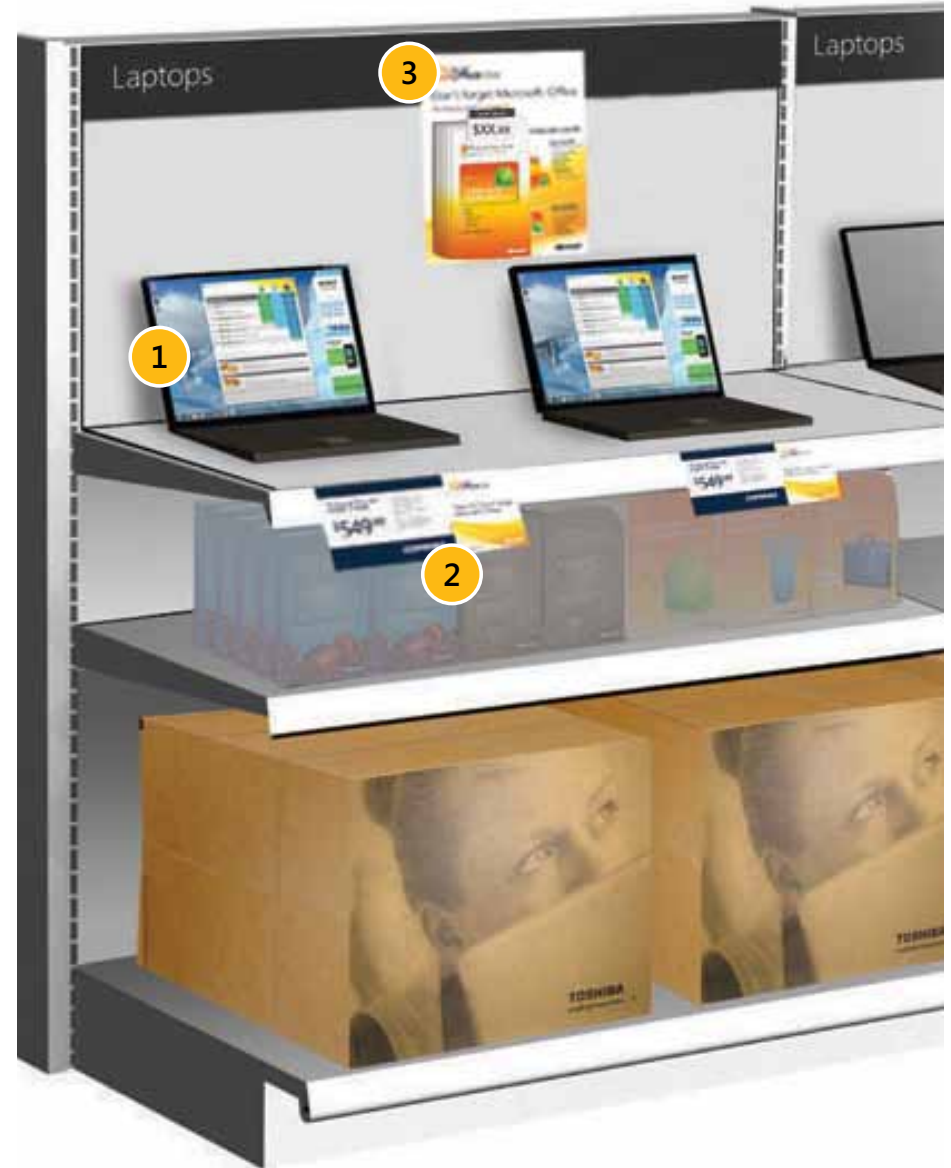
1 MDX on PC screen



2 Fact Tag Lugon



3 PKC on peghooks (H&S) with backer card



Recommended Assets: Evergreen

PC AND SW AISLE

SW Inline Brochure



PC Placemat



Backer Card



Fact Tag Lugon



PC Corner Lugon



For a complete list of assets go to page 63.

Basic PC Aisle Unassisted Environment

POSA EXECUTION FOCUS

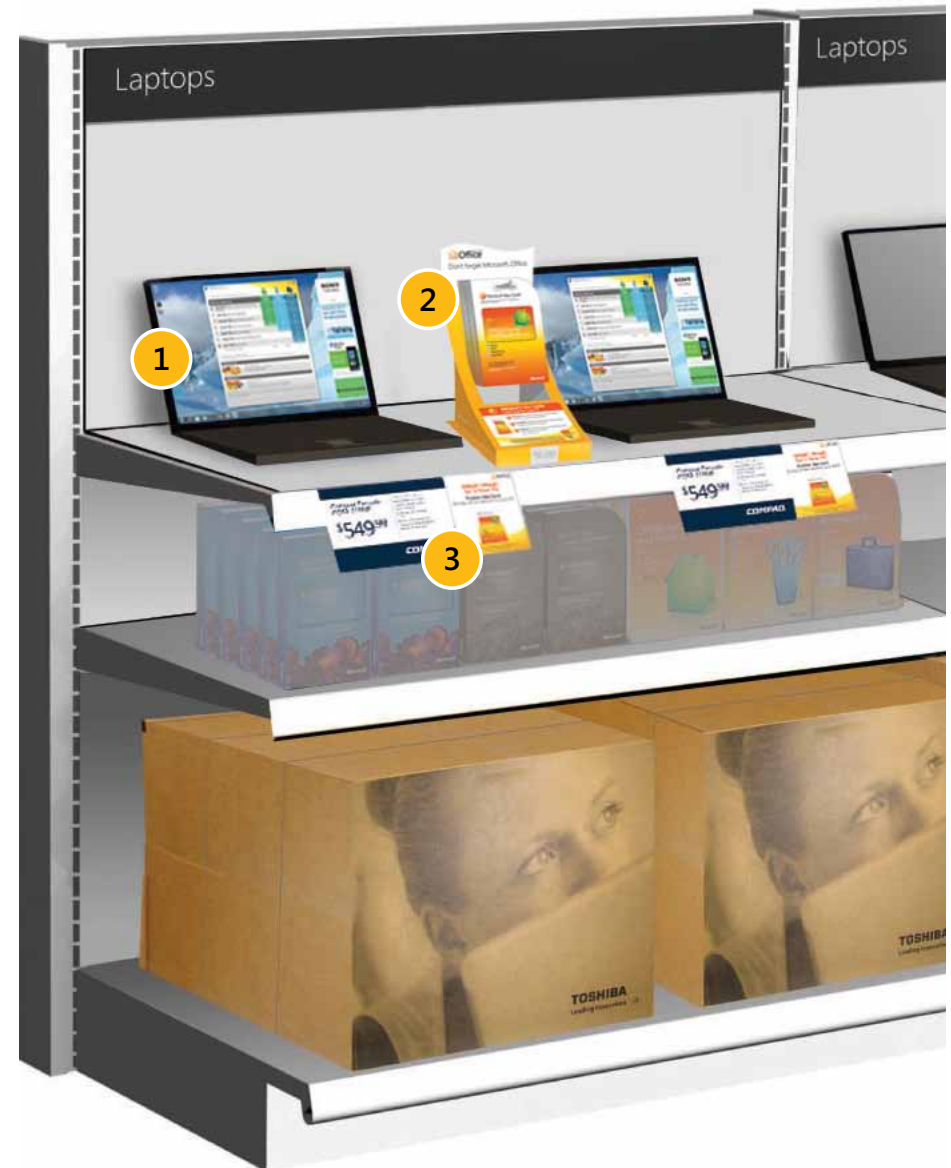
- 1 MDX on PC screen



- 3 POSA Channel Card



- 2 POSA PDQ (H&S)



Recommended Assets: POSA

PC AISLE

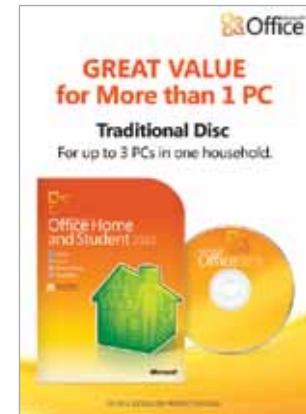
PC Placemat



Horizontal Channel Card



Vertical Channel Card



















Lugons for POSA PDQ



















For a complete list of assets go to page 64.

Visual Merchandising Fundamentals Asset Library

| EVERGREEN | | | | | | | |
|---|---|--|--|--|---|--|---|
| PC Corner Lugon Office > Office 2010 Launch Materials > Visual Merch |  | PC Placemat Office > Office 2010 Launch Materials > Visual Merch |  | Office Pull-Out POD Graphic Top Tab Office > Office 2010 Launch Materials > Visual Merch |  | Fact Tag Lugon Office > Office 2010 Launch Materials > Visual Merch |  |
| Fact Tag Lugon Office > Office 2010 Launch Materials > Visual Merch |  | Backer Card Office > Office 2010 Launch Materials > Visual Merch |  | FPP Single Tier PDQ Office > Office 2010 Launch Materials > Visual Merch > SW Aisle Corrugate Trays |  | Corrugate Hero Tray with SKU Chooser and Brochure Office > Office 2010 Launch Materials > Visual Merch |  |
| PKC/POSA 2-TIER PDQ Office > Office 2010 Launch Materials > Visual Merch |  | SW Inline Brochure Office > Office 2010 Launch Materials > Visual Merch |  | SW Inline Brochure w/Lifestyle Office > Office 2010 Launch Materials > Visual Merch |  | SW Inline Brochure Holder Office > Office 2010 Launch Materials > Visual Merch |  |
| Corrugate 5 SKU Hero Tray with SKU Chooser Office > Office 2010 Launch Materials > Visual Merch |  | 4 ft Hero 3 SKU PDQ w/ brochure Office > Office 2010 Launch Materials > Visual Merch |  | 4 ft Hero 5 SKU PDQ w/ method chooser Office > Office 2010 Launch Materials > Visual Merch |  | Corrugate 1-Meter Standard Tray Office > Office 2010 Launch Materials > Visual Merch > SW Aisle Corrugate Trays |  |

Visual Merchandising Fundamentals Asset Library

| EVERGREEN | | MISCELLANEOUS | |
|---|---|---|--|
| 4 ft Standard PDQ (FPP/PKC Mix) Office > Office 2010 Launch Materials > Visual Merch  | SW Corrugate 36–48 in Expandable Tray Office > Office 2010 Launch Materials > Visual Merch  | MDX on PC screen Contact Scott Neilson for assets: scottne@microsoft.com  | FPP Box Shots Office > Office 2010 Launch Materials > Boxshots  |
| MISCELLANEOUS | | POSA | |
| PKC Box Shots* Mediabank > Assets > Microsoft Office > Office 2010 Products > Office Home + Student > English > PKC  | PKC POSA Glorifier Office 2010 Launch > Vis Merch > PKC Semi Perm Displays  | Vertical Channel Card Office > Office 2010 Q3/B2B > Office 2010 POSA  | Vertical Channel Card Office > Office 2010 Q3/B2B > Office 2010 POSA  |
| Horizontal Channel Card Office > Office 2010 Q3/B2B > Office 2010 POSA  | Horizontal Channel Card Office > Office 2010 Q3/B2B > Office 2010 POSA  | 3x5 Channel Card Office > Office 2010 Q3/B2B > Office 2010 POSA  | Placemat (Version A) Office > Office 2010 Q3/B2B > Office 2010 POSA  |
| Placemat (Version B) Office > Office 2010 Q3/B2B > Office 2010 POSA  | Lugons for existing PDQs Office > Office 2010 Q3/B2B > Office 2010 POSA  | POSA PDQ Office > Office 2010 Q3/B2B > Office 2010 POSA > Visual Merchandising  | 3x5 Channel Card Office > Office 2010 Q3/B2B > Office 2010 POSA  |

***Note:** Different format versions available in Media Bank.

DRIVE ATTACH SALES MOTION ASSETS BUILD UPON THE FUNDAMENTALS AND PROVIDE ADDITIONAL TOOLS FOR SELLING AND PROMOTING OFFICE, INCLUDING SEASONAL CAMPAIGNS AND OFFER ASSETS.

Software Aisle Assisted and Unassisted Environments

Recommended Execution

Assortment: H&S, H&B and Pro FPP



Additional/Optional Assets

Counter Mat



Wobbler



Wobbler



Horizontal and Vertical form factors are provided for each campaign and can be leveraged to produce backers, headers, wobblers where applicable, dependant on retailer. For a complete list of assets go to page pages 72–74.

IMPORTANT: Primary assortment for PKC is in PC aisle. PKC assortment in SW aisle is approved only as secondary placement.

PC Aisle Assisted Environment

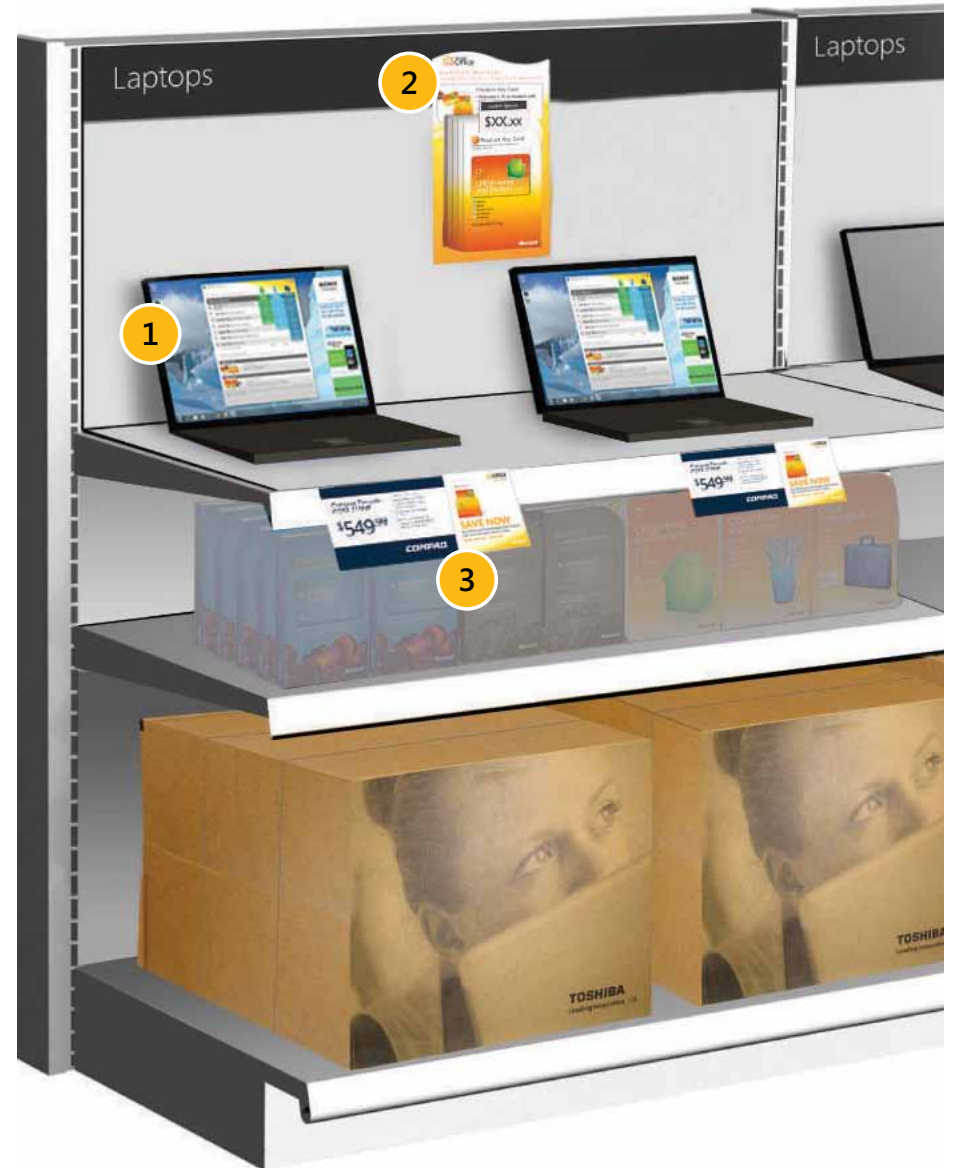
1 MDX on PC screen



2 PKC on peghooks (H&S) with Save Now Backer Card



3 Save Now Fact Tag Lugon



For more options see pages 68–70 and 72–74.

PC Aisle Unassisted Environments

1 MDX on PC screen



2 POSA PKC PDQ with Save Now and Higher Ed Offer Lugon



3 Save Now Fact Tag Lugon



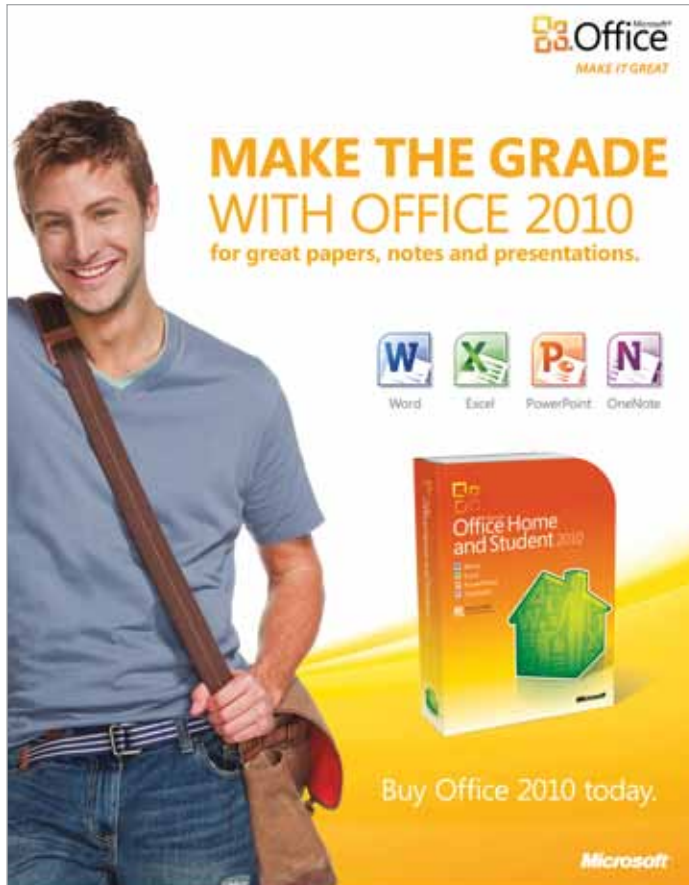
Note: Dependent on retailer focus, unassisted environments may leverage Evergreen attach, POSA, Save Now or seasonal offer POP. Other Program details found on pages 131–136 and 151–156.

For more options see pages 68–70 and 72–74.



Recommended Assets: Back to School Campaign

Poster



Wobbler



Monitor Topper



Front



Back

Counter Mat



Tent Card



Front



Back

For a complete list of assets go to page 72.

Recommended Assets: Back to School Save Now and Combined Save Now with Higher Education Offer

Several of these assets combine two offers for space efficiency. For more details on the Save Now with PC program see pages 132–136 and for details on the Higher Education Offer see pages 19–20.

Poster



PDQ Tray



Monitor Topper



Fact Tag Lugon



Tent Card



Front



Back

Monitor Blade



For a complete list of assets go to page 72 and 74.

Recommended Assets: Back to School Higher Education Offer

For details about the Higher Education Offer see pages 19 and 20.

Poster



Wobbler



Monitor Topper



Hero Tray Lugon



Fact Tag Lugon



For a complete list of assets go to page 73.

Recommended Assets: Wave 2 ATL Make It Great Back to School Campaign

Wave 2 of the ATL Make It Great Back to School Campaign has been developed to support the “Make It Great” Campaign through to channel purchase, directed to funded markets only. For details about the Make It Great Campaign see page 24–26.

End Cap



Poster



Standee


















Monitor Blade














For a complete list of assets go to page 75.










Visual Merchandising Drive Attach Sales Motion Asset Library

| BACK TO SCHOOL CAMPAIGN | | | | |
|---|---|---|--|--|
| Fact Tag Lugon Office > Office 2010 Back to School FY11 > Vis Merch Generic > PC Aisle POP  | Tent Card Office > Office 2010 Back to School FY11 > Vis Merch Generic > PC Aisle POP  | Aisle Display Backer Card Office > Office 2010 Back to School FY11 > Vis Merch Generic > PC Aisle POP  | Wobbler Office > Office 2010 Back to School FY11 > Vis Merch Generic > PC Aisle POP  | |
| Poster (LgVert) Office > Office 2010 Back to School FY11 > Vis Merch Generic > Store Dress  | Counter Mat (MedHoriz) Office > Office 2010 Back to School FY11 > Vis Merch Generic > Store Dress  | SKU Lugon Office > Office 2010 Back to School FY11 > Vis Merch Generic > PC Aisle POP  | Monitor Topper Office > Office 2010 Back to School FY11 > Vis Merch Generic > PC Aisle POP  | |
| Hero Tray Office > Office 2010 Back to School FY11 > Vis Merch Generic > SW Aisle POP  | Placemat Office > Office 2010 Back to School FY11 > Vis Merch Generic > PC Aisle POP  | Monitor Blade (Small Vert) Office > Office 2010 Back to School FY11 > Vis Merch Generic > PC Aisle POP  | | |
| BACK TO SCHOOL SAVE NOW WITH PC | | | | |
| Fact Tag Lugon Office > Office 2010 Back to School FY11 > Vis Merch-Save Now with HED > PC Aisle POP  | Lugon Office > Office 2010 Back to School FY11 > Vis Merch-Save Now with HED > PC Aisle POP  | Monitor Blade (Small Vert) Office > Office 2010 Back to School FY11 > Vis Merch-Save Now with HED > PC Aisle POP  | PC Aisle Display Backer Card Office > Office 2010 Save Now with PC Program Q2 > Visual Merch  | |

Visual Merchandising Drive Attach Sales Motion Asset Library











| BACK TO SCHOOL HIGHER EDUCATION OFFER | | | | |
|---|--|--|--|--|
| Fact Tag Lugon Office > Office 2010 Back to School FY11 > Vis Merch-Higher Ed Offer > PC Aisle POP  | Poster (LgVert) Office > Office 2010 Back to School FY11 > Vis Merch-Higher Ed Offer > Store Dress  | Counter Mat (MedHoriz) Office > Office 2010 Back to School FY11 > Vis Merch-Higher Ed Offer > Store Dress  | Tearpad Office > Office 2010 Back to School FY11 > Vis Merch-Higher Ed Offer > PC Aisle POP  | |
| Monitor Topper Office > Office 2010 Back to School FY11 > Vis Merch-Higher Ed Offer > PC Aisle POP  | Wobbler Office > Office 2010 Back to School FY11 > Vis Merch-Higher Ed Offer > SW Aisle POP  | Hero Tray Office > Office 2010 Back to School FY11 > Vis Merch-Higher Ed Offer > SW Aisle POP  | Aisle Display Back Card Office > Office 2010 Back to School FY11 > Vis Merch-Higher Ed Offer > PC Aisle POP  | |
| Bag Stuffer Office > Office 2010 Back to School FY11 > Vis Merch-Higher Ed Offer > Store Dress  | Lugon Office > Office 2010 Back to School FY11 > Vis Merch-Higher Ed Offer > PC Aisle POP  | Monitor Blade (Small Vert) Office > Office 2010 Back to School FY11 > Vis Merch-Higher Ed Offer > PC Aisle POP  | | |

Visual Merchandising Drive Attach Sales Motion Asset Library

| BACK TO SCHOOL SAVE NOW AND HIGHER EDUCATION OFFER COMBINED | | | | |
|--|---|---|--|--|
| Tent Card Office > Office 2010 Back to School FY11 > Vis Merch-Save Now with HED > PC Aisle POP  | Poster (LgVert) Office > Office 2010 Back to School FY11 > Vis Merch-Save Now with HED > Store Dress  | Counter Mat (MedHoriz) Office > Office 2010 Back to School FY11 > Vis Merch-Save Now with HED > Store Dress  | Placemat Office > Office 2010 Back to School FY11 > Vis Merch-Save Now with HED > PC Aisle POP  | |
| Monitor Topper Office > Office 2010 Back to School FY11 > Vis Merch-Save Now with HED > PC Aisle POP  | Monitor Blade (Small Vert) Office > Office 2010 Back to School FY11 > Vis Merch-Save Now with HED > PC Aisle POP  | | | |
| MISCELLANEOUS | | | | |
| MDX on PC screen Contact Scott Neilson for assets: scottne@microsoft.com  | FPP Office > Office 2010 Launch Materials > Boxshots  | PKC Box Shots* Mediabank > Assets > Microsoft Office > Office 2010 Products > Office_Home + Student > English > PKC  | | |

*Note: Different format versions available in Media Bank.

Visual Merchandising Drive Attach Sales Motion Asset Library

| BACK TO SCHOOL MAKE IT GREAT CAMPAIGN | | | | |
|---|--|--|---|---|
| Monitor Blade Office > Office 2010 Back to School FY11 > Vis Merch-ATL Campaign BOM |  | Monitor Topper Office > Office 2010 Back to School FY11 > Vis Merch-ATL Campaign BOM |  | Standee Office > Office 2010 Back to School FY11 > Vis Merch-ATL Campaign BOM |
| | | | |  |
| | | | | Shipper Office > Office 2010 Back to School FY11 > Vis Merch-ATL Campaign BOM |
| | | | |  |
| BACK TO SCHOOL MAKE IT GREAT HIGHER EDUCATION OFFER | | | | |
| Hero Tray Lugon Office > Office 2010 Back to School FY11 > Vis Merch-ATL Campaign BOM |  | HED Offer Snipes Office > Office 2010 Back to School FY11 > Vis Merch-ATL Campaign BOM |  | Monitor Blade Office > Office 2010 Back to School FY11 > Vis Merch-ATL Campaign BOM |
| | | | |  |
| | | | | Poster Office > Office 2010 Back to School FY11 > Vis Merch-ATL Campaign BOM |
| | | | |  |
| BACK TO SCHOOL MAKE IT GREAT SAVE NOW WITH HIGHER EDUCATION OFFER COMBINED | | | | |
| Monitor Blade Office > Office 2010 Back to School FY11 > Vis Merch-ATL Campaign BOM |  | Poster Office > Office 2010 Back to School FY11 > Vis Merch-ATL Campaign BOM |  | |



BACK TO SCHOOL MDX

- OVERVIEW
- FUNDAMENTALS

3 Star MDX Execution Priorities



Microsoft Digital Experience 7.8 (MDX)

MDX is a PC demo designed to educate and excite consumers about what Windows, Windows Live, and Office 2010 can do for them. In turn, MDX drives increased sales of Windows 7 PCs and Office 2010 attach. Research has shown that **MDX helps increase intent to attach Office by up to 33%** in both assisted and unassisted environments.

MDX installation is a **Fundamental** requirement and therefore should be installed on all demo PCs. Occasionally retailers may be committed to other PC demo solutions, such as a retailer developed demo. In these instances we can share the MDX demo content, such as the Office Videos, SKU Choosers and sample Office documents with the retailer, to include within their demo.

A new feature of MDX 7.8 is that it allows the optional installation of the Office Professional 180 Day Trial. This change was requested by retailers due to the download time needed for installation (typically around 10 minutes per PC). Although installation is time consuming, the trial is very beneficial for customers considering the purchase of a PC and Office, as well as for RSPs who would like to demo Office 2010. Therefore at a minimum, please ensure the 180 day Trial is installed on Hero or End Cap Demo PCs. The 180 Day Trial can be installed through the MDX 7.8 Administrator view, on computers with the Office 2010 single image.

To help provide retailers and consumers with the best possible PC Demo experience, the MDX team is committed to partnering with you. If you have questions, please contact us at pcdemo@microsoft.com.



| BENEFITS OF MDX | |
|-------------------------------------|--|
| Clean Merchandising | <ul style="list-style-type: none"> • Visually intriguing screensaver to highlight core messages and draw people to the computer • Clean desktop with video content that reinforces our key message and increases sales |
| Attach | <ul style="list-style-type: none"> • Exciting videos about Office 2010, buying guidance and SKU chooser • Increases the likelihood of Office attach with a new PC |
| Help Customers Pick the Right PC | <ul style="list-style-type: none"> • Specsniiffer detects the specs of the PC • Demo deciphers PC jargon to help customers understand what they get with each PC |
| Store Security | <ul style="list-style-type: none"> • PC Lockdown so customers can experience the PC, but not make accidental or malicious changes • PC resets all applications after two minutes |
| MDX CORE COMPONENTS | |
| Windows 7 Tour Videos | <ul style="list-style-type: none"> • Proven to increase interest in the latest Windows ecosystem of products |
| Windows 7 Demo Content | <ul style="list-style-type: none"> • Photo content to showcase Photo Fuse, Panoramic Stitch, Facial Recognition, Auto Correct, Movie Maker, and more • Content selected to be relevant to broad audiences, including students for Back to School |
| Office Interactive and Buying Guide | <ul style="list-style-type: none"> • Helps customers get excited about what they can do with Office 2010 • Helps them decide between a product key card and traditional disk • Four Office 2010 Videos focusing on 'Create', Outlook, OneNote and WebApps • SKU charts for Office 2010 Suites • Information about whether Office 2010 is installed on the PC or not |
| Easy to Navigate Interface | <ul style="list-style-type: none"> • Easy to use • Shows off screen clarity and performance of the PC • Attracts and keeps attention |
| Complete PC Set Up | <ul style="list-style-type: none"> • Locks settings and configuration on the PC • Loads the PC with applications and media for self demos • Optional: Loads the Office 2010 Professional Retail Trial |

WHAT'S NEW WITH MDX 7.8 FOR OFFICE



- New Attract Loop with Cloud messaging and Call-To-Action messaging.



- Two new videos for the Video Carousel.
- IE9 video showcasing how IE9 makes the web faster, cleaner and more trusted.
- Windows 7 and Windows Live—showing new ways to create, connect and share with the Cloud.
- Updated PC Demo content to better showcase key Windows Live Features.

| | |
|--------------------------|--|
| Operating System | Windows 7 Ultimate |
| Processor | 3 GHz Pentium® Dual-Core CPU T1300 |
| RAM | 2 GB |
| Hard Drive | 320 GB |
| Graphics | Mobile Intel® 4 Series Express Chipset Family |
| Wireless Networking | Atheros AR5881 Wireless Network Adapter |
| Bluetooth | No |
| Optical Drives | DVD RW AD-7560S |
| Built-in Webcam | Yes |
| USB Ports | Yes |
| IEEE 1394 FireWire Ports | No |
| Windows® XP Mode | Ready for Windows® XP Mode |
| Microsoft Office 2010 | Purchase Office 2010 to activate preinstalled software. |
| Software | Microsoft Security Essentials 2010 |
| | Windows Live Essentials included on this PC. (Photo Gallery, Movie Maker, Messenger, and more) |

- Ability to sniff the Office Suite programs installed and display relevant results on the Spec page.

Sample Messaging:

"Purchase of Office 2010 with this PC recommended."

"Office 2010 Home & Student is installed on this PC."

MDX 7.8 LANGUAGE LOCALIZATION

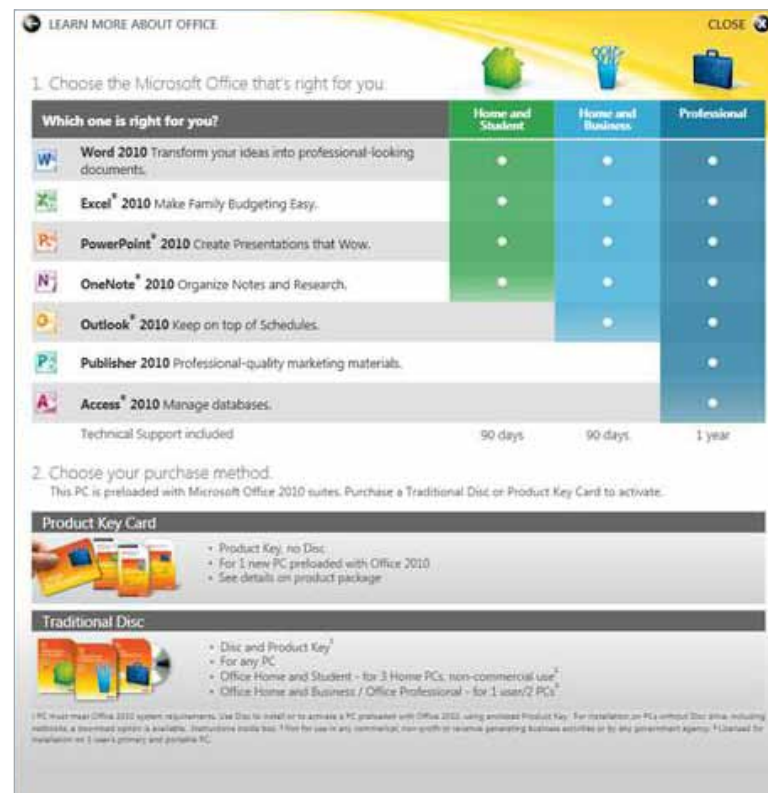
Chinese Simplified, Dutch, Danish, Finnish, French, French (Canadian), German, Italian, Norwegian, Polish, Portuguese (Brazil), Russian, Spanish, Spanish (LATAM), Swedish, Turkish, UK English, US English

Note: We will only be localizing Pro content in a subset of languages to align with where we are expecting PCs with Windows 7 Professional to land in store. These include US English, UK English, French, French (Canadian), German, Italian and Spanish.

Microsoft Office 2010

When a consumer selects the Office tile on the MDX landing page, they are presented with four videos designed to inspire them about what they can do with Microsoft Office 2010 and help them pick the suite that's right for them. The videos include:

- Create Amazing Documents
- Organize All Your Information with OneNote
- Take Charge of Your Email with Outlook
- Access & Share Your Files Online

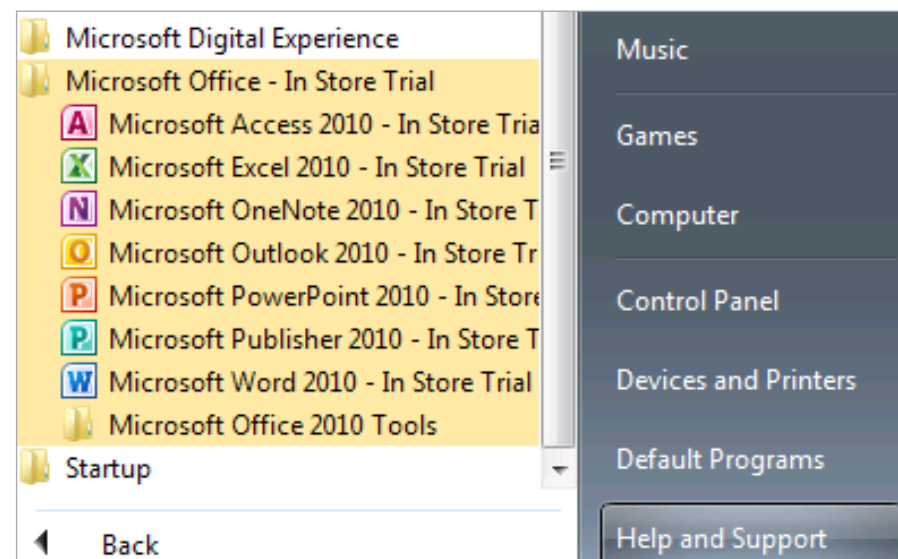


Empower your RSP with Selling Tools

Ability to test, touch, and feel products is ranked as a top reason customers visit retail when shopping for a PC.

RSP Office Demos

- MDX 7.8 has the ability to enable a **Retail Trial** of Office 2010. Please note that “In Store Trial” will be called out next to each application. This trial will remain on the PC for 180 days.
- Having this trial loaded on the PC will enable the consumer and the RSP to demo the new features in Office 2010 and attach Office to the PC sale.
- Please note, installing this trial will add an additional 10 minutes to the install time of MDX, however it is **very beneficial in allowing the RSP to demo the product**. Therefore, the trial should be installed on at least 2 PCs in the store if at all possible.





BACK TO SCHOOL TRAINING

- OVERVIEW
- FUNDAMENTALS
- DRIVE ATTACH SALES MOTION

3 Star Training Execution Priorities



All RSPs mention Office 2010 to customers purchasing new PCs

Land PC Aisle Sales Guide & Office Sales Engagement Script message

Drive RSPs to Office Expert Silver courses on LMS or ExpertZone

Land Paid Office with RSPs



Launch Seasonal/Campaign assets to increase Attach opportunity

Gain retailer buy-in & execute One-to-Many Events for RSPs

Drive RSPs to Office Expert Gold courses via LMS or ExpertZone

Land training that guides how to match customer need with correct Office suite

Ensure RSPs can demo Word, Excel, PPT, OneNote

All RSPs mention Office 2010 to customers purchasing new PCs

Land PC Aisle Sales Guide & Office Sales Engagement Script message

Drive RSPs to Office Expert Silver courses on LMS or ExpertZone

Land Paid Office with RSPs



RSPs understand how to Drive Everyday Attach Sales Motion

Launch Seasonal/Campaign assets to increase Attach opportunity

Execute One-to-One Face-To-Face training for RSPs

Launch Seasonal/Campaign assets to increase Attach opportunity

Gain retailer buy-in & execute One-to-Many Events for RSPs

Drive RSPs to Office Expert Gold courses via LMS or ExpertZone

Land training that guides how to match customer need with correct Office suite

Ensure RSPs can demo Word, Excel, PPT, OneNote

All RSPs mention Office 2010 to customers purchasing new PCs

Land PC Aisle Sales Guide & Office Sales Engagement Script message

Drive RSPs to Office Expert Silver courses on LMS or ExpertZone

Land Paid Office with RSPs

Overarching Training Strategy

Microsoft office training assets are designed to engage retail partners at all levels by providing guidance to increase sales through **Fundamental** assets and assets to help **Drive Attach Sales Motion**. Within these two levels we have designed training materials for each of the following learning modes: Face-To-Face training, Online courses and One-To-Many events. When RSP Incentives and SPIFF's are used in addition to training, retailer participation increases sales even further.

1. FUNDAMENTALS

To accomplish the above, Office Training has produced **Fundamental** assets that introduce the new features of Office 2010, plus offer guidance on how to engage customers on Office during the basic customer interaction.

Fundamental assets are:

Face-To-Face

- Microsoft PC Aisle Sales Guide
- Office Sales Engagement Script
- Office 2010 Retail Pocket Guide

Online

- Office Expert Silver Learning Plan

One-To-Many

- Office 2010 Standard Training Deck

These Fundamental assets represent the essential foundation of the Office Sales Motion, and should be the first group of tools studied by all levels of resellers.

Fundamental Steps (Sales Engagement):

- a. Recommend a Windows 7 PC
- b. Recommend Office 2010 with every PC Sale
- c. Communicate the value of purchasing Office with their new PC
- d. Upsell to Traditional Disc or to a Premium Suite

In and of itself, Fundamental training—when executed successfully—ensures an increase in Offices sales.

Overarching Training Strategy (Continued)

2. DRIVE ATTACH SALES MOTION

Once the Fundamentals have been established, Office provides training to **Drive Attach Sales Motion**. These assets build upon the Fundamentals by focusing on tools to increase the PC Attach Sales Motion.

Tools include:

Face-To-Face

- Advanced Selling Handouts, Demo Guides, and Seasonal Sales Sheets

Online

- Office Expert Gold Learning Plan and Seasonal Training Courses

One-To-Many

- Applications Decks and Seasonal Training Decks

How RSPs Receive Office Training:

1. **Online Training via Microsoft ExpertZone or Retailer Learning Portal:** Delivery of courses, videos and soft-copy versions of retail handouts.
2. **In-store Face-To-Face Training:** Microsoft Representatives interact with RSPs, and distribute hard-copy versions of Fact Sheets and Pocket Guides.
3. **One-To-Many Event Trainings:** Microsoft Trainers utilize Office 2010 PowerPoint decks to train larger groups of RSPs.

Training execution is outlined in the following, **Steps to Land Office Training** section.

This section outlines best practices for training RSPs. When reading this section, think about how to best land the Fundamental assets and whether your region can localize additional assets to Drive Attach.

STEPS TO LAND OFFICE TRAINING

Successful execution of these steps will result in effective RSP training content.

Contents:

- RSP Outcomes for the Back to School season
- Subsidiary Go-Do's
- Training Road Map

RSP Outcomes:

What are we trying to accomplish this Back to School Season with Office 2010?

OUTCOME:

1. RSP attaches Office 2010 to every PC Sale.
 - RSP upsells Office by communicating student scenarios and BTS Offer pitch to all BTS customers.
2. RSP will help customers choose the Office suite that best meets their needs.
3. Office Starter — RSP doesn't actively promote, but if asked — they position it correctly.

RSP "SAYS":

Office 2010 provides the familiarity, compatibility, and value that students are looking for. Innovative features make it easy for students to create reports, projects, and shine.

SAMPLE PITCH:

- Office doesn't come preinstalled in your PC — if you'll be using your PC for homework assignments, presentations, taking notes, etc. — you'll need **Office 2010 Home & Student** — it comes with Microsoft Word, Excel, PowerPoint, and OneNote
 - If you need just one license, buy Office PKC
 - If you need three licenses, upgrade to FPP
 - Also, as a student you qualify to receive Outlook, Publisher, and Access for free — just go to www.office.com/3appbonus & download your free programs.
- If you're going to need Outlook, you should upgrade to **Office 2010 Home & Business**
- If you're going to need Publisher for creating cool brochures upgrade to **Office 2010 Professional**.

RSP "SHOW/DO" ATTACH MOTION:

1. RSP qualifies customer — how will you be using your PC/recommends Office with every PC sale.
2. RSP calls out Office Home & Student Offer — Get free programs via download.
3. RSP demos Office 2010 as "why to buy."
 - Remove Background
 - Conversation View in Outlook
4. Correct RSP responses to Starter — emphasize the value of a **full-featured Office 2010 suite with PowerPoint, Outlook, and OneNote**.

Note: [Steps to Land Office Training Deck are posted here.](#)

SUBSIDIARY GO-DO'S

This Back to School season, drive soft sales skills, Office 2010 product knowledge and demo ability through the following:

| CHECK BOX | # | STEPS TO HIGHLY EFFECTIVE RSP TRAINING PROGRAMS |
|-----------|----|---|
| | 1. | Use Office 2010 Training Assets and Microsoft PC Aisle Sales Guide <ul style="list-style-type: none"> • PRIORITY 1: Fundamental Training Assets • PRIORITY 2: Drive Attach Sales Motion Assets |
| | 2. | Partner with Retailers to Post Priority Office 2010 BOM Items on Internal LMS <ul style="list-style-type: none"> • Work with retailers to replace all existing online training courses on reseller LMS with new versions |
| | 3. | Ensure current Office 2010 Silver & Gold Learning Plans are Live on ExpertZone and Introduce two New Seasonal (BTS) Online Courses to Layer in Details <ul style="list-style-type: none"> • Audit office LP's to ensure they are current/correct • Introduce both Seasonal courses to Office 2010 course curriculum |
| | 4. | Leverage WWRS to Train your Trainers & Gurus for Back to School. <ul style="list-style-type: none"> • Work with WWRS to utilize the Office Standard Train-The-Trainers (TTT) plans and the BTS training deck additions to inform your corporate and field trainers on (a) How to deliver an effective training presentation, (b) understand the latest content |
| | 5. | Deliver Face-To-Face, One-To-One Walk & Talks and Distribute Leave-Behinds To Land Core "Office Attach" & "Offers" Basics With RSPs <ul style="list-style-type: none"> • Utilize monthly Leave-Behinds to be distributed via Field Labor inside the Microsoft PC Aisle Sales Guide, posted to LMS, and blasted through ExpertZone • Print/Distribute (a) Microsoft PC Aisle Sales Guide (b) Monthly Insert to RSPs via Field Labor |
| | 6. | Deliver One-To-Many Events and Distribute Leave-Behinds <ul style="list-style-type: none"> • Leverage event training materials including Event PPTs, Demo Guides, Pocket Guides, etc. to deliver One-To-Many Training Events to RSPs |
| | 7. | Promote ExpertZone with Unregistered RSPs to Drive New User Registrations <ul style="list-style-type: none"> • Generate new traffic to ExpertZone to drive new registrations |
| | 8. | Leverage Field Labor and ExpertZone to Drive Existing ExpertZone Users to Office Content on Site <ul style="list-style-type: none"> • Drive existing ExpertZone users to new Office content via integrated marketing campaign |

Training Road Map

Landing a Successful Back to School Training Program: Step 1

1

LOCALIZE OFFICE 2010 TRAINING ASSETS AND MICROSOFT PC AISLE SALES GUIDE

(Assets posted to ProSource/available from the [Office](#) tab of the Content Roadmap)

PRIORITY 1: Fundamental Training Assets

- **NEW:** Microsoft PC Aisle Sales Guide
- **Existing:** Office 2010 Sales Engagement Script
- **Existing:** Office 2010 Pocket Guide
- **Existing:** Office 2010 Expert Silver Learning Plan
- **Existing:** Office 2010 Standard Training Deck (pre-loaded PC + starter upsell)



PRIORITY 2: Drive Attach Sales Motion Assets

- **NEW:** Office 2010 Key features for Students Fact Sheet/ Pocket Guide
- **NEW:** Office BTS Promo for College Students (also known as Higher Education Offer) Fact Sheet/Fact Card
- **Existing:** Office 2010 Priority Fact Sheets: (1) How to Sell, (2) Why Sell
- **Existing:** Office 2010 Secondary Fact Sheets: (1) Genuine, (2) POSA
- **Existing:** Office 2010 Retail Demo Guide
- **NEW:** Key Features for Students Course — ID OFF205
- **NEW:** Office 2010 BTS Promotion For College Students Course — ID OFF204
- **Existing:** Office 2010 Expert Gold Learning Plan
- **Existing:** Office 2010 POSA Online Course — Course ID 198
- **NEW:** Key features for Students training PPT
- **NEW:** Office 2010 BTS Offer PPT
- **Existing:** Microsoft Office POSA Deck

START HERE

Training Road Map

Landing a Successful Back to School Training Program: Step 2

2

PARTNER WITH RETAILERS TO POST PRIORITY OFFICE 2010 BOM ITEMS ON INTERNAL LMS

PRIORITY 1: Fundamental Training Assets

- **NEW:** Microsoft PC Aisle Sales Guide
- **Existing:** Office 2010 Expert Silver Learning Plan
- **Existing:** Office 2010 Sales Engagement Script
- **Existing:** Office 2010 Standard Training Deck (pre-loaded PC + starter upsell)



PRIORITY 2: Drive Attach Sales Motion Assets

- **Existing:** Office 2010 Expert Gold Learning Plan
- **NEW:** Office 2010 Key features for Students Fact Sheet/ Pocket Guide
- **NEW:** Office BTS Promo for College Students Fact Sheet/Fact Card
- **NEW:** Key Features for Students Course — ID OFF205
- **NEW:** Office 2010 BTS Promotion For College Students Course — ID OFF204
- **Existing:** Office 2010 POSA Online Course — Course ID 198

Note: All resources are available from [Office tab of the Content Roadmap](#).

Training Road Map

Landing a Successful Back to School Training Program: Step 3

3

ENSURE CURRENT OFFICE 2010 SILVER & GOLD LEARNING PLANS ARE LIVE ON EXPERTZONE AND INTRODUCE TWO NEW SEASONAL BACK TO SCHOOL (BTS) ONLINE COURSES TO LAYER IN DETAILS

PRIORITY 1: Fundamental Training Assets

Ensure Current Office 2010 Silver Learning Plan is Live on ExpertZone. Courses Include:

- **What's New in Office 2010** — Course ID OFF180
- **Recommending the Right Office 2010 Suite** — Course ID OFF179
- **Why Recommend Office 2010** — Course ID OFF178
- **Selling Office 2010** — Course ID OFF177

PRIORITY 2: Drive Attach Sales Motion Assets

Ensure Current Office 2010 Gold Learning Plan is Live on ExpertZone. Courses Include:

- **Office Applications** — Course ID OFF182
- **Office 2010 Advanced Selling** — Course ID OFF183
- **Office 2010 Preloaded PCs 7 Starter Upsell** — Course ID OFF184

PRIORITY 2: Drive Attach Sales Motion Assets

Ensure Seasonal Courses are Live on ExpertZone. Courses Include:

- **Office 2010 Key Features for Students** — Course ID OFF205
- **Office 2010 BTS Promotion For College Students** — Course ID OFF204

Note: All resources are available from [Office tab of the Content Roadmap](#).

Training Road Map

Landing a Successful Back to School Training Program: Step 4

4

LEVERAGE WWRS TO TRAIN YOUR TRAINERS FOR BACK TO SCHOOL

Work with WWRS to pull together Train-The-Trainers (TTT) plans that result in training your corporate and field trainers on (a) How to deliver an effective training presentation, (b) What the latest content is.

Recommendation: 1–3 Day Training Summit For Trainers In Your Market

1. Partner with the Office Training SME to develop an agenda for in market trainers within your region (EMEA/APAC). Please contact SME to set this up in your country/region.
2. Field trainers then visit region for in-person training events. They deliver product info best-practice training to your Learning team.



Note: [Sample Training Summit Documents are posted here.](#)

Training Road Map

Landing a Successful Back to School Training Program: Step 5

5

DELIVER FACE-TO-FACE (ONE-TO-ONE, WALK & TALKS) AND DISTRIBUTE LEAVE-BEHINDS TO LAND CORE “OFFICE ATTACH” & “OFFERS” WITH RSPs

Create monthly Office content for the Microsoft PC Aisles Sales Guide

- Develop Office Insert highlighting retailer-specific offers, PCs, ExpertZone contests, etc.

Print/Distribute (1) Four-Page PC Sales Guide (2) Monthly Insert to RSPs via Field Labor

- Execute Monthly Field Labor Assignments in the PC Aisle—driving the core basics/RSP outcomes of PC Aisle/Office 2010.
- Distribute Microsoft PC Aisle Sales Guide to all new RSPs to land core basics of PC aisle content.
- Distribute Monthly Insert by retailer, highlighting account specific offers, PCs, ExpertZone contests, etc. to layer in details.

In Person Training Leave-Behind assets include:

- **NEW:** Microsoft PC Aisle Sales Guide
- **NEW:** Monthly Leave-Behind Insert

Note: Leverage sample Field Labor Assignment: [posted here](#)

For guidance on building an effective Field Labor team — please see the Field Labor portion of the GTM. For outstanding questions, please contact the WW Field Labor Director. See page 3 for contact information.

Training Road Map

Landing a Successful Back to School Training Program: Step 6

6

DELIVER ONE-TO-MANY TRAINING EVENTS AND DISTRIBUTE LEAVE-BEHINDS TO TRAIN RSPs

Leverage event training materials including Event PPTs, Demo Guides, Pocket Guides, etc. to deliver One-To-Many Training events to RSPs, in coordination with retailers.

Execution Guidance:

- Engage with resellers to coordinate class room style, One-To-Many Trainer Events to formally present Office 2010/Back to School training content to RSPs and engage re: demo skills.
- Engage with resellers to coordinate monthly webinar trainings, including online presentation of Office 2010 training content.

PRIORITY 1: Fundamental Training Assets for Event Use

- **NEW:** Microsoft PC Aisle Sales Guide
- **Existing:** Office 2010 Sales Engagement Script
- **Existing:** Office 2010 Pocket Guide
- **Existing:** Office 2010 Standard Training Deck (pre-loaded PC + starter upsell)

PRIORITY 2: Drive Attach Sales Motion Assets for Event Use

- **Existing:** Office 2010 Retail Demo Guide
- **NEW:** Key Features for Students Training PPT
- **NEW:** Office 2010 BTS Offer PPT
- **Existing:** Microsoft Office POSA PPT

Training Road Map

Landing a Successful Back to School Training Program: Step 7

7

PROMOTE EXPERTZONE WITH UNREGISTERED RSPs TO DRIVE NEW USER REGISTRATIONS!

Generate new traffic to ExpertZone to drive new registrations!

Levers include:

- **Award Free Points to all New Registered RSPs:** Provide RSPs with a promotional code that they enter on ExpertZone for “free” points. Use as a method to recruit new RSPs.
- **Develop Contest/ Sweepstakes Specific to New Registered RSPs:** Print information about contests, promo codes or other promotions and direct field labor, Gurus or account teams to deliver to RSPs in-stores or at training events. Let RSPs know that if they are not on EZ already — that this promo is special for them.
- **Event Integration:** At every training event, be sure that ExpertZone promo cards are printed, offering free points and instructions to register.
- **Drive Buzz via Field Labor:** Tell Field Labor to promote ExpertZone with all new RSPs, and generate excitement about all the cool contests and prizes they can win by joining.
- **Drive Buzz via Email Blasts and Reseller newsletters:** Include ExpertZone promotions in targeted email blasts and reseller newsletters — reaching out to un-registered RSPs.

Note: Full list of Office Demand-Generation samples listed on [Office tab of the Content Roadmap](#) under the “Demand Generation” row.

Training Road Map

Landing a Successful Back to School Training Program: Step 8

8

LEVERAGE FIELD LABOR AND EXPERTZONE TO DRIVE EXISTING EXPERTZONE USERS TO OFFICE 2010 CONTENT ON SITE

Drive existing ExpertZone users to new Office content via integrated marketing campaign, plus ensure RSPs are engaging with Office and with each other as a community.

Levers include:

- **Develop engaging Contests, Promotions, and Sweepstakes to Office 2010:** Develop contest/sweepstakes tied to Office training content, learning plans, videos, PC compare tool, etc.
- **Actively promote ExpertZone Contest/Sweepstakes via RSP Awareness Campaign:** Develop RSP awareness campaign that drives RSP awareness of the cool prizes they can win by taking Office 2010 training. Communication vehicles include:
 - Social Media Campaign Integration — Twitter, Facebook, ExpertZone forum posts
 - ExpertZone homepage banner ad placement — driving to Office page
 - ExpertZone Office landing page banner ad placement
 - MS Talk Newsletter integration
 - Targeted RSP email blasts
 - Distribution of Expert Gold promo cards through field engagement
 - Integration of content into field assignment
- **Drive Buzz via Field Labor:** Tell Field Labor to promote ExpertZone contests with all RSPs

FINISH LINE!

Microsoft PC Aisle Sales Guide — With Office Content

This guide will be the primary PC Aisle asset for Face-To-Face training on the retail floor. Because the asset is leveraged for the entire PC aisle it will include content from Windows 7, Office 2010, Windows Live, IE9, and Hardware.

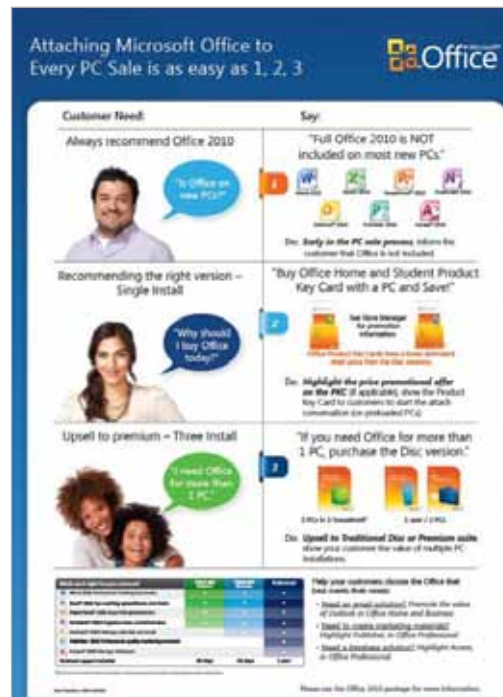
Office draft content from the Microsoft PC Aisle Sales Guide

Use this guide as a Leave-Behind at retail. For Office, the guide will provide a comprehensive monthly view of training updates, the Office Sales Engagement Script, retailer-specific offers, and ExpertZone.

Front



Back



Office 2010 Sales Engagement Script

A key Fundamental Training asset is the Office Sales Engagement Script.

This asset is a simple and direct sales script that a RSP should leverage to sell Office.

Side 1

Side 2

Selling Microsoft Office 2010 with a PC.

4 key things to tell all your customers.

How to use this fact sheet
This fact sheet provides simplified step-by-step guidance to recommend Office 2010 to all customers when they are purchasing a Windows 7 PC. For more comprehensive information, please contact your Microsoft Representative or visit www.microsoft.com/expertzone.

| Customer Need: | Say: |
|--|---|
| <p>"I need a new computer."</p> | <p>1 "Purchase a Windows 7 PC."</p> |
| <p>"Is Office on new PCs?"</p> | <p>2 "Full Office 2010 is NOT included on most new PCs."</p> |
| <p>"Why should I buy Office today?"</p> | <p>3 "Buy Office Home and Student Product Key Card and Save!"</p> <p>See Store Manager for more information. Office Product Key Cards have a lower estimated retail price than the Disc versions.</p> |
| <p>"I need Office for more than 1 PC."</p> | <p>4 "If you need Office for more than 1 PC, purchase the Disc version."</p> <p>3 PCs in 1 household* 1 user / 2 PCs</p> |

* Not for use in any commercial, non-profit, or revenue generating activities, or by any government organization.

The Message:

- Recommend a Windows 7 PC.
- Recommend Office 2010 with **every** PC sale.
- Review the Product Key Card with customers to start the Office PC attach discussion.
- Upsell to Traditional Disc and/or Premium suite.

The Facts:

Recommend a PC running Windows 7 + Windows Live to all customers, at a great price. Every customer should know:

- Windows 7 Simplifies everyday tasks
- Windows 7 Makes new things possible
- Windows 7 Works the way you want

Windows 7 + Windows Live offers a great solution for customers to help them create, connect, and share.

Many new PCs are optimized for Office 2010; purchase any Office 2010 suite to easily activate the preloaded software.

- Purchase Office 2010 Disc or Product Key Card to activate Home and Student, Home and Business, OR Professional.
- Preloaded PC is a PC that requires purchase and activation of Office suite; no software install or download needed.
- Preloaded PCs also include Word Starter and Excel Starter: reduced-functionality versions of Word and Excel with rotating ads. NO PowerPoint, Outlook or OneNote.

For customers purchasing a new PC, the Product Key Card is a great way to start the sales conversation.

- Recommend an Office Home and Business Product Key Card to customers who need a Premium email solution.
- All 3 Product Key Card versions offer a lower estimated retail price over the Traditional Disc product.

Show your customer the value of multiple installations:

| Traditional Disc | Product Key Card |
|--|---|
| <ul style="list-style-type: none"> Home and Student – 3 PCs in one household Home and Business and Professional – 1 user's primary and portable PC License transferable | <ul style="list-style-type: none"> For installation on 1 new PC only Designed to quickly and easily activate a PC preloaded with Office 2010. Software download available for PCs without the preloaded software. License not transferable to new PC |

3 PCs in 1 household 1 user / 2 PCs

| Which one is right for your customer? | Home and Student | Home and Business | Professional |
|---|------------------|-------------------|--------------|
| Microsoft Office Professional-looking documents | + | + | + |
| Excel® 2010 eye-catching spreadsheets and charts | + | + | + |
| PowerPoint® 2010 impactful presentations | + | + | + |
| OneNote® 2010 organize notes and information | + | + | + |
| Outlook® 2010 manage calendar and email | + | + | + |
| Publisher 2010 Professional-quality marketing materials | + | + | + |
| Access® 2010 Manage databases | + | + | + |
| Technical support included | 90 days | 90 days | 1 year |

Help your customers choose the Office that best meets their needs:

- Need an email solution?** Promote the value of Outlook in Office Home and Business
- Need to create marketing materials?** Highlight Publisher, in Office Professional
- Need a database solution?** Highlight Access, in Office Professional

Please see the Office 2010 package for more information.

Not for use in any commercial, non-profit, or revenue generating activities, or by any government organization.
FIN: 098-301392

Office 2010 Retail Pocket Guide

The Pocket Guide presents the fundamentals of Office 2010 suites, applications, features, and how/why to buy.



Office 2010 ExpertZone Silver Learning Plan: Online Courses

The Expert Silver Learning Plan is designed to message basic product knowledge and selling skills around Office 2010.



What's New in Office 2010

Use this course to encourage customers to upgrade from a previous Office suite.



Why Recommend Office 2010

Why to attach Office to every PC sale, and how to highlight top features.



Recommending the Right Office 2010 Suite

Recommend how to match Office suites to customers needs and usage.



Selling Office 2010

Focus on the selling motion — how to initiate a conversation about Office, and how to recommend the right purchase method.

Office 2010 Standard Training Deck (Includes Preloaded PC and Starter Upsell Training)

Deck includes core content on Office Suites, applications, new features, and ways to purchase.

This is the core training deck that should be the basis of every One-To-Many training. If you are Driving Attach Sales Motion in your training, please include the seasonal decks as supplements to the Standard Office deck.












Standard Office 2010 Training Deck

Note: Office Standard Training Deck at:

<https://www.microsoftprosource.com/Studios/AssetStudio/ViewAssets.aspx?aid=d2a0c7c1-6e11-4482-bf0b-570835805f5c>

Training Fundamentals Asset Library

| FUNDAMENTALS | | | | | |
|--|---|---|--|--|---|
| Steps to Land Office Training Product Hierarchy > Office > Office 2010 Back to School > Training |  | Microsoft PC Aisle Sales Guide Note: <i>File location not available at time of printing –link will be available mid-May 2011.</i> |  | Office 2010 Sales Engagement Script Product Hierarchy > Office > Office 2010 Holiday Q2 > Training |  |
| Office 2010 Pocket Guide Product Hierarchy > Office > Office 2010 Launch Materials > Training |  | | | | |
| Office ExpertZone Silver – “What’s New in Office 2010” Course Product Hierarchy > Office > Office 2010 Launch Materials > Training |  | Recommending the Right Office 2010 Suite Course Product Hierarchy > Office > Office 2010 Launch Materials > Training |  | Why Recommend Office 2010 Course Product Hierarchy > Office > Office 2010 Launch Materials > Training |  |
| Selling Office 2010 Course Product Hierarchy > Office > Office 2010 Launch Materials > Training |  | | | | |
| Office 2010 Standard Training Deck (Preloaded PC + Starter Upsell) Product Hierarchy > Office > Office 2010 Launch Materials > Training |  | | | | |

Drive Attach Sales Motion: Training—BTS Campaign

DRIVE ATTACH SALES MOTION ASSETS BUILD UPON FUNDAMENTALS AND PROVIDE ADVANCED PRODUCT CONTENT AND SEASONAL CAMPAIGN TRAINING.

Back to School Office 2010 Key Features for Students: Fact Sheet

Fact Sheet details one academic use for each application. Sheet should be distributed at Retail to RSPs as an evergreen reference for selling to BTS customers.

Side 1

Microsoft Office 2010

Office 2010 Key Features for Students

No matter what level of education a student is, Office 2010 is packed with features that help make every assignment at school or home.

Microsoft Word 2010
Makes it easy for students to write attention-grabbing papers with features like graphics and illustrations as well as simple ways to move, access, and share documents online.
Reports that Get Noticed
SmartArt graphics and other cool effects give documents visual impact and a polished, professional look.
Picture writing in Word 2010

Microsoft Excel 2010
Provides new features that enable students to analyze information fast, easily visualize data, and perform calculations like never before.
Make Data Easy-to-Understand
More styles, icons, and data bar options to quickly visualize and communicate data.
Continued learning in Excel 2010

Microsoft PowerPoint 2010
More power for class time, with new features that make it easy for students to impress teachers and captivate teachers and students alike.
Create Captivating Presentations
Easy-to-use SmartArt graphics, dynamic transitions, and animations engage your audience and make every slide rock its best.
Slide writing in PowerPoint 2010

Microsoft OneNote 2010
Provides an ideal place to collect information and research for school work in one easy-to-use digital note book that can be accessed from virtually anywhere.
Take Notes to a New Level
Capture and organize your notes, emails, web site clippings, audio, video, and more to make your notes work harder for you. This book.

Side 2

Microsoft Office 2010

Office 2010 Key Features for Students

Microsoft Outlook 2010
Early start in school with advisors, classmates, and professional contacts by email, social networks, and smartphone.
Connect and Communicate
Transfer students to manage multiple email accounts and calendars with access to contacts and messages.
Connect and Communicate in Outlook 2010

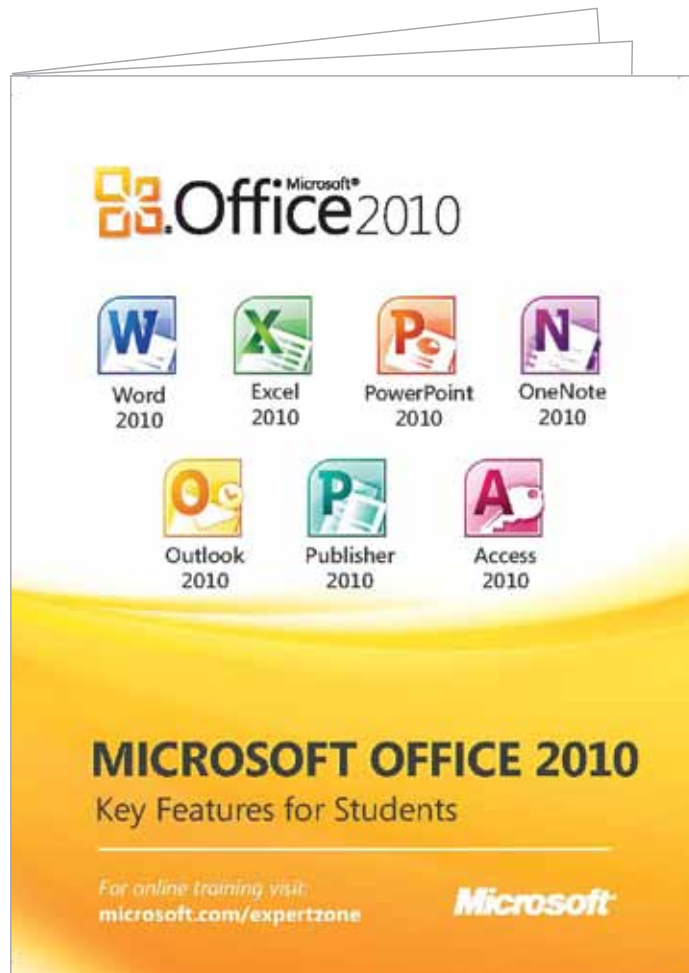
Microsoft Publisher 2010
Makes it easy to communicate your message in a variety of ways with professional-quality flyers, brochures, and more.
Concept to Completion
Quickly create great-looking flyers and newsletters for school organizations and events with templates and customizable content.
Book Preview in Publisher 2010

Microsoft Access 2010
Enables students to track and manage large amounts of data for research projects, experiments, and more.
Prebuilt Templates
Get started on class projects faster with prebuilt database templates that you can customize to students' specific needs.
Prebuilt Templates in Access 2010

| Which Office 2010 suits is right for your customer? | Home and Student | Professional | Professional Plus |
|---|------------------|--------------|-------------------|
| Word 2010 Professional-looking documents | • | • | • |
| Excel 2010 For creating spreadsheets and charts | • | • | • |
| PowerPoint 2010 Impassioned presentations | • | • | • |
| Outlook 2010 Organize notes and information | • | • | • |
| Publisher 2010 Professional-quality marketing materials | • | • | • |
| Access 2010 Manage databases | • | • | • |
| Technical support included | 90 days | 90 days | 1 year |

Back to School Office 2010 Key Features for Students: Pocket Guide

Pocket Guide outlines what applications are available in each suite and details a key academic use for each application. It also includes a SKU Chooser for the applications. Guide should be distributed at Retail to RSPs to keep at-hand as an evergreen reference for selling to BTS customers.



Office 2010 Key Back to School Features for Students: Online Course

Course outlines how specific Office applications and features provide students the academic and social tools to make the most of their scholastic experience.



In addition, the course summarizes how to upsell Office Home & Business and Office Professional through the applications/features found only in those suites.



Also includes Fundamental steps to upsell Office with every PC Sale.

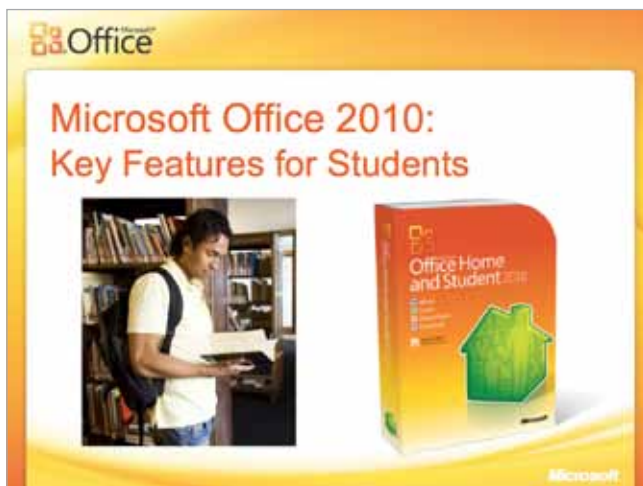
RSPs should use this course to understand what applications and features they should reference when selling to students or parents.

Note: Course does contain BTS Offer content. It references BTS Higher Ed Offer on slide 13. Course should be pulled from all learning systems upon Offer end-date.

Back to School Office 2010 Key Features for Students: Training PowerPoint Addition

Slides outline which applications are available in each suite. Training slides should be integrated into the standard Office PowerPoint when hosting presentations for resellers during the Back to School period.

Additional Back to School Campaign Slides



Standard Office 2010 Training Deck



Includes highlights of the 'Key Features' course, formatted to best address a One-To-Many training as a slide show.

Note: Deck does contain BTS Offer content. Offer content should be pulled from all trainings upon offer end-date.

Office 2010 Back to School Higher Education Offer: Q&A Fact Sheet

Sheet outlines how the offer works and includes a set of commonly asked questions regarding the offer. Sheet should be distributed at Retail to RSPs as a 3-step guide to messaging the offer, as well as a tool for addressing RSP and customer questions about the offer.

Side 1

Microsoft Office 2010

Office 2010 Back to School Offer for College Students

Buy Microsoft Office Home and Student 2010 and qualified higher education students can download Microsoft Outlook, Publisher and Access free.*

How the Offer Works

Step 1 Buy and Activate

- Customer purchases Office Home and Student 2010 during promotion period. Check with your store for specific promotion dates.
- Customer installs and activates Office Home and Student 2010.**

Step 2 Verify Student Status Online

- Customer goes to www.office.com/3appbonus
- Customer signs in with or creates a free Windows Live ID.
- Customer verifies purchase date and student status.

Step 3 Download 3-application Bonus

- Customer receives new Product Key for Office Professional Academic 2010 which includes the three free applications.
- Customer downloads or "unlocks" Microsoft Outlook, Publisher and Access free.

Office Professional Academic 2010

*A desktop-ready version of each is available on DVD and a portable version is available on USB. **Students may only activate Office Home and Student 2010 during the promotion period and must activate within 4 weeks. **Activation is required for a portable version. Activation deadline is 4 weeks after the end of the promotion period.

Side 2

Microsoft Office 2010

Program FAQs

Q Who is eligible for this offer?
A Eligible students include full or part-time students currently enrolled in a public or private accredited higher-education institution who purchase a qualifying product during the promotion time period and redeem the offer by the redemption deadline.

Q Who verifies the student's status?
A Microsoft will conduct the official student verification, but you should communicate the eligibility requirements to your customers so that they know whether they are eligible or not.

Q Who fulfills the upgrade?
A Microsoft.

Q Where does a student get their free applications?
A Students go to www.office.com/3appbonus to redeem their upgrade. Students must request their upgrade no later than 4 weeks after the end of the promotional period.

Q What does the customer receive with the offer?
A In addition to Word, Excel, PowerPoint and OneNote (already included in Office Home and Student 2010) eligible students will receive Outlook, Publisher and Access as part of their upgrade to Office Professional Academic 2010.

Q Does the customer have to download each of the three free applications individually?
A No, an eligible customer will receive a Product Key which will enable the customer to either "unlock" the free applications preloaded on their new PC or download the applications together from www.office.com/3appbonus.

Q If an eligible student buys Office Home and Business 2010, are they eligible for the offer?
A Yes, if the student meets all the offer requirements. However, you should recommend Home and Student 2010 to your customer as it is a better offer for your customer.

Q Why aren't K-12 students eligible for this offer?
A Microsoft's student verification process only applies to higher-education students.

Q Are teachers, alumni, and soon to be enrolled students eligible?
A No.

Q How many times can the offer be redeemed?
A Only one upgrade is provided per Home and Student 2010 Product Key and eMail address.

Q If a customer purchased Office Home and Student traditional disc, they are able to install Office Home and Student on up to 3 home PCs. Can they install the free offer applications on three PCs too?
A No, the 3 free applications can only be installed and activated on one PC per qualified student.

Q How long is this offer good for?
A This offer is valid for an 8 week period. Please ask your store management for the specific promotional dates.

Q Do students need to install and activate Office Home and Student 2010 in order to get their free applications?
A Yes.

Q What is the deadline for customers to redeem their free applications?
A The redemption deadline for the free applications is 4 weeks after the end of the promotional period.

Office 2010 Back to School Higher Education Offer: Q&A Fact Card

Card outlines how the offer works and includes a set of commonly asked questions regarding the offer. Card should be distributed at Retail to RSPs as a 3-step guide to messaging the offer and be kept on-hand during the offer period.

Side 1

Office 2010 Key Features for Students

Office 2010 is packed with features to help students tackle every assignment at school or home.

| Which Office 2010 suite is right for your customer? | Home and Student* | Home and Business | Professional |
|--|-------------------|-------------------|--------------|
| Word 2010 Create reports and work together on projects. | • | • | • |
| Excel 2010 Create eye-catching spreadsheets and charts. | • | • | • |
| PowerPoint 2010 Create impactful presentations. | • | • | • |
| OneNote 2010 Organize class notes and information. | • | • | • |
| Outlook 2010 Manage multiple email addresses. Organize school and social calendars. | • | • | • |
| Publisher 2010 Create professional-quality flyers, newsletters, and more. | | • | • |
| Access 2010 Track and manage large amounts of data for research projects and more. | | | • |
| Technical support included | 90 days | 90 days | 1 year |

*Must be a bona fide student at a U.S. college or university to receive this offer. Offer is available while supplies last.

Microsoft

Side 2

Office 2010 Back to School Promotion for College Students

Buy Office Home and Student 2010, download Outlook, Publisher and Access - FREE

Three Easy Steps:

- Step 1: Buy and Activate**
 - Customer buys Office Home and Student 2010 between xx/xx/11 – xx/xx/11.
- Step 2: Verify Student Status Online**
 - Customer goes to www.office.com/3appbonus by xx/xx/11 to verify student eligibility.*
- Step 3: Download Outlook, Publisher and Access - FREE**
 - Customer receives new Product Key to download their free offer.

*Student must be currently enrolled in an accredited university program and provide proof of enrollment upon request. Student must buy and activate Office Home and Student 2010 during the promotion period and provide date of Office 2010 purchase. Alumni of institutions not eligible. One suite/ide per customer.

Office 2010 Back to School Higher Education Offer: Online Course

Course outlines the 2011 Academic Offer—Buy Office Home & Student and download Office Professional Academic edition for free. Course outlines Terms & Conditions and how to use the offer as a selling tool when talking to BTS customers.



In addition, course details commonly asked questions regarding the offer.



Also includes how to attach Office to every PC by using the offer as a key selling tool.

RSPs should use this course to understand what the academic offer is, who qualifies, and how it works.

Office 2010 Back to School Higher Education Offer: Training PowerPoint Addition

Slides outline the Higher Ed Offer, Terms & Conditions and how to use the offer as a selling tool when talking to BTS customers. Training slides should be integrated into the standard Office PowerPoint when hosting presentations for resellers during the BTS period.

Additional Back to School Higher Education Offer Slides



Promo Offer Cover



Slide from Offer Deck

Standard Office 2010 Training Deck



Office 2010 How to Sell Fact Sheet & Why to Sell Fact Sheet

How to Sell Fact Sheet Details

How RSPs message Office to customers during the sales motion—from straight software purchase to PC attach, the sheet summarizes how to present the best Office options available to customers.

Microsoft Office 2010

How to Sell Microsoft Office 2010

Introduce Office 2010 to customers when they're shopping for a PC

How to use this fact sheet:
Research shows a strong correlation between the PC purchase and Microsoft Office purchase. Use the steps below with your customers when they're buying a new PC to introduce them and help you make the Office sale. (Original text)

Step 1: Recommend Office during the PC purchase conversation

There's opportunity to sell Microsoft Office to your customer in which they're buying a new PC. In fact, customers who buy more likely to purchase Office if a salesperson recommends it.

Tip: Always include a conversation about Office 2010. Be sure to ask every customer: "Do you want Office with your new PC?"

Step 2: Help your customer choose the Office suite right for them

Ask your customer which Office suite applications they use. This will help you highlight relevant new features in Office 2010 and recommend the right Office suite.

Do you have a student at home? Focus on Home and Student.

Do you need tools for professional business or school project organization? Focus on Business.

Do you need access, including collaboration and social networking tools? Focus on Professional.

Office Home and Student 2010
For home and classroom tasks such as personal notes, business, home organization, school papers and presentations.

Office Home and Business 2010
Every-day business tasks. For home and business use with social networking tools.

Office Professional 2010
The premium Office offering for home and business use with social networking tools and management tools.

Tip: Professional is a top-selling point for customers with children at home.

Tip: Business is a top-selling point for customers with children at home.

Tip: Professional is a top-selling point for customers with children at home.

| Which one is right for your customer? | Home and Student | Home and Business | Professional |
|---|------------------|-------------------|--------------|
| Word 2010 Professional writing documents | + | + | + |
| Excel 2010 for analyzing spreadsheets and charts | + | + | + |
| PowerPoint 2010 impactful presentations | + | + | + |
| Outlook 2010 organize email and information | + | + | + |
| OneNote 2010 manage notes and information | + | + | + |
| Publisher 2010 Professional quality marketing materials | | + | + |
| Access 2010 Manage databases | | | + |
| Technical support included | 90 days | 90 days | 1 year |

Why to Sell Fact Sheet Details

Explains options in Office suites and packaging that make now the best time for a customer to purchase Office 2010. Provides RSPs the knowledge to communicate the options with confidence at retail.

Microsoft Office 2010

Why sell Microsoft Office 2010?

Understand why you should recommend Office 2010 with every new PC sale

How to use this fact sheet:
Research shows the reasons to have a sales conversation with your customers, and knowing what features to highlight during the conversation, will help you connect with your customers and get them excited to purchase Office 2010.

Top three reasons to recommend Office with every new PC sale

1. Best time to sell

- Customers want the most Office
- Customers believe a new PC should include Office 2010
- Customers get the best price on Office when they purchase the product by a gift or sale (not time to a PC purchase)
- Customers are more likely to buy Office 2010 when they purchase a new PC
- Customers are more likely to buy Office 2010 when they purchase a new PC

2. Best time to buy

- Customers want the most Office
- Customers believe a new PC should include Office 2010
- Customers get the best price on Office when they purchase the product by a gift or sale (not time to a PC purchase)
- Customers are more likely to buy Office 2010 when they purchase a new PC
- Customers are more likely to buy Office 2010 when they purchase a new PC

3. Never been easier

- Customers want the most Office
- Customers believe a new PC should include Office 2010
- Customers get the best price on Office when they purchase the product by a gift or sale (not time to a PC purchase)
- Customers are more likely to buy Office 2010 when they purchase a new PC
- Customers are more likely to buy Office 2010 when they purchase a new PC

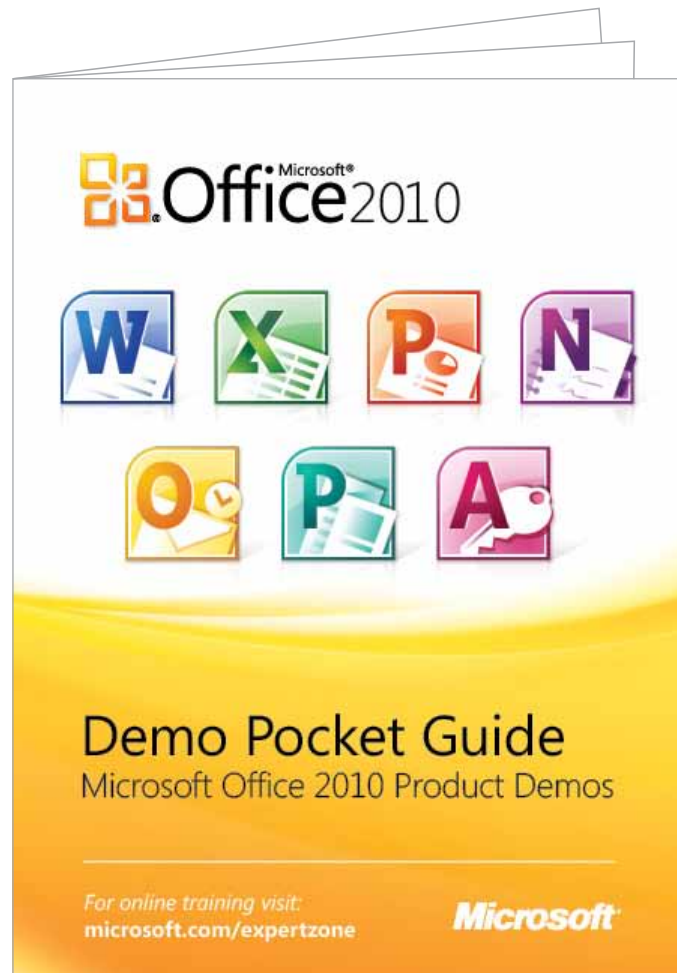
How to present Office 2010 to the customer

- Customers want the most Office
- Customers believe a new PC should include Office 2010
- Customers get the best price on Office when they purchase the product by a gift or sale (not time to a PC purchase)
- Customers are more likely to buy Office 2010 when they purchase a new PC
- Customers are more likely to buy Office 2010 when they purchase a new PC

Office 2010 Retail Demo Guide

Demo Guide instructs RSPs on how to utilize Demo PCs if they have access to a Demo PC with Office 2010 full suite (not Starter) running.

The guide features key demos for each application of Office 2010.



Summarizes new Office 2010 features



Details new applications tasks in step-by-step format

Office 2010 Genuine Fact Sheet

RSP uses the Fact Sheet to learn what Genuine Office is, and why to recommend it to customers to assure the best value, protection and quality for the customer.

Side 1

Microsoft Office 2010

Office Genuine Sell Sheet

Fact Sheet Guidance for Retail Sales Professionals

How to use this fact sheet
This fact sheet is a guide for you to recommend genuine Microsoft Office to your customers, providing the value, protection and quality that non-genuine Office does not. For more information please contact your Microsoft Representative or visit www.microsoft.com/retailers.

Why Genuine Microsoft Office 2010?
Genuine Microsoft Office 2010 offers genuine capabilities and product features that non-genuine software, and ensures that you get exactly what you paid for. Genuine Microsoft Office is published by Microsoft, is properly licensed, and is supported by Microsoft or a Microsoft Partner.

- Use genuine Microsoft Office and have confidence that your experience will be more reliable because you have access to the latest software enhancements, innovations, and technical support when you need it.
- Purchasing genuine Microsoft Office from a reputable source ensures the highest likelihood that you will get what you pay for, ultimately giving you the most value and protection for your money.

Genuine Microsoft Office vs. Non-Genuine

What is a Genuine Copy of Microsoft Office?

- Published by Microsoft
- Properly licensed
- Formal support by Microsoft or a trusted partner

What is a Non-Genuine Copy of Microsoft Office?

- Published by counterfeiters (as CD/DVD/USB drive)
- Lacks a proper license
- Download from a friend
- Purchased illegally from the internet

What are indicators of a Genuine Copy of Microsoft Office?

- A Certificate of Authenticity
- Professionally produced packaging

Risks of Using Non-Genuine Software

Counterfeit software is no bargain. If the price seems too good to be true, then it probably is. Even if you get genuine software by purchasing only from authorized genuine Microsoft resellers you know and trust. Counterfeit software is often sold at or near the same price as genuine software.

Get what you pay for. With genuine Microsoft Office, you get what you pay for. If you buy counterfeit, you don't know what you're getting.

Non-genuine is not the same as genuine. With non-genuine software you help not be able to use all of the software features. Non-genuine software is also susceptible to potential complications and unwanted problems.

Side 2

Microsoft Office 2010

Benefits of Using Genuine Microsoft Office

Perceived Customer Issues

Genuine Value: Customers want the best deal – the most for their money. But, when purchasing non-genuine software, customers may potentially have to pay even more down the road to resolve non-genuine issues than if they had purchased genuine at the outset.

Genuine Quality: Customers are not guaranteed access and usage of all software features and benefits with non-genuine software, even though they believe that they are. Additionally when counterfeit products are readily available, customers assume there is little risk in purchasing them.

The most for your money.
The latest product features and support are available exclusively with genuine Microsoft Office 2010.

Reduce risks of data corruption and subsequent recovery, which can be costly and time-consuming.
With genuine Microsoft Office you get everything you paid for and nothing less. This can result in spending less effort and money supporting your PC and becoming more productive in getting things done.

Confidence when purchasing from a reputable source.
Purchase Microsoft software from a reputable source that you know and trust. Although it may seem like a good deal to purchase software from online auction sites or to download from unauthorized websites, these "good deals" can cost you more in the long run.

Works like it's supposed to work.
When you use genuine Microsoft Office, you get a high quality experience that performs as it was designed.

Enjoy with confidence in proven technology.
When purchasing genuine Microsoft Office, you can expect to enjoy the high quality experience that millions of others around the world realize every day. An investment in genuine Office helps you protect the things that matter to you most.

Protect your data.
Using genuine Microsoft Office reduces the risk of unexplained data loss or corruption; help protect your data by buying genuine Microsoft software from an authorized reseller.

Office 2010 ExpertZone Gold Learning Plan: Online Courses

The Expert Gold Learning plan courses provide RSPs with a detailed understanding of advanced features and selling approaches.

Office 2010 Applications



Office 2010 Applications

Outlines the seven applications of Office and details scenarios for using each.

Selling Office with a Preloaded PC



Selling Office 2010 with a Preloaded PC (Starter Upsell)

Defines what a Preloaded PC is, and outlines how to up-sell a PC customer from Starter to a full Office suite.

Office Advanced Selling Course



Office 2010 Advanced Selling Course moves beyond basic selling motion

Details how to sell specific features to specific customers. Further details Product Key Card and when to recommend.

Point of Sale Activation (POSA)

Fact Sheet defines POSA, outlines POSA products, and highlights FAQ's.

Side 1

Introduction to POSA (Point of Sale Activation) Microsoft

What is POSA?

Point of Sale Activation (POSA) is a retail technology that uses purchase-activated Product Key Cards, which feature a unique PIN that is "unlocked" only at the register at the point of purchase, preventing theft. Until purchased, a Product Key Card holds no value and doesn't need to be secured on the retail floor! Once the customer is at home, the PIN is used to retrieve the Product Key online.

What if... you find that a POSA product has been opened to reveal the PIN?

No problem... Please discard the card in box. Do not sell opened packages.

Office 2010

NO DISC INSIDE: For new, preloaded PCs. When scanned at register, UPC unlocks internal PIN. Number is used to retrieve Product Key, which activates preinstalled software. Office POSA is available in Home and Student, Home and Business, and Professional editions.

Windows 7 Anytime Upgrade

NO DISC INSIDE: System upgrade is downloaded online. When scanned at register, UPC unlocks internal PIN. Number is used to retrieve Product Key, which activates system upgrade. Windows 7 POSA is available in Home Premium, Professional, and Ultimate editions.

Office for Mac 2011

SOFTWARE DISC INSIDE: Requires Product Key to function. When scanned at register, UPC unlocks internal PIN. Number is used to retrieve Product Key, which activates software. Office for Mac POSA is available in both Home & Student and Home & Business editions.

Office 2010 Windows 7 Office for Mac

Side 2

Introduction to Microsoft Point of Sale Activation (POSA) Microsoft

The Microsoft POSA Customer Experience

Step 1 Select
Customer selects a POSA-enabled product.

Step 2 Purchase
Customer purchases a POSA-enabled product, unlocking PIN inside.

Step 3 Retrieve
Customer enters PIN online to retrieve Product Key.

Step 4 Activate
Customer enters Product Key to activate the product.

Microsoft POSA-Enabled Products

Office 2010
Designed for preloaded PCs. Upon purchase, the PIN inside POSA package is unlocked. The PIN is used to retrieve the Product Key, which activates preloaded software. Office POSA is available in Home and Student, Home and Business, and Professional editions.

Windows 7 Anytime Upgrade
System upgrade is downloaded online. When scanned at register, UPC unlocks internal PIN. Number is used to retrieve Product Key, which activates system upgrade. Windows 7 POSA is available in Home Premium, Professional, and Ultimate editions.

Office for Mac 2011
Requires Product Key to function. When scanned at register and purchased, UPC unlocks internal PIN. Number is used to retrieve Product Key, which activates software. Office for Mac POSA is available in both Home & Student and Home & Business editions.

PH: 098-301781
For additional information please visit www.microsoft.com/expertzone

Point of Sale Activation (POSA), Continued

A new 'Office-Only' POSA course has been created. This course should be offered to those Resellers that currently only assort Office 2010 POSA.

Flash Card



Utilized in support of Fact Sheet (previous page)

How to Sell Microsoft POSA Products



Course illustrates what POSA is, how it benefits stores, and which Microsoft commercial products are POSA-enabled. Course also contains POSA FAQs based upon real-RSP feedback.

Training Deck



Training Deck outlines the highlights from the POSA course. Deck can be utilized for One-To-Many trainings.

Windows, Microsoft Representatives, Events

For regions that incorporate One-To-One or One-To-Many event trainings—All Microsoft field trainers are qualified to deep-dive on the Attach Sales Motion, as well as upon advanced Office application questions.



If an RSP has a commercial training Rep regularly visit their store—that Rep will distribute current training materials, provide product highlights, and answer questions from store personnel regarding Microsoft products.



Regions/Resellers can arrange for Microsoft Retail Services to present at One-To-Many Training Events. Office 2010 Fundamentals and Advanced content is presented by Rep/Trainers at these events.

Training Drive Attach Sales Motion Asset Library

BACK TO SCHOOL CAMPAIGN

**Key Features for
Students: Fact Sheet**

[Product Hierarchy > Office
Office 2010 Back to
School FY11 > Training](#)



**Key Features for
Students: Pocket Guide**

[Product Hierarchy > Office
Office 2010 Back to
School FY11 > Training](#)



**Key Features for
Students: Online Course**

[Product Hierarchy > Office
Office 2010 Back to
School FY11 > Training](#)



**Key Features for
Students: Training
PowerPoint Addition**

[Product Hierarchy > Office
Office 2010 Back to
School FY11 > Training](#)



BACK TO SCHOOL HIGHER EDUCATION OFFER (Higher Ed assets are named "college student" on Prosource).

Q&A Fact Sheet

[Product Hierarchy > Office
Office 2010 Back to
School FY11 > Training](#)



Q&A Fact Card

[Product Hierarchy > Office
Office 2010 Back to
School FY11 > Training](#)



Online Course

[Product Hierarchy > Office
Office 2010 Back to
School FY11 > Training](#)




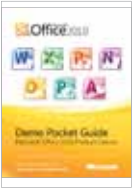









**Training
PowerPoint Addition**

[Product Hierarchy > Office
Office 2010 Back to
School FY11 > Training](#)



Training Drive Attach Sales Motion Asset Library

| MISCELLANEOUS | | | |
|--|---|--|---|
| How to Sell Fact Sheet Product Hierarchy > Office > Office 2010 Launch Materials > Training  | Why Sell Fact Sheet Product Hierarchy > Office > Office 2010 Launch Materials > Training  | Genuine Fact Sheet Product Hierarchy > RSP Training > Office  | Retail Demo Guide Product Hierarchy > Office > Office 2010 Holiday Q2 > Training  |
| ExpertZone Gold Learning Plan: Applications Course Product Hierarchy > Office > Office 2010 Holiday Q2 > Training  | ExpertZone Gold Learning Plan: Preloaded PC Course Product Hierarchy > Office > Office 2010 Holiday Q2 > Training  | ExpertZone Gold Learning Plan: Advanced Selling Course Product Hierarchy > Office > Office 2010 Holiday Q2 > Training  | |
| POINT OF SALE ACTIVATION (POSA) | | | |
| Fact Sheet Product Hierarchy > RSP Training > POSA Training  | Flash Card Product Hierarchy > RSP Training > POSA Training  | Office Point of Sale Activation (POSA) Course Product Hierarchy > RSP Training > POSA Training  | Training Deck Product Hierarchy > RSP Training > POSA Training  |



BACK TO SCHOOL FIELD LABOR

- OVERVIEW
- FUNDAMENTALS
- DRIVE ATTACH SALES MOTION

3 Star Field Labor Execution Priorities

★

Audit MDX (Quarterly)

Install/Audit Visual Merchandise (FDO/
Product & POP placement) (Quarterly)

Distribute training collateral

★★

Train Field Labor teams via annual
Train-The-Trainer meeting

Evangelize ExpertZone
or retailer LMS

Measure & Monitor
Field Performance

Execute Face-To-Face One-To-One Walk and Talk
RSP Training and distribute training collateral

Audit/Repair Displays

**Install/Audit MDX
(Monthly)**

Install/Audit Visual Merchandise (FDO/
Product & POP placement) **(Monthly)**

Distribute training collateral

★★★

Support in-store
selling & demonstrations

Gather & report on
competitive Information

Execute Face-To-Face One-To-Many RSP
Training events & distribute collateral

Train Field Labor teams via
bi-annual Train the Trainer meeting

Evangelize ExpertZone &
distribute Promo Cards

Measure & Monitor
Field Performance

Execute Face-To-Face One-To-One Walk and Talk
RSP Training and distribute training collateral

Audit/Repair Displays

Install/Audit MDX
(Monthly)

Install/Audit Visual Merchandise (FDO/
Product & POP placement) (Monthly)

Distribute training collateral

Worldwide Field Labor Program Strategy

Microsoft Worldwide Field Labor Programs should be designed with the following strategy in mind:

Develop field labor coverage models with a training focus to increase product knowledge, ensure brand advocacy and ultimately drive sales.

Microsoft Representatives need to be highly trained in-store product experts who evangelize the Microsoft brand image at retail. They influence Retail Sales People (RSPs) to adopt the behaviors and attitudes that elevate all Microsoft products and drive sales. The following key components sum up the mission of any Microsoft Field Labor Program:

- **Training** Increase product knowledge and how to sell Microsoft products at retail
- **Advocacy** Instill a strong belief in the Microsoft brand
- **Brand Presence** Protect all Microsoft brands and the space they occupy at retail

A strong execution of these three core tactics will ensure a path to increased sales.

| IMPLEMENTATION PROCESS | | | |
|---|---|---|---|
| OBJECTIVES | PROCUREMENT | TRAINING | DEPLOYMENT |
| <ul style="list-style-type: none"> • BG • Channel | <ul style="list-style-type: none"> • Vendor Selection • Recruiting • Coverage model • Equipment • Uniforms • Data collection • Reporting | <ul style="list-style-type: none"> • Orientation • Monthly assignment • Conference calls • Online (ExpertZone) • Group event | <ul style="list-style-type: none"> • Vendor management • Field management • Performance measurement • Program measurement |

Back to School Tactics

FUNDAMENTALS:

1. Train all Field Labor teams on Office 2010 and Back to School messaging
2. Deliver Office Walk N Talk One-To-One and One-To-Many trainings
3. Deliver Office 2010 training collateral materials to RSPs
4. Drive RSPs to Office online training courses on ExpertZone or Retailer LMS training sites
5. Leverage relationship management to drive RSP advocacy
6. Ensure software planogram is assorted with the appropriate FDO or FPP SKUs
7. Ensure PKC is assorted in PC area with pricing visible
8. Install Office 2010 POP/End Cap displays
9. Maintain category brand presence
10. Install current MDX on all Windows 7 demo PCs, and install Office Pro 180 Day Trial on 2 PCs in each store
11. Provide metrics/reporting

For detailed Field Labor Measurement see page 168.

DRIVE ATTACH SALES MOTION:

1. Train all Field Labor teams on Drive Attach Sales Motion
2. Communicate programs and drive support of collateral materials:
 - Office Back to School Offers
 - Office Included in the price of the PC
 - Save Now with PC
 - Always Ask/Dare to Ask

For detailed assets and guidance see:

Visual Merchandising on pages 53-75

MDX on pages 76-82

Training on pages 83-119

Note: For full Field Labor instructions see *Field Labor Playbook*:

http://edweb/retail/edretail/TeamSites/Corp/WWRS/fieldlabor/_layouts/WordViewer.aspx?id=/retail/edretail/TeamSites/Corp/WWRS/fieldlabor/Documents/Field%20Labor%20Playbook%200310%20v2.x&Source=http%3A%2F%2Fedweb%2Fretail%2Fedretail%2FTeamSites%2FCorp%2FWWRS%2Ffieldlabor%2FPages%2Fdefault%2Easpx&DefaultItemOpen=1



YEAR ROUND PROGRAMS AND OFFERS

- OFFICE OFFERS
- OFFICE INCLUDED IN PC
- PREMIUM MIX INCENTIVE
- SAVE NOW WITH PC
- ALWAYS ASK/ DARE TO ASK
- ESD
- POSA



OFFICE OFFERS

Office Offers for FY12

Overview





Four Office offers are available to help promote Office in FY12

- The first is the Higher Ed or BTS Offer which is fully described in the BTS section of this guide, along with assets and guidance.
- Assets for the other offers will be created prior to the appropriate season.

Benefits

- Awareness, partner mindshare for peak selling seasons
- Corp designs, Microsoft fulfills
- Cross channel enables broad promotion, demand gen
- Timing Guidelines:
 - Three offers per year
 - No more than one offer in market at a time
 - BTS—6–8 weeks
 - Office + Mouse—6 weeks, Holiday only
 - H&B + Publisher—6 weeks
 - E-Learning—6 weeks

For details visit [//OfficeOffers](#)

| STUDENTS | SMALL BUSINESS |
|---|---|
| For Back to School Purchase Office Home & Student and get Outlook, Publisher, Access Free For College Students  | For Back to Business Purchase Office Home & Business and get Publisher Free  |
| FREE HARDWARE | FREE TRAINING |
| For Holiday Free Microsoft mouse with the purchase of an Office suite (hard bundle offer)  | Multi Seasonal Free e-learning classes with the purchase of an Office suite  |



OFFICE INCLUDED IN PC

Office Included in PC

| | |
|-------------------------|--|
| WHY | <ul style="list-style-type: none"> • 100% attach on Office Included PCs • Aligns with Unassisted and online sales motions |
| PARTNER TYPE | <ul style="list-style-type: none"> • Best for Unassisted, Mass Merchants, Retail.com, Etailer • Must meet program requirements |
| TIMING | <ul style="list-style-type: none"> • Deal driven, 4–6 weeks burst offer • Chosen PC models are Office Included during burst |
| LICENSE TYPE | <ul style="list-style-type: none"> • H&S PKC and H&B PKC in Developed Markets • H&S FPP and H&B FPP in Emerging Markets |
| CUSTOMER OFFER | <ul style="list-style-type: none"> • “This PC includes a full version of Office H&S 2010 (ERP \$119 or Save \$XX on total bundle)” |
| INCENTIVE PARTICIPATION | <ul style="list-style-type: none"> • Sell thru rebate for Office Included PCs sold during burst period only |
| REQUIREMENTS | <ul style="list-style-type: none"> • Reporting of Office Included PCs sales during burst • PC messaged as “Includes full version of Office H&S 2010” • Marketing plan—ads, training |

Assets are currently being created for this program and will be posted to Prosource upon completion.

Note: Complete program requirements available on Office Concierge at:

<http://sharepoint/sites/OfficeUnmanagedConcierge/Guidance.aspx?RootFolder=%2Fsites%2FOfficeUnmanagedConcierge%2FCorp%20Guidance%2FFY12%20Retail%20Guidance=0x01200042AAF95B92708F4097292194846C0A30={F2BA6D12-B449-4D79-AFFA-DD678D0922DD}>



PREMIUM MIX INCENTIVE

Premium Mix Incentives

| | |
|-------------------------|--|
| WHY | <ul style="list-style-type: none"> • Drive incremental revenue for Microsoft and Retailer • Incent and reward premium mix growth • Provide funding support for premium focused execution, marketing |
| PARTNER TYPE | <ul style="list-style-type: none"> • All Managed Retailers |
| TIMING | <ul style="list-style-type: none"> • 365-days a year / Always On • Base Co-Op can be paid monthly or quarterly • Bonus Co-Op must be paid quarterly |
| LICENSE TYPE | <ul style="list-style-type: none"> • All premium SKUs—H&B PKC, H&B FPP, Pro PKC, Pro FPP |
| CUSTOMER OFFER | <ul style="list-style-type: none"> • None—the rebate is paid to the retailer as Co-Op, to be used only for approved marketing activities |
| INCENTIVE PARTICIPATION | <ul style="list-style-type: none"> • Co-Op paid on each premium unit • Consists of Base Co-Op paid on every premium unit regardless of premium mix + Bonus Co-Op that depends on premium mix • Co-Op can be used only for approved marketing activities |
| REQUIREMENTS | <ul style="list-style-type: none"> • Partner commits to execution/marketing KPIs • Partner provides an upfront marketing plan for premium SKUs |

Assets are currently being created for this program and will be posted to Prosource upon completion.

Note: Complete program requirements available on Office Concierge at:

<http://sharepoint/sites/OfficeUnmanagedConcierge/Guidance.aspx?RootFolder=%2Fsites%2FOfficeUnmanagedConcierge%2FCorp%20Guidance%2FFY12%20Retail%20Guidance=0x01200042AAF95B92708F4097292194846C0A30={F2BA6D12-B449-4D79-AFFA-DD678D0922DD}>



SAVE NOW WITH PC

- OVERVIEW
- ONLINE
- VISUAL MERCHANDISING

Drive Purchase of Office with the New Save Now with PC Program.

The Save Now with PC program can help partners drive the purchase of Office with all PC sales. This program extends a discount previously available only to Depth Partners to any partner who meets the requirements. This Save Now with PC program discount is only available on Home and Student PKC with the purchase of a PC.

BENEFITS OF THE PROGRAM

Best time to sell

- Customers **want Office** with their new PC.
- Customers mistakenly believe full Office is already on the PC.
- First chance sale of Office with the PC is the **best chance** to sell Office.

Best time to buy

- Customers get a **lower price** on a Product Key Card (PKC) over Full Disc every day. The PKC is designed for purchase with a new PC.
- Customers are **more satisfied** with their PC purchase and their retailer when they get Office with their PC.

Never been easier

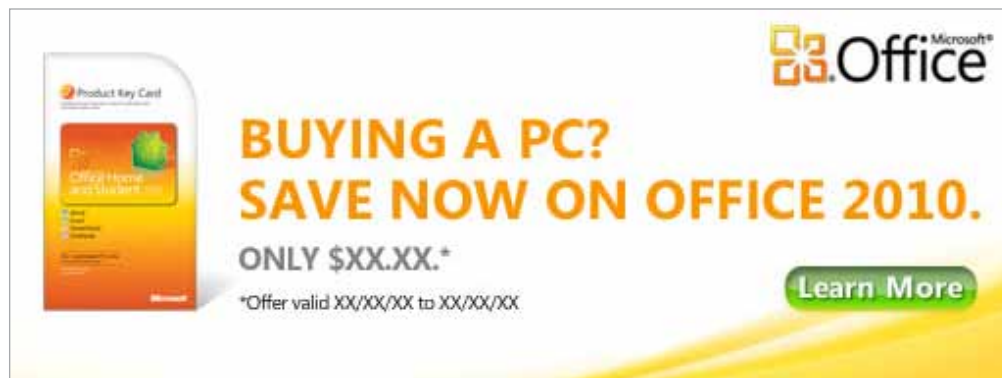
- The additional Save Now with PC consumer offer supplements the everyday Product Key Card value prop by **strengthening the customer's sense of urgency to get it now**, which helps close the sale today.



Online Assets

BACK TO SCHOOL

Office 2010 Back to School Offer Attach Banners (Save Now)



Visual Merchandising Assets

These assets are available for POP display to promote the Save Now with PC program.

Fact Tag Lugon



Channel Cards



Monitor Toppers



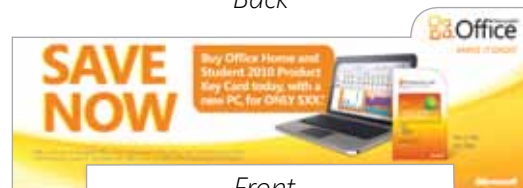
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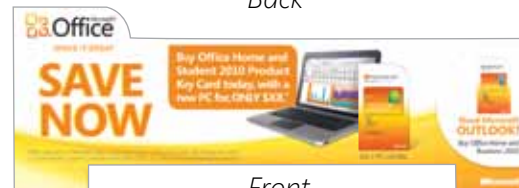
Back



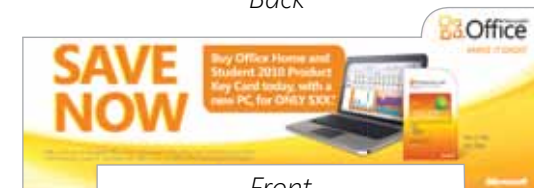
Back



Front



Front



Front

Visual Merchandising Assets Continued

These assets are available for POP display to promote the Save Now with PC program.

PDQ Trays

Single-pegged PDQ



Two-tiered PDQ



Placemats



Visual Merchandising Assets Continued

BACK TO SCHOOL

Poster



PDQ Tray



Monitor Topper



Fact Tag Lugon



Tent Card



Front



Back

Monitor Blade



Note: Several assets are combined with the Higher Education Offer



ALWAYS ASK/DARE TO ASK

- OVERVIEW
- VISUAL MERCHANDISING
- TRAINING

Always Ask/Dare to Ask Program Overview

Program Objective:

The Office 2010 Always Ask/Dare to Ask program is designed to drive Office attach by increasing the mention of Office 2010 during the PC purchase process.

RSP/Retailer Motion:

During the PC purchase process, RSP, Cashier and/or other employee designated by the Partner must offer/mention Office to the customer before the customer pays for the PC. To verify that they asked the customer about Office, the employee should stamp the receipt, invoice, or other applicable paperwork.

Customer Eligibility: (Retailer should define the eligibility requirements/T&Cs, but here are recommendations) Program applies to customers purchasing a new PC only. If store employees fail to offer/mention Office to a customer purchasing a new PC, the customer is eligible for a free copy of Office. The free offer should be limited to the day of PC purchase only—if customer returns the next day, he is not eligible for the free offer. Customers not buying a PC are not eligible for the offer.

Eligible “Free” SKUs:

Microsoft will provide the retailer a few free copies only of H&S PKC at the start of the program. If the retailer decides to extend or change the offer to other SKUs, they must fulfill the free copies from their existing inventory.

Partner Eligibility:

Partner must commit to the program for a minimum time period defined upfront (i.e., 3 months, 6 months). They cannot opt out of the program after they have given away the Microsoft-subsidized free copies. If initial free copies are used, Partner must provide any additional free copies of Office Home & Student 2010 at their own cost.

Note: *Local LCA approval required*

PROGRAM BENEFITS TO MICROSOFT

- Increases Office mention rate, which is key driver of Attach
- Helps to land attach sales motion and drive Attach
- No pricing action needed

PROGRAM BENEFITS TO PARTNER

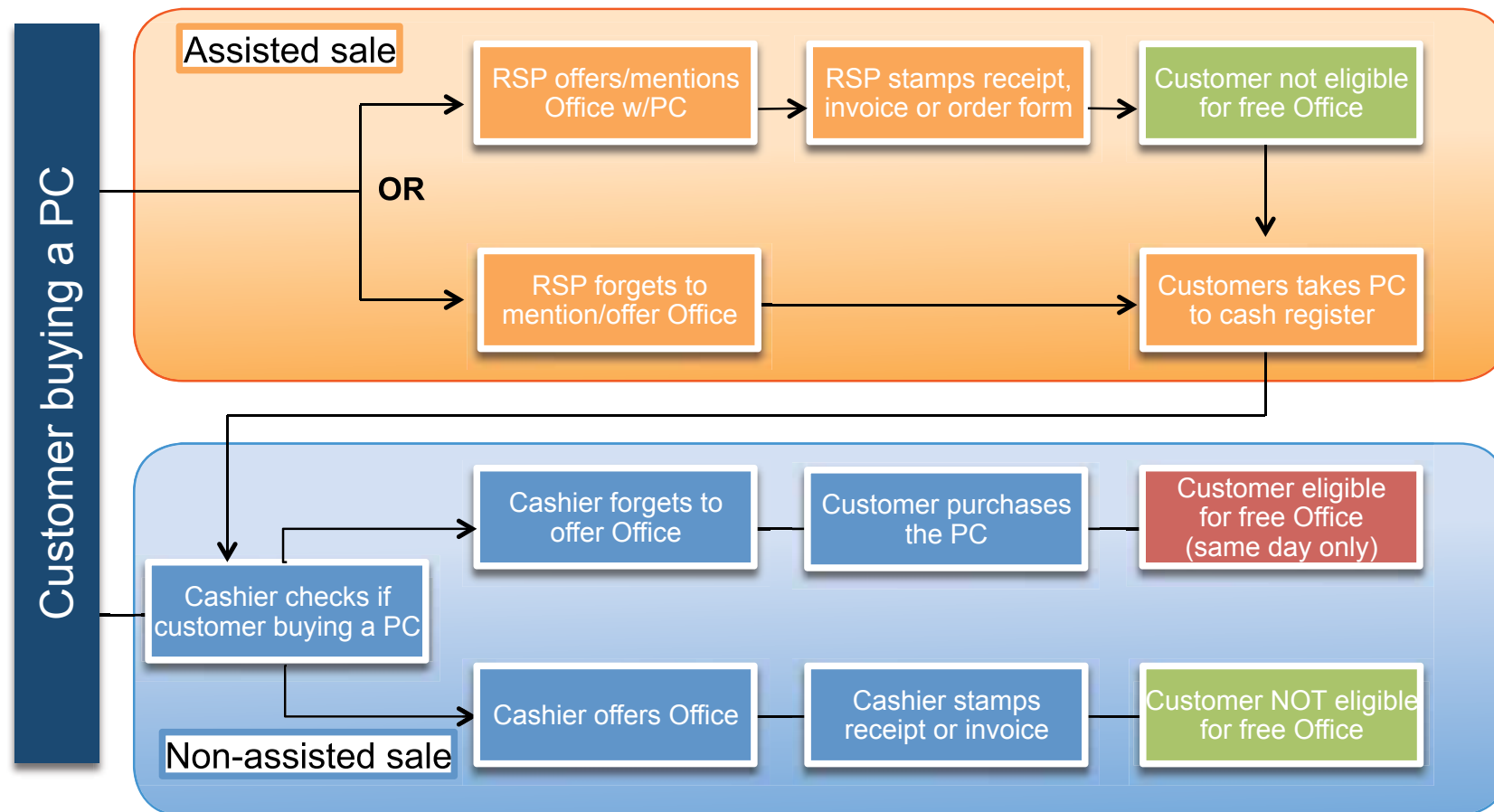
- Motivates RSPs to mention Office, which is a key driver for Attach, and therefore incremental revenue
- Enables attractive consumer offer
- Low cost to retailer if executed well

For full details and information on the Always Ask/Dare to Ask program please follow this link: <http://sharepoint/sites/OfficeUnmanagedConcierge/Corp%20Guidance/FY11%20Guidance/Managed%20Retail%20Q2%20Save%20Now%20with%20PC%20Program%20-%20Brown%20Bag%20Deck.pptx>

How the Program Works In-Store

- Customer is buying a PC
- RSP and cashier mention/offer Office
- If customer not asked about Office, customer eligible for free copy of Office Home & Student 2010

Note: Customers not buying a PC are not eligible for the offer.



Visual Merchandising Assets

PC Aisle



*Offer applies to Office Home and Student 2010 Product Key Card only and subject to program terms and conditions.



Gondola Topper

Channel Card (5x7, 4x6)



BACK



FRONT

Monitor Topper



Tent Card



Counter Sign

Prosource asset path:

Office 2010 Always Ask Program > Visual Merchandising

Visual Merchandising Assets

SW Aisle

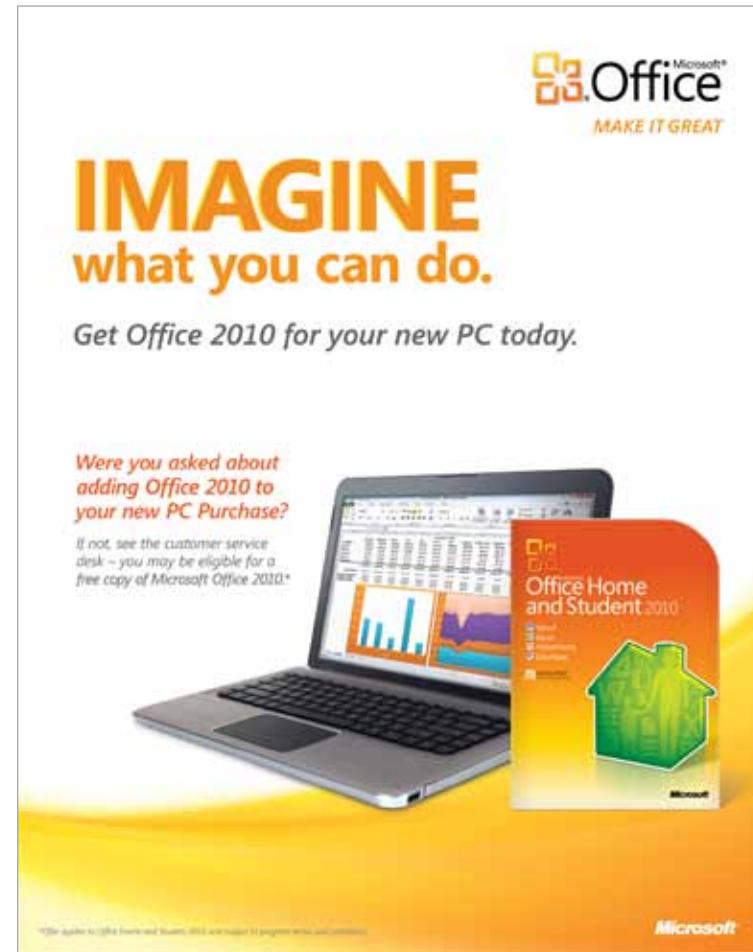


Prosource asset path:

Office 2010 Always Ask Program > Visual Merchandising

Visual Merchandising Assets

Store Dress



Prosource asset path:

Office 2010 Always Ask Program > Visual Merchandising

Visual Merchandising Assets

Cash Counter



Counter Signs



Counter Mat Graphic



Customer Verification Stamp



Tent Card

Prosource asset path:

Office 2010 Always Ask Program > Visual Merchandising

Training Assets

Fact Sheet:

Outlines basics of program and goal to attach more Office to PC sales.

"Ask Me" Button:

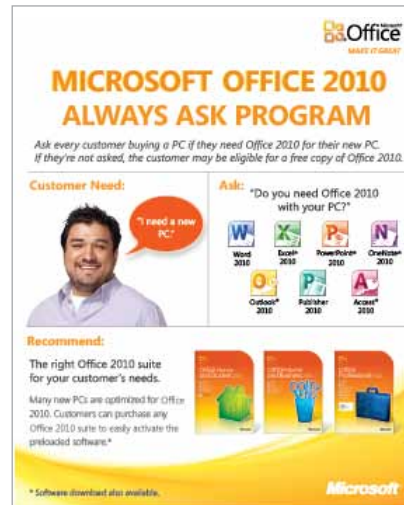
To be worn by staff while at register or in PC section.

Lanyard Card

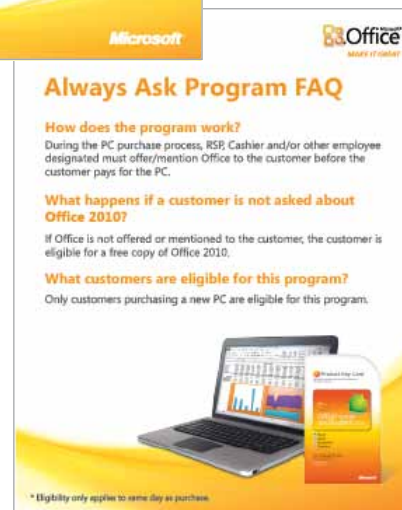
Breakroom Poster:

To drive knowledge for all store-staff.

Office "Always Ask" Campaign



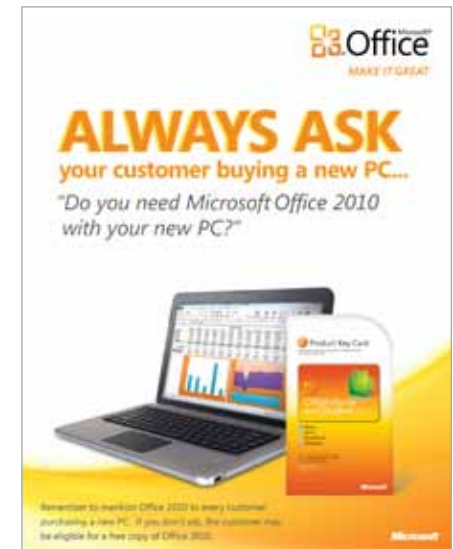
Always Ask
Fact Sheet



Always Ask Button



Always Ask Lanyard Card



Always Ask Breakroom Poster



ELECTRONIC SOFTWARE DOWNLOAD (ESD)

Product Implementation Guidance

Guidance to Product Detail Page Set-up: These are the baseline requirements for setting up an ESD Product Detail Page.

Note: ESD SKU product information is the same as the related physical product, with the exceptions noted in **orange**.

PRODUCT DETAIL PAGE GUIDANCE

1. Product Title:

Ensure that the related media-type is clearly identified in the SKU title.

2. Product Shot:

Use ESD-specific product shots.

3. Technical Details:

Ensure technical details include information about the following:

- File size
- Average download time (by connection speed)
- License position
- Backup planning
- Fulfillment details

4. Product Detail Page Copy

5. System Requirements:

Differ for ESD SKU, a disc drive is not required.

6. Screenshots

7. Product Demo Videos

8. ESD version of syndicated content (microsite)



Product Detail Page Best Practices

ESD SKU is positioned as one of multiple product delivery methods, and offered as one of the purchase options in the product detail page. (EG: On an Office 2010 product detail page, the user will see purchase and delivery options for: FPP, PKC and ESD).

Search Guidance

Utilize optimized search terms (including relevant media type), when setting up the ESD SKU. This ensures that the product is easily discoverable via search and navigation.



CRM and Demand Gen Guidance

When developing an ESD-related CRM and/or Demand Generation plan with your retail partner, we recommend adhering to the following **Dos** and **Don'ts**:

DO:

Use ESD-specific banners when promoting an ESD SKU on a retailer's website.

DO:

Utilize retailer's CRM emails to re-target customers who recently bought a product that can be used with an ESD SKU (EG: Customers who recently purchased a computer (PC or Mac CPU) would be ideal targets for a CRM mail pertaining to WAU, Office 2010 or Mac Office 2011).

DO:

Leverage retailer's on-site personalization engine to re-target customers that have bought a product that can be used with an ESD SKU. (EG: A customer bought a CPU in the past six months, but did not buy accompanying software would be an excellent target for an on-site banner ad featuring an ESD SKU).

DO NOT:

Target CPU purchasers in the Shopping Cart. This would be irrelevant to this customer.

DO NOT:

Send CRM mails to those that have purchased a CPU in past five days, as they may not have received and set-up their CPU yet.

DO NOT:

Use CRM banners featuring FPP SKUs, if the offer or promotion is only relevant to the ESD SKU.

DO NOT:

Cross-sell promote ESD on PC pages, as it has no relevance to POS. Only cross-sell FPP (i.e. in the case of Office 2010, PKC and FPP).

Office 2010 Asset Index

The following set of product and merchandising assets have been designed to support the implementation and marketing requirements of ESD products at retail.

| ASSET | OFFICE 2010 ESD TOOLKIT | OFFICE 2010 ESD BANNERS | OFFICE 2010 ESD MICROSITE |
|------------------------|--|--|--|
| Details and Use | Use this toolkit to establish product detail copy, search words and rich PDP content. | These banners help drive awareness and demand generation for Office 2010 ESD. | This microsite will help drive awareness and benefit of the ESD purchase option |
| Contents | Office 2010 ESD Toolkit - PDF Office 2010 Product Tile Images Product Messaging & Tech Specs Metadata | 540x200 px - JPG & PSD 300x250 px - JPG & PSD 130x80 px - JPG & PSD 90x230 px - JPG & PSD | HTML |
| Location/Link | Prosource Link | Prosource Link | Distributed via our syndication partner, Webcollage. For addition information: Iveta.Mitrevics@webcollage.com luc@flixmedia.tv |

Office 2010 ESD Asset Usage Examples

MOUSE OVER AN ASSET ITEM TO VIEW AN EXAMPLE

Office 2010 Product Tile Image

Office 2010 Technical Specifications

Office 2010 Product Detail Copy

Office 2010 ESD Banners

Office 2010 Microsite



Office 2010 ESD Implementation Checklist

| CHECK | OFFICE 2010 ESD IMPLEMENTATION CHECKLIST |
|-------|--|
| | Title of product includes relevant media-type (EG: "Microsoft Office Home and Student 2010—Software Download."). |
| | Use ESD product tile on ESD product detail pages. Do not use FPP or PKC box shots, unless it's an integrated purchase method page. |
| | Download technical details are displayed above the fold. |
| | System requirements reflect that no optical drive is required in to install ESD software. |
| | Always use ESD-specific CRM banners when executing a campaign or offer that is exclusive to ESD. |
| | When executing a CRM campaign for ESD, only target CPU purchasers post-purchase. Preferably two to three weeks after purchase has been made. |

POINT OF SALE ACTIVATION (POSA)

- OVERVIEW
- VISUAL MERCHANDISING
- TRAINING

Multi-Product Point of Sale Activation POSA

POSA (Point Of Sale Activation) is a new form of delivering software product and services that allows retail partners to sell software at a lower inventory cost and security risk. As the name states, POSA products cannot be used until activated at point of purchase. POSA-enabled Office 2010 Product Key Cards (Office PKC) are currently available for countries and partners who would like to launch POSA. Availability varies by language/region/country.

POSA CAN BE IMPLEMENTED IN ONE OF THREE WAYS:

1. Direct Integration
2. Direct 3rd Party Fulfillment
3. Indirect Distribution

Each option has different requirements and investment, by Microsoft and retailers, and a different margin impact on retailers:

- Direct Integration eliminates the POSA Distributor and connects the retailer directly with Microsoft for POSA product distribution and activation. This method requires the highest level of investment from retailers and from Microsoft and in most cases, this option could offer better retailer margin compared to the Direct 3rd Party and Indirect Distribution models.
- Direct 3rd Party Fulfillment or Indirect Distribution requires a retailer to be integrated with a POSA vendor, and entails potentially reduced margin for the retailer due to POSA transaction fees and other costs charged by POSA vendors.

For additional detailed information on the Microsoft POSA program please see the following link:

<http://edweb/retail/edretail/TeamSites/Corp/WWRS/progmgmt/Pages/default.spx?RootFolder=%2Fretail%2Fedretail%2FTeamSites%2FCorp%2FWWRS%2Fprogmgmt%2FDocuments%2FPOSA&FolderCTID=0x0120007F3D19ACBD72F942AEE9409FD559B67B&View={91985F58-964A-42C1-957F-C981BF9B7BF2}> <<http://edweb/retail/edretail/TeamSites/Corp/WWRS/progmgmt/Pages/default.spx?RootFolder=%2Fretail%2Fedretail%2FTeamSites%2FCorp%2FWWRS%2Fprogmgmt%2FDocuments%2FPOSA&FolderCTID=0x0120007F3D19ACBD72F942AEE9409FD559B67B&View=%7b91985F58-964A-42C1-957F-C981BF9B7BF2%7d>>

Assets in this section have been created to support POSA-enabled Office 2010 Product Key Cards (Office PKC).

Visual Merchandising Assets

Channel Cards



Placemats



Visual Merchandising Assets Continued

Single-pegged PDQ Tray



Lugons for existing PDQs



Lugons



Training Assets

Fact Sheet: Defines POSA, outlines POSA products, and highlights FAQ's

Introduction to POSA (Point of Sale Activation) Microsoft

What is POSA?

Point of Sale Activation (POSA) is a retail technology that uses purchase-activated Product Key Cards, which feature a unique PIN that is "unlocked" only at the register at the point of purchase, preventing theft. Once purchased, a Product Key Card holds no value and doesn't need to be secured on the retail floor! Once the customer is at home, the PIN is used to retrieve the Product Key online.

What if... you find that a POSA product has been deemed to reveal the PIN?

No problem... Please discard the card or box. Do not sell opened packages.

Office 2010

NO DISC INSIDE: For new, preloaded PCs. When scanned at register, UPC unlocks internal PIN. Number is used to retrieve Product Key which activates preloaded software. Office POSA is available in Home and Student, Home and Business, and Professional editions.

Windows 7 Anytime Upgrade

NO DISC INSIDE: System upgrade is downloaded online. When scanned at register, UPC unlocks internal PIN. Number is used to retrieve Product Key, which activates system upgrade. Windows 7 POSA is available in Home Premium, Professional, and Ultimate editions.

Office for Mac 2011

SOFTWARE DISC INSIDE: Requires Product Key to function. When scanned at register, UPC unlocks internal PIN. Number is used to retrieve Product Key, which activates software. Office for Mac POSA is available in both Home & Student and Home & Business editions.

Office 2010 Windows 7 Office Mac

Side 1

Introduction to Microsoft Point of Sale Activation (POSA) Microsoft

The Microsoft POSA Customer Experience

Microsoft POSA-Enabled Products

Office 2010
Designed for preloaded PCs. Upon purchase, the PIN inside POSA package is unlocked. The PIN is used to retrieve the Product Key, which activates preloaded software. Office POSA is available in Home and Student, Home and Business, and Professional editions.

No Disc

Windows 7 Anytime Upgrade
System upgrade is downloaded online. When scanned at register, UPC unlocks internal PIN. Number is used to retrieve Product Key, which activates system upgrade. Windows 7 POSA is available in Home Premium, Professional, and Ultimate editions.

No Disc

Office for Mac 2011
Requires Product Key to function. When scanned at register and purchased, UPC unlocks internal PIN. Number is used to retrieve Product Key, which activates software. Office for Mac POSA is available in both Home & Student and Home & Business editions.

Software Disc Inside

PIN 098-301781
For additional information please visit www.microsoft.com/expertzone

Side 2

Point of Sale Activation (POSA) Continued

Flash Card



Utilized in support of Fact Sheet (previous page)

How to Sell Microsoft POSA Products



Course illustrates what POSA is, how it benefits stores, and what Microsoft commercial products are POSA-enabled. Course also contains POSA FAQs based upon real-RSP feedback.

Training Deck



Training Deck outlines the highlights from the POSA course. Deck can be utilized for One-To-Many trainings.

APPENDIX

- MEASURE AND MONITOR
- OFFICE 2010 PRELOADED PC,
PKC AND STARTER GUIDANCE



MEASURE AND MONITOR

- KEY PERFORMANCE INDICATORS (KPIs)
- ONLINE MERCHANDISING: MEASUREMENT AND TRACKING
 - RETAIL SITE TRACKER
 - RETAIL EXPERIENCE CENTER WEBSITE (REC.COM)
- FIELD LABOR MEASUREMENT



KEY PERFORMANCE INDICATORS (KPIs)

FY12 PROPOSED OFFICE RETAIL EXECUTION KPIS (SUBJECT TO CHANGE—TO BE FINALIZED BY END OF MAY 2011)

| # | METRIC | WORKSTREAM | DEFINITION | DATA SOURCE(S) |
|----|---|--------------|--|--|
| 1 | Retailer Using Syndication | Online | Yes/No based on audit of retailer site by WWRMS team | WWRMS provides this via online audit data |
| 2 | Online Site Tracker Basic Score | Online | Audit Score for NAV CUE (category, brand store, product list); BASIC MESSAGING , PRODUCT BOX SHOTS, SYS REQ (product detail page); FULL ASSORTMENT (product list); BRAND AND FEATURES, CLEAR ASSORTMENT (search results) | WWRMS provides this via online audit data |
| 3 | Office attach merchandising or messaging is on the PC category pages | Online | Rating of inclusion of PC attach merch on PC category within retailer website based on audits by WWRMS team | WWRMS provides this via online audit data |
| 4 | # of Doors with H&B FPP/FDO/PKC assorted and on shelf | Visual Merch | # of retailer doors that have H&B FPP/FDO/PKC present on shelf in all doors agreed on by retailer, not just managed doors | Subsidiary enters either 1) what the retailer has agreed to; or 2) where we have the field team to do the deployment – have the vendor provide the data of the actual deployment numbers. Use % deployed in audited doors to extrapolate unaudited doors |
| 5 | # of Doors with PKC assorted in or near the PC aisle (FPP for Emerging Markets) | Visual Merch | # of retailer doors that have some item of PKC present in the PC aisle in all doors agreed on by retailer, not just managed doors | Subsidiary enters either 1) what the retailer has agreed to; or 2) where we have the field team to do the deployment – have the vendor provide the data of the actual deployment numbers. Use % deployed in audited doors to extrapolate unaudited doors |
| 6 | # of doors with visible Save Now or other PKC offer in-store | Visual Merch | # of doors running visible program, number – If account does not have Save Now offer, mark N/A | Subsidiary enters information |
| 7 | # of Circular ad placements featuring Office | Demand Gen | Enter total number of ad placements where Office is represented in circular | Subsidiary enters information |
| 8 | # of 3 star MDX demo PCs | Demo | 3 Star: PC turned on, desktop unlocked and available, MDX demo or approved content installed, Office showcased | Subsidiaries field labor team to do the deployment – have the vendor provide the data of the actual deployment numbers |
| 9 | # of PCs running MDX Application with Office Pro 180 day Trial Installed (on preloaded PC) | Demo | # of PCs running MDX Application with Office Trial Installed in all doors where demo is deployed, not just managed doors. | Subsidiary enters either 1) what the retailer has agreed to; or 2) where we have the Field Labor team to do the deployment - have the vendor provide the data of the actual deployment numbers. Use % deployed in audited doors to extrapolate unaudited doors |
| 10 | # of Addressable Screens | Demo | This number will be used to calculate the % of screens with a multi-star rating | Subsidiaries' Field Labor team to do the deployment – have the vendor provide the data of the actual deployment numbers |

FY12 Proposed Office Retail Execution KPIs Continued

| # | METRIC | WORKSTREAM | DEFINITION | DATA SOURCE(S) |
|----|---|------------|---|--|
| 11 | # of Office Silver Experts | | | |
| | <ul style="list-style-type: none"> # of RSPs that completed Office Expert Silver Program via ExpertZone | Training | # RSPs that complete entire Silver program as defined by the business rules within ExpertZone | WWRMS provides this via ExpertZone |
| | <ul style="list-style-type: none"> # of RSPs that completed Office Expert Silver Program via Retailers Online Training | Training | # RSPs that complete entire Silver program as defined by the Office Training team via LMS | Subsidiary enters what the retailer provides |
| 12 | # of RSPs Trained via Retailer's Online Training | Training | # of RSPs that have taken at least one course on a retailer LMS | Subsidiary enters what the retailer provides |
| 13 | # of Active Users on ExpertZone | Training | # of RSPs that have logged in at least once in the last 12 months | WWRMS provides this via ExpertZone |
| 14 | # of Office Gold Experts | | | |
| | <ul style="list-style-type: none"> # of RSPs Completed Office Expert Gold Program | Training | # RSPs that complete entire Gold program as defined by the business rules within ExpertZone | WWRMS provides this via ExpertZone |
| | <ul style="list-style-type: none"> # of RSPs completed Office Expert Gold Program via Retailers Online Training | Training | # RSPs that complete entire Gold program as defined by the Office Training team via LMS | Subsidiary enters what the retailer provides |
| 15 | # of RSPs Trained via One-To-One in store (Face-To-Face touch points/walk and talks) | Training | Enter total number of RSPs trained, include all MS and Retailer managed trainings | Subsidiary Field Labor/Training vendor enters this data |
| 16 | # of RSPs Trained via One-To-Many Events (Face-To-Face touch points) | Training | Includes MSFT hosted, retailer hosted, OEM hosted | Subsidiary enters what the retailer, training vendor or partner provides |
| 17 | NPS metrics | | | |
| | <ul style="list-style-type: none"> Office Expert Silver Program "Entrance" Net Promoter Score | Training | Enter NPS Entrance score from ExpertZone for Silver Learning Plan | WWRMS provides this via ExpertZone report |
| | <ul style="list-style-type: none"> Office Expert Silver Program "Exit" Net Promoter Score | Training | Enter NPS Entrance score from ExpertZone for Silver Learning Plan | WWRMS provides this via ExpertZone report |
| | <ul style="list-style-type: none"> Office Expert Gold Program "Entrance" Net Promoter Score | Training | Enter NPS Entrance score from ExpertZone for Gold Learning Plan | WWRMS provides this via ExpertZone report |
| | <ul style="list-style-type: none"> Office Expert Gold Program "Exit" Net Promoter Score | Training | Enter NPS Exit score from ExpertZone for Gold Learning Plan | WWRMS provides this via ExpertZone report |
| 18 | Number of instances where Office Starter is being messaged as "free" Office or is used to advertise or sell a PC | All | # - Target is zero. Includes in-store POP, fact tags, online, or RSPs | Subsidiary enters information |



ONLINE MERCHANDISING: MEASUREMENT AND TRACKING

- RETAIL SITE TRACKER
- RETAIL EXPERIENCE CENTER WEBSITE (REC.COM)

Overview

WWRS Online team utilizes two tools to measure, monitor and optimize online merchandising execution:

Online Site Tracker Tool and **Retail Experience Center Website (REC.com)**

Online Site Tracker Tool is used to monitor, measure and report on digital executions at key retail accounts around the world.

The tool is employed to review, record, and subsequently report on executions of Microsoft's online merchandising assets through each section of the customer journey within a retailer's site. The results are recorded and the output is a PDF report that can be shared with retail partners. The report itself includes key findings and related recommendations designed to help the retailer optimize their execution of Microsoft online merchandising assets.

Site Tracker also includes an Executive Scorecard that aggregates Retailer site traffic (via Comscore), Syndication traffic, and Site Tracker execution results into one view, filterable by product category and region.

Retail Experience Center Website (REC.com)

REC.com should be used as a baseline to measure execution against. It is a simulated Retailer.com experience, primarily designed to demonstrate how to optimally execute Microsoft online digital assets within each section of the customer journey. The REC.com site is also used as a sandbox to test and incubate new technologies, and is also leveraged as a functional testing environment.

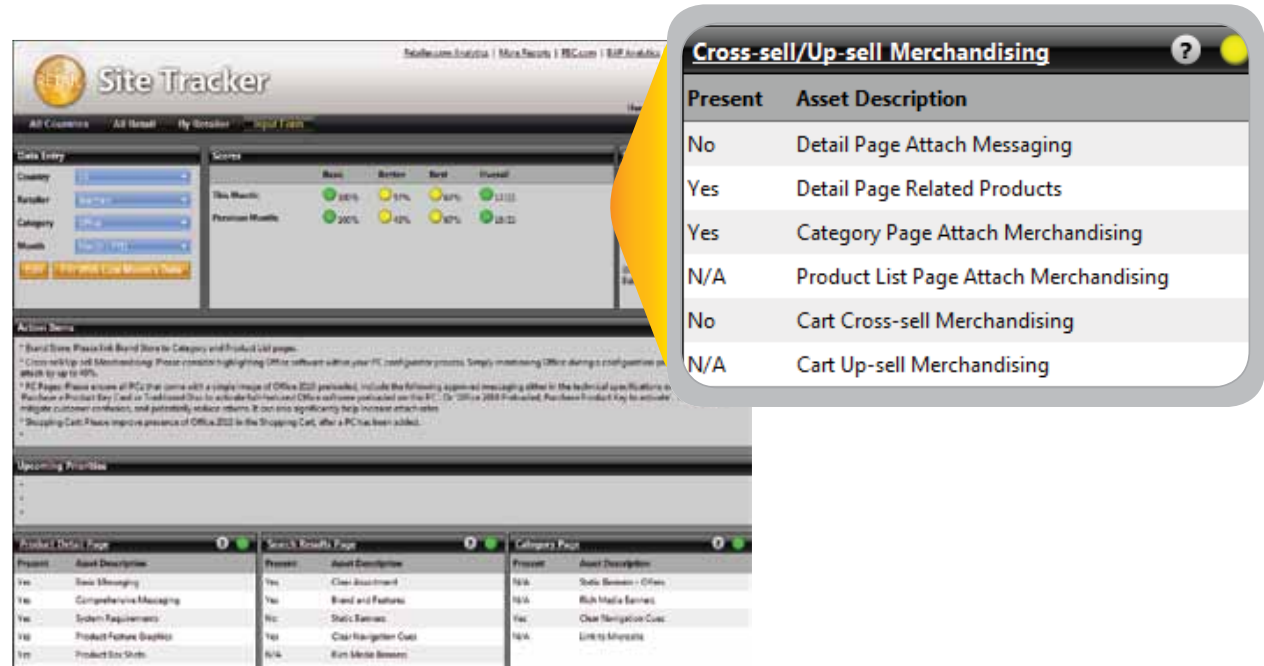
Measuring Online Attach Execution

WWRMS utilizes the Retail Site Tracker Tool to measure Office 2010 Online attach execution activities in the PC Category.

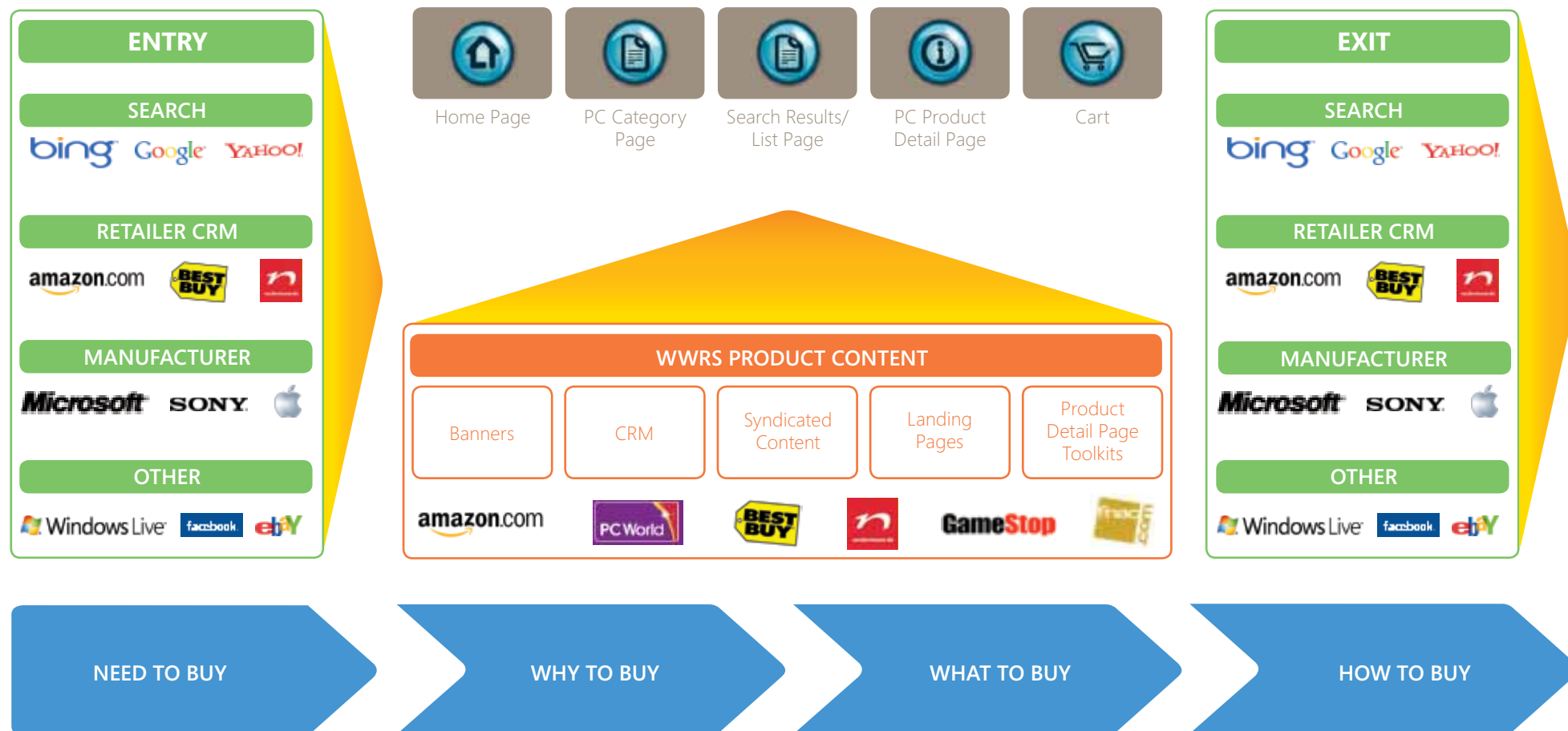
We measure the following activities in the PC Category:

1. Detail Page Attach Messaging
2. Detail Page Related Products
3. Category Page Attach Merchandising
4. Product List Page Attach Merchandising
5. Cart Cross-sell Merchandising

Note: In some instances we do not assign a score if we feel that the retailer is incapable of performing the activity due to technical or financial constraints. EG: platform limitation or 'pay-to-play' placements.



Attach Journey at Retail.com



Retail Experience Center Website (REC.com)

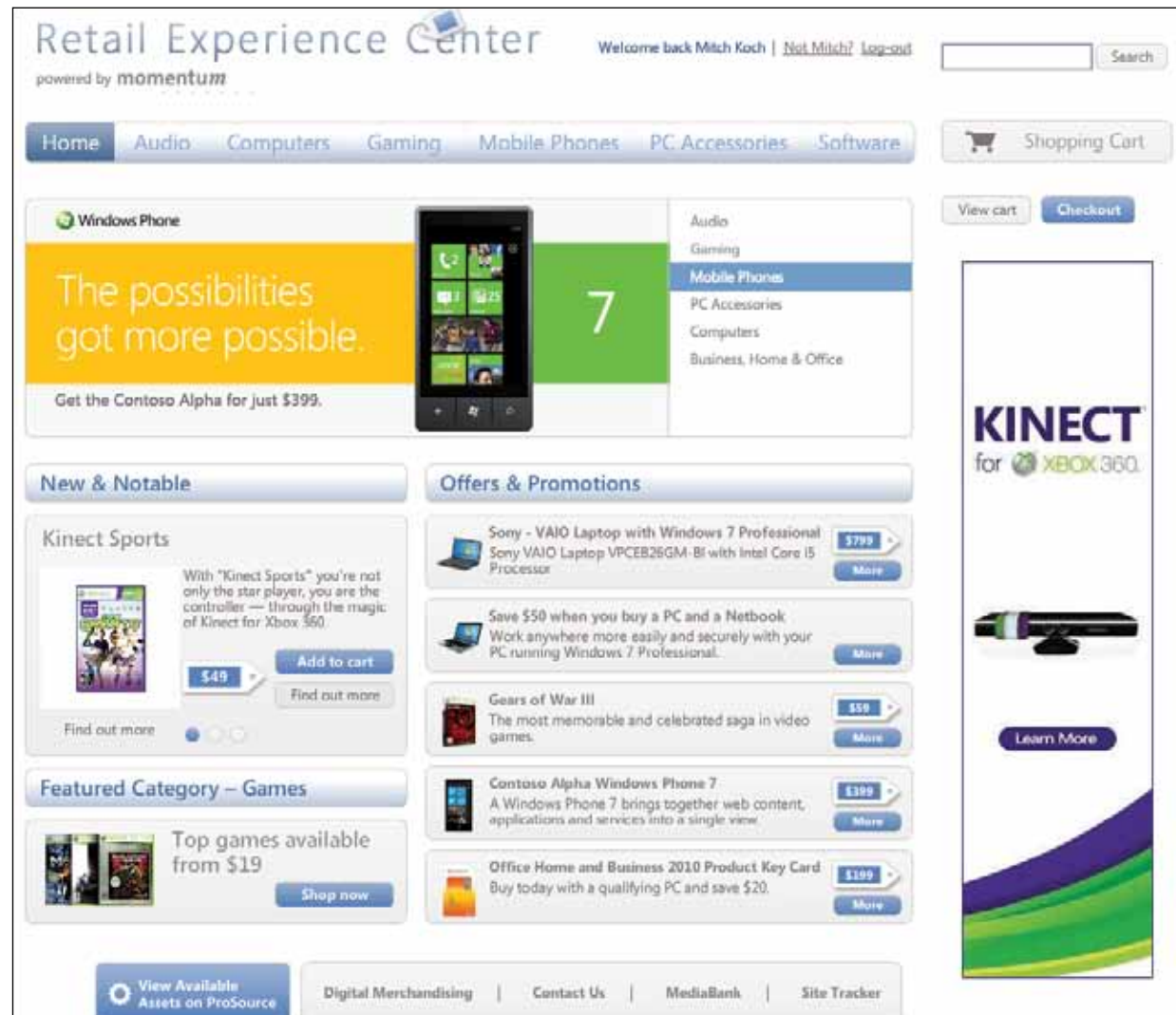
Utilize the REC.com to view and share execution guidance for Office 2010 online assets. The site is updated to include the latest seasonal, promotional and offer collateral.

LOGIN DETAILS:

User: microsoft

Pass: retail

URL: <http://www.microsoftrec.com>

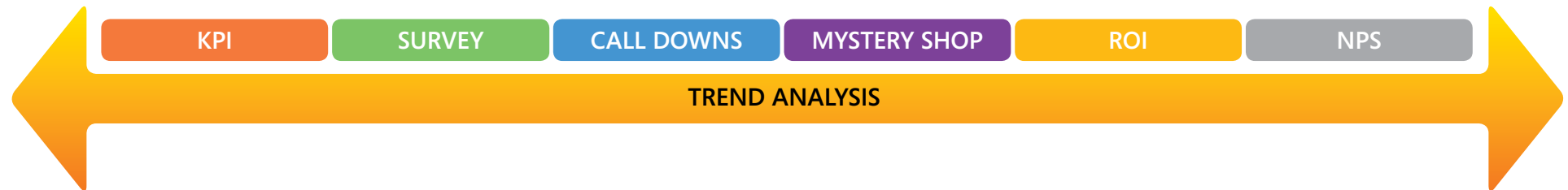




FIELD LABOR MEASUREMENT

Field Labor Success Should be Measured Using the Following Methods:

MEASUREMENT:



KPIs

- POP/Digital Compliance Audits
- Walk & Talk Count
- Store Visit Count

Survey

- RSP Advocacy
- POP/Digital Compliance

Call Downs

- RSP Advocacy
- Training Quality Assurance

Mystery Shop

- RSP Advocacy
- Training Quality Assurance

ROI

- Sales Performance
(Served vs. Non-Served)

Net Promoter Score

- RSP Advocacy



OFFICE 2010 PRELOADED PC, PKC AND STARTER GUIDANCE

Product Key Card Guidance

Below is an overview of how the Office 2010 Product Key Card should be used to support Office PC Attach at Retail (in online, merchandising, PC demo and training). Any updates to this information can be found on: [//OfficeConcierge/](http://OfficeConcierge/)

The Product Key Card

- Offers an everyday lower-priced new PC Attach SKU (vs. FPP-Traditional Disc).
- Is designed to activate one new PC preloaded with Office 2010.
- Messaging, merchandising, training and marketing must reference for one new PC preloaded with Office 2010.

If needed, subs can include *"Software download also available."* as footnote for the body copy "For one new PC preloaded with Office 2010.*"



Office 2010 PKC Q4 Fact Tag Lugon—Better



POSA Product Key Card Guidance

Product Key Cards are also available as Point-of-Sale Activation (POSA)-enabled SKUs. The packaging, merchandising and messaging does not vary significantly from the Product Key Card Microcase version.

POSA PKC displays and POP do not differ from microcase assets.

- **Packaging.** POSA-enabled product is in a tri-fold or bi-fold (with plastic card, primarily UK) cardboard package. It has the same face size as the non-POSA microcase version. There is no FDO for POSA Product Key Card.
- **Product Key.** The Office 2010 Product Key used to activate a preloaded PC is not included inside the POSA-enabled package. Instead, the POSA-enabled package includes a PIN that the consumer exchanges online to download a 25-character Product Key.
- **Product Value.** POSA-enabled Product Key Cards have no value until scanned at the register.
- **Assortment and Marketing.** POSA-enabled Product Key Cards should follow the same guidelines outlined on pages 97–99 of the Office 2010 Launch Execution Guide.

Basic, Better and Best retail assets can be used for either the microcase Product Key Card or the POSA-enabled Product Key Card. All Product Key Card displays/glorifiers can accommodate both:

- PC Aisle POP: Fact tag lugon, PC placemat
- Temporary PDQ and semi-permanent glorifiers and trays

POSA PDQ Tray



Channel Cards



Lugons for existing PDQs



POSA Placemats



Channel Cards



Fact Tag Lugon



Channel Cards



Fact Tag Guidance

Retailers are responsible for supplying the fact or price tag. A primary goal for all accounts is to get Office messaging on the PC fact tag.

Office 2010 Preloaded PCs



- For Office 2010 preloaded PCs the recommended messaging for the PC Fact Tag is:

"Purchase Office 2010 to activate preloaded software on this PC."

PCS with Full Office 2010 Included in the PC Price



- For PCs that include a full version of Office in the price of the PC, the recommended messaging for the PC Fact Tag is:

"Microsoft Office Home and Student 2010 is included in the price of this PC."*

- Be sure to substitute the correct suite name in all instances on the Fact Tags.
- Microsoft Office Home and Student 2010 is included in the price of this PC.

How to Message PCs Preloaded with Microsoft Office 2010

Below are simplified messaging options to assist you in communicating Office 2010 with preloaded PCs. In the message, it is essential to identify a preloaded PC and to communicate that purchase of Office is required. While we recommend the specific messaging below, we recognize that alternative messaging may be required on the Fact Tag or other asset due to length.









| USAGE | MESSAGING OPTIONS | IMPORTANT NOTES |
|--|---|--|
| PC Fact Tags and Retail Monitor Topper Reseller Advertising | Recommended <ul style="list-style-type: none"> Purchase Office 2010 to activate preloaded software on the PC | <p>The words "preloaded" and "purchase" together have proven to be the most effective messaging to inform customer that a separate purchase is required to activate the PC.</p> <p>It is critical that "purchase" is at beginning of message or immediately follows "preloaded."</p> |
| | Alternatives <ul style="list-style-type: none"> Purchase Office 2010 to activate preloaded software Purchase Office 2010 to activate preloaded PC Office 2010 preloaded, purchase required to activate Office 2010 preloaded, purchase required Buy Office 2010 to activate preloaded software Buy Office 2010 for this preloaded PC Purchase Office 2010 to activate software on this PC Purchase Office 2010 to activate Office on this PC | |

For more information, see POSA section starting on page 152.

Office 2010 Preloaded PC Identifier Assets

To help our partners we have designed optional assets to be used to identify an Office 2010 preloaded PC. These assets have a variety of uses including a sticker on the preloaded PC or box or as a Fact Tag Lugon. See page 175 for examples of how these PC identifier assets can be used.

Office 2010 Preloaded PC Identifiers

| | | | |
|--|---|---|---|
| <p>Small Graphic / Sticker</p>  | <p>Minimum size: 1.3in x 0.8in File Types: eps, jpeg, png</p> | <p>For WW consistency, please follow these guidelines as you develop specific identifiers based on regional size requirements.</p> | |
| <p>Large Graphic / Sticker</p>  | <p>Minimum size: 2.8in x 1.25in File Types: eps, jpeg, png</p> | <p>Check Mark Graphic</p>  | <p>Custom Iconic Sticker Shape</p>  |
| <p>Office packaging visual clarifies options for purchase for activating preloaded PC</p>  | <p>Ideal when minimum space is available directly on a PC palm rest, monitor cling, monitor topper, PC box label, PC spec sheet or online.</p> <p>Note: If localized content does not fit, reduce type size to 6 and adjust leading to 6.5 (type goes down).</p> | <p>Process Message</p> <p>Purchase Office 2010 to activate preloaded software on this PC.</p> <ol style="list-style-type: none"> 1. Purchase Office 2010 2. Activate Office 2010 software on this PC | <p>Background Artwork</p>  <p>2D Box Shots</p>  |
| | | <p>Microsoft Office Logo</p>  | <p>Typeface</p> <p>Segoe Semibold</p> |

Office 2010 Preloaded PCs Identifier Assets — Examples

PC Palm Rest



In-Situ Ad Circular



Online—PC Product Page





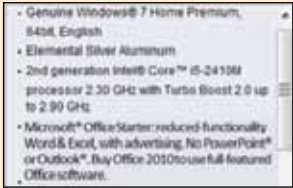


PC Boxes with Labels



Fact Tag Lugon



Office 2010 Partner Messaging Guidelines

| | PC CONFIGURATOR | PC ADVERTISING | PC SPECS – SOFTWARE LISTING | PC BOX | PC FACT TAG / LUG ON |
|-------------------------|--|---|---|--|---|
| Requirements | Office Starter cannot be referenced in PC Configurator unless all messages below are also included: Reduced-functionality Word and Excel Includes advertising No PowerPoint No Outlook | Do not mention or describe Office Starter in any advertisements, including ads with PC specs — print or online. | Office Starter cannot be listed in PC Specs unless all messages below are also included: Reduced-functionality Word and Excel Includes advertising No PowerPoint No Outlook | Office Starter cannot be listed or described on the PC box. | Do not include Office Starter messaging on the PC fact tag, focus on driving paid attach. On PCs with OEM Office installed as part of 'Office Included' program, call out the name of the installed Office 2010 suite. |
| MSFT Recommended | <i>Microsoft® Office Starter: reduced-functionality Word and Excel® only, with advertising. No PowerPoint® or Outlook®.</i> | <i>Buy Microsoft® Office 2010 to use the full-featured Office software on this PC.</i> | <i>Microsoft® Office Starter: reduced-functionality Word and Excel® only, with advertising. No PowerPoint® or Outlook®. Buy Office 2010 to use the full-featured software.</i> | <i>Buy Microsoft® Office 2010 to use full-featured Office software on this PC.</i> | <i>On PCs with preloaded image (optional): Don't forget Microsoft Office 2010. (or some 'Buy' message) On PCs with full H&S or H&B installed: Microsoft Office Home and Student included in PC price.</i> |
| Alternative 1 | No full-featured Microsoft Office software included. | No full-featured Microsoft® Office software included. Buy Office 2010 to use the full-feature software. | Microsoft® Office Starter: reduced-functionality Word and Excel® only, with advertising. No PowerPoint® or Outlook®. | No full-featured Microsoft® Office suite included. Buy Office 2010 to use the full-featured software on this PC. | No full-featured Microsoft® Office software included. Buy Office 2010 to use the full-feature software. |
| Example |  |  |  |  |  |