



Driving productivity in education

Inspire students with more productive educators and institutions

Name, Title
Date



A vision for productivity in education

Create a dynamic and diverse
institution that gives educators
the tools to inspire students to
consume and create knowledge



Productivity in education

Productivity platform that enables the modern educational institution

Create a dynamic and diverse institution that gives educators the tools to inspire students to consume and create knowledge



Gain insights into student demographics, staff performance, budget allocations

Business Intelligence

Deliver a first-class learning experience with collaborative tools that **engage students, staff, and faculty**

Enterprise Social

Enable students and teachers to **work from anywhere** on almost any device

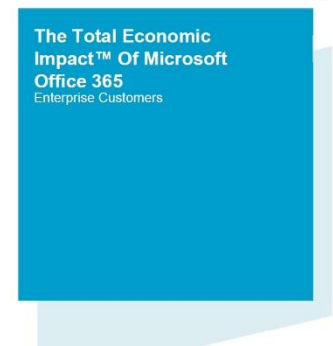
Mobility

Help **protect personal data** and ensure compliance with state, national, international regulations

Control & Compliance

Improve flexibility, **reduce costs**, and provide the tools to work efficiently

Technology



The value of productivity

Analyst estimates 7-month payback for productivity platform



Forrester Consulting was commissioned by Microsoft to examine the potential return on investment that enterprises could realize with Microsoft Office 365. The results were based on interviews or surveys of 63 organizations and extrapolated to a composite 6,000 employee organization.

\$3.25M

in production gains from better access to the right information

Gain insights into student demographics, staff performance, budget allocations

Business Intelligence

\$247k

in benefits from better communications

Deliver a first-class learning experience with collaborative tools that **engage students, staff, and faculty**

Enterprise Social

\$2.81M

in savings from a more productive mobile workforce

Enable students and teachers to **work from anywhere** on almost any device

Mobility

6.8%

reduction in compliance costs

Help **protect personal data** and ensure compliance with state, national, international regulations

Control & Compliance

\$1.43M

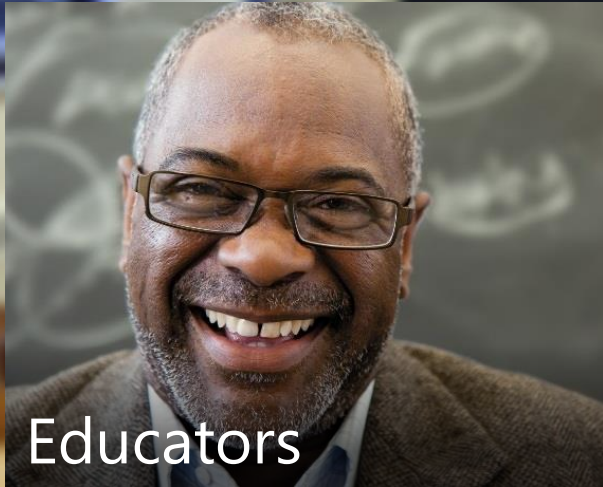
in risk-adjusted benefits due to reduced IT support effort

Improve flexibility, **reduce costs**, and provide the tools to work efficiently

Technology

Productivity solutions for the educational community

Create dynamic institutions that inspire students to consume, create knowledge



Educators

Reach more students, regardless of location

Provide an integrated learning experience across subject matters, classrooms, etc.

Develop data-driven learning plans



Students

Access educators, classmates, and educational materials from anywhere

Find engaging, personalized educational experiences

Harness familiar technologies

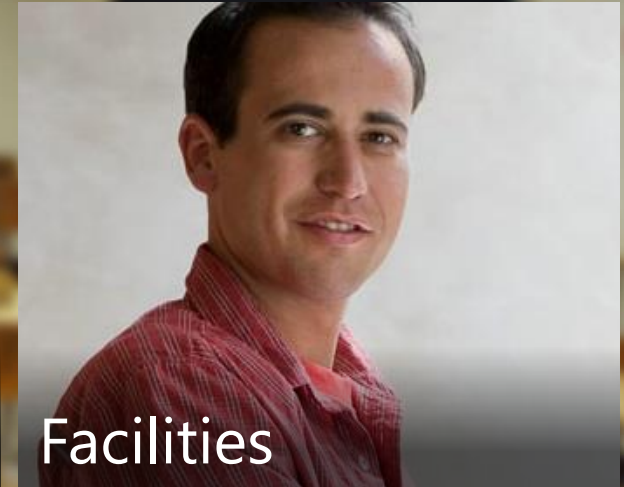


Administrators

Provide always-on education

Protect information without sacrificing communications

Develop meaningful relationships with alumni and other donors



Facilities

Consolidate all projects and service requests to better manage facilities maintenance

Use data to deliver proactive, cost-effective maintenance

Connect staff across distant facilities



Educators

Strive to deliver a first-class education to every student

Challenges

- Preparing students for life after school
- Providing an integrated learning experience across subject matters, classrooms, etc.
- Finding the latest information that is relevant to students
- Developing data-driven learning plans that are specific to student needs
- Reaching remote students, or students who cannot attend in-class sessions

Virtual classroom

Deliver a first-class education to all students, regardless of location

Educators can...

- Connect with students from anywhere on almost any device to deliver personalized education.
- Expand the classroom across geographies to facilitate collaboration among students from different backgrounds.
- Reach more students, like those who cannot attend in-class sessions (e.g., sick students, stay-at-home students, working students, etc.).
- Enable students to interact with educators and classmates in ways that are most comfortable for them (e.g., voice, IM, etc.) in real time.

Doug is a university professor. He teaches students from around the world during his virtual physics seminars.

Anna is one of Doug's students who attends his seminars in person. She is presenting her findings on a research project and shares her tablet screen with the entire class.

One of Doug's remote students asks a question about Anna's presentation. Doug explains the answer and posts supporting materials to the class's shared collaboration site.

40%

Students in a visual, face-to-face session can absorb information **40%** more quickly than during a non-visual session.

Wainhouse Research
"The Business Case for Videoconferencing," 2002

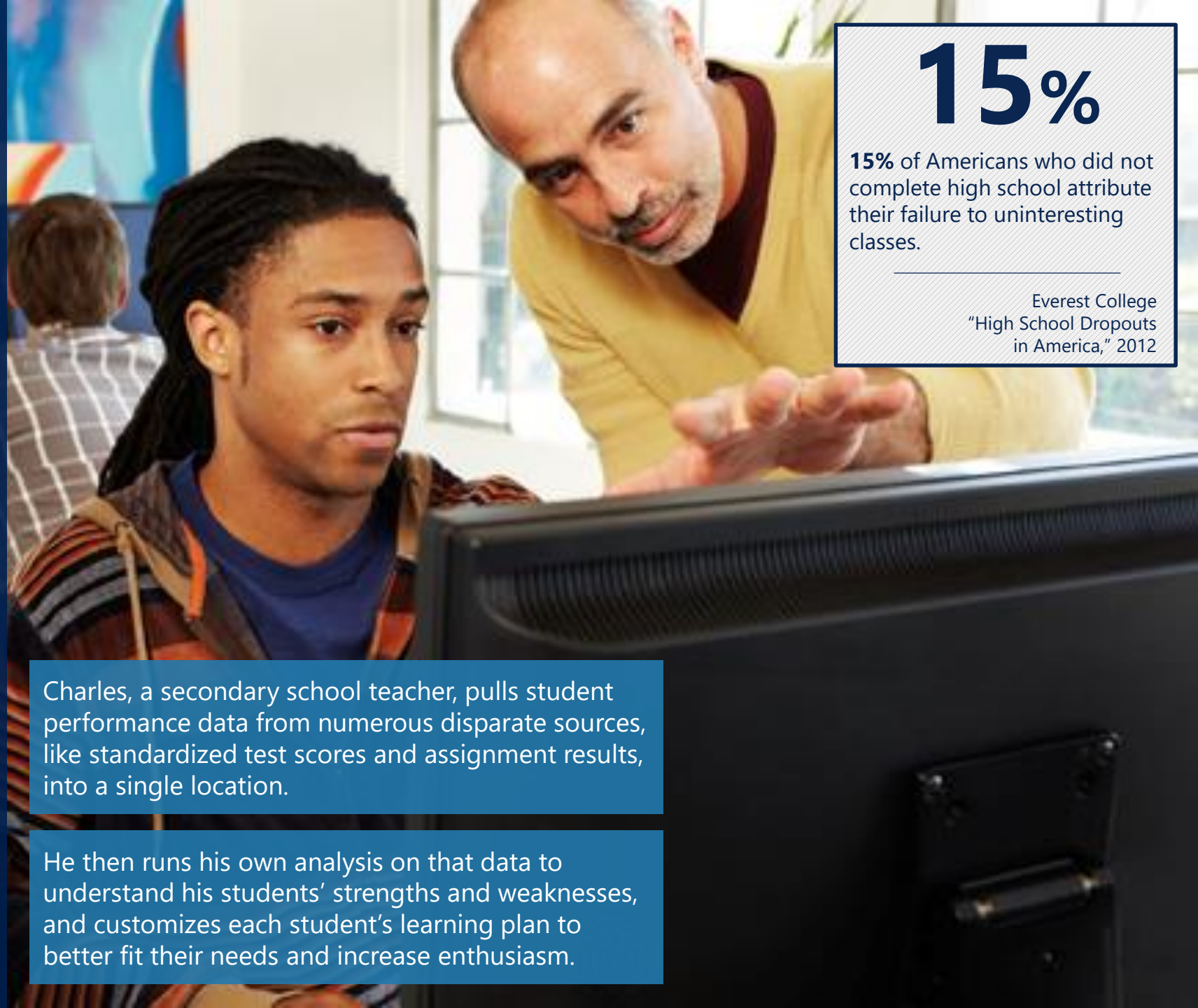


Data-driven learning plans

Perform self-service data analysis to develop personalized learning plans based on student needs

Educators can...

- Develop engaging and personalized learning plans based on specific student needs.
- Identify at-risk and high-performing students and adjust their learning plans accordingly.
- Collect relevant student data, and conduct analysis on that data, without the help of IT.



15%

15% of Americans who did not complete high school attribute their failure to uninteresting classes.

Everest College
"High School Dropouts
in America," 2012

Charles, a secondary school teacher, pulls student performance data from numerous disparate sources, like standardized test scores and assignment results, into a single location.

He then runs his own analysis on that data to understand his students' strengths and weaknesses, and customizes each student's learning plan to better fit their needs and increase enthusiasm.

Educator communities

Interact with colleagues across the institution on a social site to share information

Educators can...

- Deliver a first-class education to students with immediate access to the better information.
- Provide integrated education with better-connected departments and educators.
- Interact with colleagues on an intuitive social platform in real time.
- Surface once-unknown information that could benefit students.
- Eliminate the need for time-consuming meetings.

20-25%

Companies that implement social technologies have the opportunity to raise productivity among high-skill knowledge workers by **20-25%**.

McKinsey Global Institute
"The social economy," 2012

Nadia is a university librarian that specializes in business resources. Professors from across the business school post upcoming lecture topics and materials to the social site, which Nadia created to collect books and other resources for students.

Based on these social interactions, Nadia's Delve page surfaces additional resources that she might find interesting, like forthcoming business books and groundbreaking research.

Nadia posts this information to the social site for professors to use as needed.



Parent-teacher conferences

Connect with more parents on their schedules

Educators can...

- Connect with more parents, regardless of their location.
- Schedule conferences for times that best fit parents' schedules.

A man with dark hair, wearing a blue sweater over a white collared shirt, is sitting at a desk and looking intently at a laptop screen. The background is a blurred classroom setting with windows and desks.

Gustavo, who teaches primary school, holds parent-teacher conferences by video.

He shares his screen with parents to show them student progress reports and the results of recent in-class projects.

Gustavo also attaches useful documents, like upcoming assignments and information for helping students at home, to the conference for parents to download.

Accessibility in the classroom

Meet student needs with accessibility features to deliver a personalized and engaging education

Educators can...

- Deliver a better classroom experience through personalized education for students with disabilities.
- Level the playing field between disabled and non-disabled students.
- Give students a head-start on accessibility features they'll use during life after school.

Dianne teaches students with vision and hearing disabilities. She uses a suite of Microsoft solutions to better engage her class.

Before distributing a Word, Excel, or PowerPoint document, Dianne uses the Accessibility Checker to identify potential issues.

In addition, her classroom's PCs and tablets allow students to use narrating features, speech recognition and magnifying capabilities to make those devices easier to use.

Dianne also teaches several remote students using Skype for Business, which allows them to hear incoming instant messages or zoom-in on portions of the screen.

**Accessibility
in
Education**

Click to watch video





Educators

Benefits of a Microsoft productivity solution

- Extend education to more students, regardless of their location
- Deliver personalized education that meets specific student needs
- Increase the use of data to develop better educational experiences
- Prepare students for life after school

Lync moves Egyptian university closer to its e-campus goal

Alexandria University is making virtual classrooms a reality with Office 365



“Our deployment of Microsoft Office 365 has allowed us to come closer to our goal of being a model of an e-campus with a strong platform for e-learning. In particular, through Microsoft Lync, our teaching staff can now teach in virtual classrooms and deliver courses to students online. Hence, our learning environment is no longer limited to physical classrooms.”

— Dr. Mahmoud Gabr, CIO, Alexandria University

Specialized school extends its educational reach with Lync
School retains teachers, reaches students in other states with virtual classrooms



"When we switched from the videoconferencing system to Lync, I saw a dramatic improvement in my ability to interact with the students. The students started doing a lot better in class. They interacted more and they started asking more questions. I can easily forget that we are in separate zip codes."

— Robin Lowell, High School Math Teacher, Washington State School for the Blind



Students

Want immersive, personalized educational experiences from anywhere

Challenges

- Accessing teachers, classmates, and educational materials from any location
- Finding engaging educational experiences that meet their specific needs
- Harnessing all forms of familiar technology to advance their education
- Teaming with classmates and communicating with educators to complete projects

Flipped classroom

Use class time to collaborate on lecture material and learn from one another

Students can...

- Engage with other students during collaborative classroom sessions.
- Access lecture materials on their own schedules from almost any device.
- Gain control over the way they want to learn.

88%

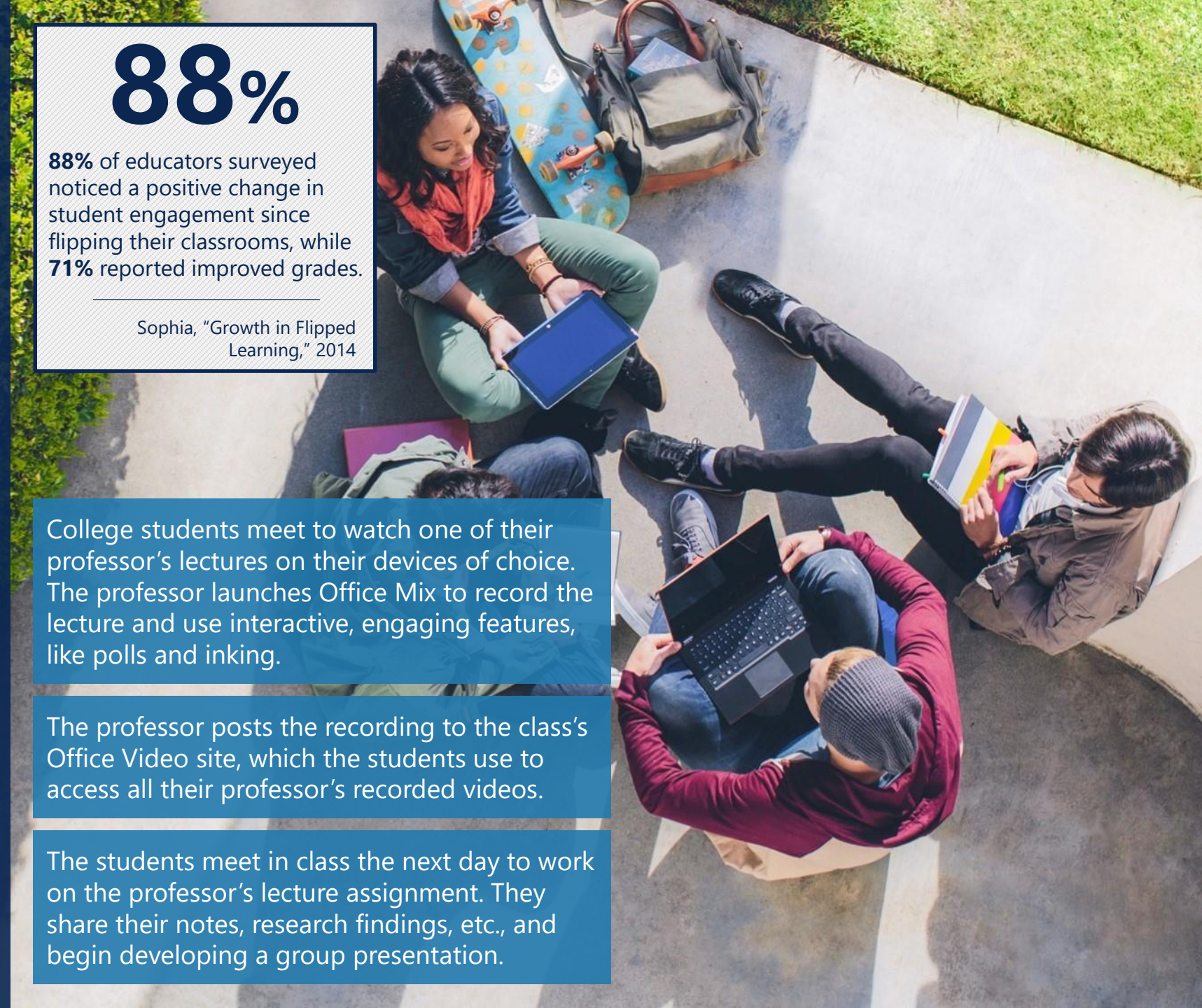
88% of educators surveyed noticed a positive change in student engagement since flipping their classrooms, while 71% reported improved grades.

Sophia, "Growth in Flipped Learning," 2014

College students meet to watch one of their professor's lectures on their devices of choice. The professor launches Office Mix to record the lecture and use interactive, engaging features, like polls and inking.

The professor posts the recording to the class's Office Video site, which the students use to access all their professor's recorded videos.

The students meet in class the next day to work on the professor's lecture assignment. They share their notes, research findings, etc., and begin developing a group presentation.

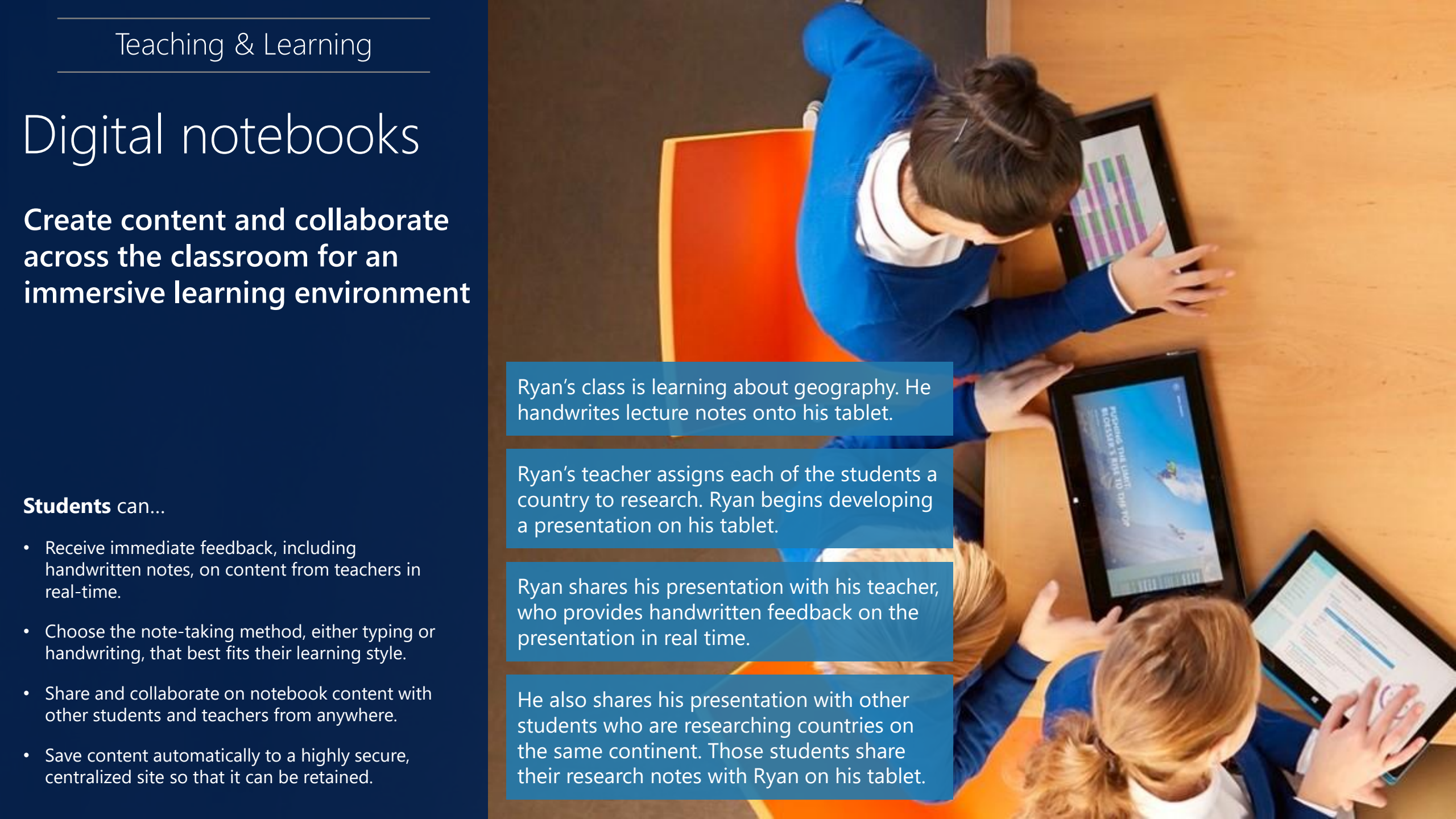


Digital notebooks

Create content and collaborate across the classroom for an immersive learning environment

Students can...

- Receive immediate feedback, including handwritten notes, on content from teachers in real-time.
- Choose the note-taking method, either typing or handwriting, that best fits their learning style.
- Share and collaborate on notebook content with other students and teachers from anywhere.
- Save content automatically to a highly secure, centralized site so that it can be retained.



Ryan's class is learning about geography. He handwrites lecture notes onto his tablet.

Ryan's teacher assigns each of the students a country to research. Ryan begins developing a presentation on his tablet.

Ryan shares his presentation with his teacher, who provides handwritten feedback on the presentation in real time.


He also shares his presentation with other students who are researching countries on the same continent. Those students share their research notes with Ryan on his tablet.

Student-to-student collaboration

Connect with students across campus or around the world to broaden the educational experience

Students can...

- Engage with other students on projects, assignments, etc., regardless of location.
- Learn from other students in a more engaging, student-driven educational environment.
- Broaden their perspectives with global group collaboration.



Kara and Jim's political science class has partnered with students in Prague on a semester-long project.

Kara and Jim were assigned to a group with two students from Prague. The four of them post research notes and ideas to their group's social site.

The two classes also have in-class working sessions. During these, Kara and Jim's group collaborates on IM and video to edit their master presentation in real-time.



Students

Benefits of a Microsoft productivity solution

- Gain anytime access to educators, fellow students and materials from almost any device
- Increase engagement with immersive and personalized educational experiences
- Use familiar forms of technology to explore new ways of learning and prepare for life after school

3rd

Among the 20 most-important skills employers look for in candidates, proficiency in Microsoft Office ranked **third**. PowerPoint and Word ranked **11th** and **13th**, respectively.

IDC
"Skills Requirements for
Tomorrow's Best Jobs," 2013

Office 365, Surface enable 1-to-1 program at private school

Williston Northampton School eliminates student-to-teacher barriers



WILLISTON
NORTHAMPTON SCHOOL

“With OneNote, kids can message me and say ‘I’m having trouble with a homework problem at home,’ and I can open up my notebook — it doesn’t matter where we are physically — and I can help them with their homework regardless of where I am.”

— Josh Seamon, Math Teacher, Williston Northampton School

Indonesian students improve ICT skills with collaborative tools

Binus University's partner schools use Office 365 to enable student collaboration



"As a result [of Office 365], today's students are no longer receiving information from one direction, but work together in real-time, in their tasks or groups. Information can be easily viewed, shared or editing in a browser, or in Office."

— Gintoro, S.Kim, MM, Director, Binus Center at Binus University



Administrators

Work to empower educators and students while gaining efficiencies

Challenges

- Providing always-on access to support educators and students
- Protecting sensitive information without sacrificing communications
- Reducing inefficiencies across institutions and for remote staff
- Connecting and building meaningful relationships with alumni and other donors

More secure records storage, communications

Simplify records administration; help protect student data with highly secure, compliant solutions

Administrators can...

- Protect student information without sacrificing open communications and collaboration.
- Share sensitive files, like student transcripts, with other institutions using encrypted communications.
- Help ensure the smooth transition of student records and cut down on administration time.
- Spend less time on compliance matters and more time furthering student education.

Chad is the head of IT for his school district. He and his team installed several new solutions, including a records management system and communication tools for educators.

Thanks to the records management system, when students change schools, their records go with them. The system is also compliant with government regulations.

Regarding the communication tools, Chad manages Data Loss Prevention (DLP), Rights Management, and encryption policies to help ensure student information is protected.

Microsoft solutions...


- Comply with various US educational, child protection and data privacy laws, including FERPA, COPPA, CIPA, HIPAA and HITECH.
- Meet the highest standards of the EU's privacy laws, including its model clauses.

Resource sharing

Store and share all types of administrative resources to simplify collaboration

Administrators can...

- Share physical or digital resources through a single site to simplify resource management.
- Maintain a single version of truth for all documents to reduce redundant work efforts.
- Help eliminate compliance concerns with highly secure document storage.
- Increase collaboration among administrators on documents with intuitive social tools.



Petra is working with fellow administrators to hire educators during her school's summer break.

Petra's recruiting team has its own dedicated page on the school's SharePoint site. Petra posts resumes, updates the shared calendar with interviews, and discusses the pros and cons of each candidate with colleagues in real time.

Once an educator is hired, Petra posts his or her resume to OneDrive, which the entire administrative team can access. The school also uses OneDrive to store and share educator evaluations, pay schedules and time-off requests.

Anywhere, anytime access to school work

Access productivity tools from
anywhere on almost any device

Administrators can...

- "Be" in multiple places at once (e.g., counselors at different schools, etc.) to increase their reach across institutions.
- Increase productivity without the distractions associated with working from their institution.
- Use their time more effectively and realize better work-life balance.
- Access the full suite of Office solutions from multiple devices.

62%

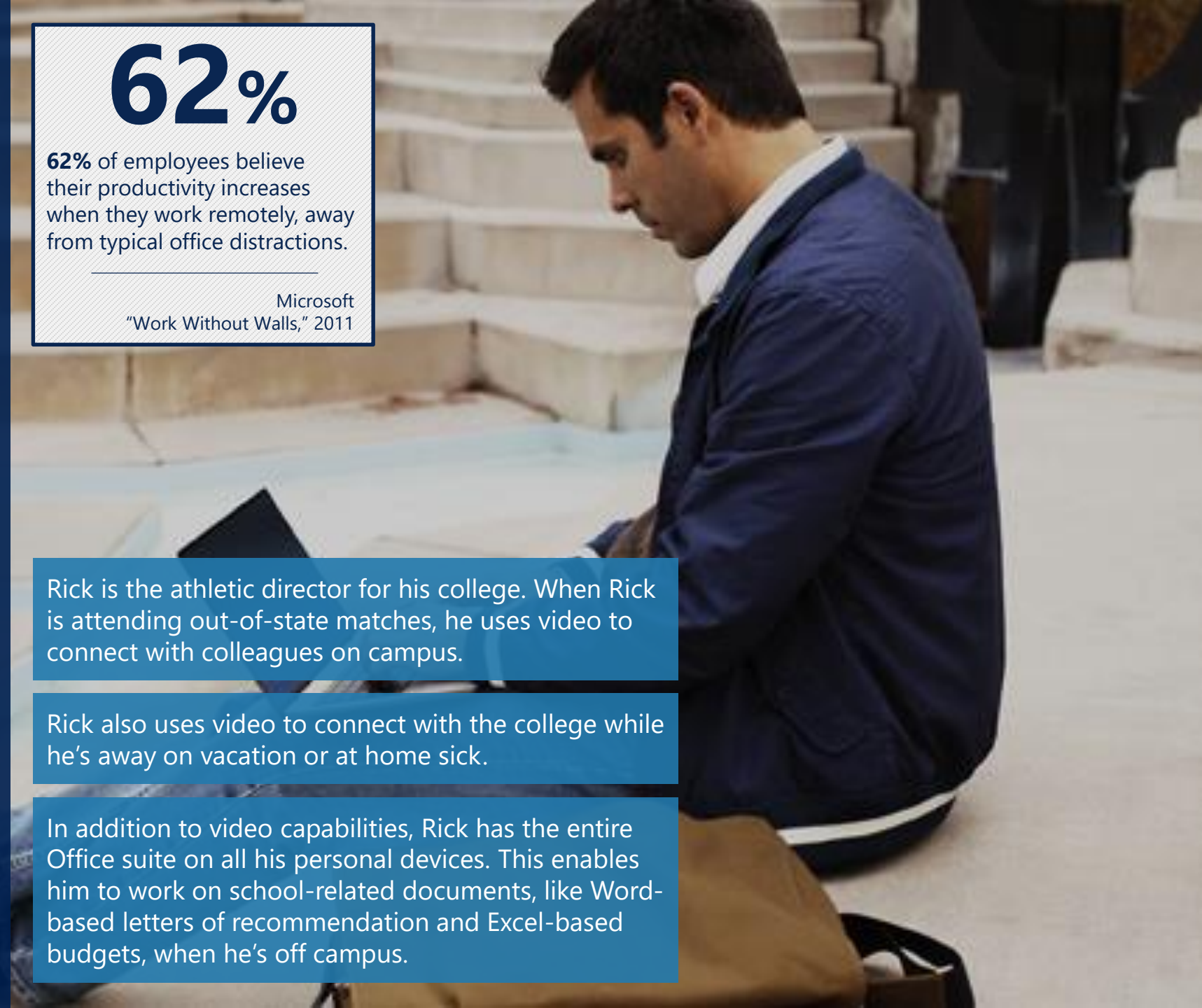
62% of employees believe their productivity increases when they work remotely, away from typical office distractions.

Microsoft
"Work Without Walls," 2011

Rick is the athletic director for his college. When Rick is attending out-of-state matches, he uses video to connect with colleagues on campus.

Rick also uses video to connect with the college while he's away on vacation or at home sick.

In addition to video capabilities, Rick has the entire Office suite on all his personal devices. This enables him to work on school-related documents, like Word-based letters of recommendation and Excel-based budgets, when he's off campus.



Alumni relations

Engage alumni and track their activity to build relations and community

Administrators can...

- Tailor alumni communications based on specific data (e.g., personal information, participation at events, etc.).
- Reduce the time spent on manual tasks, like entering alumni information, with self-service data input that populates across databases.
- Track all alumni data in a single location.
- Build alumni affinity to the institution with familiar social sites that reconnect classmates.

20-25%

Brown School achieved **20-25%** open rates on messages to constituents by using CRM to target the right people with the right communications.

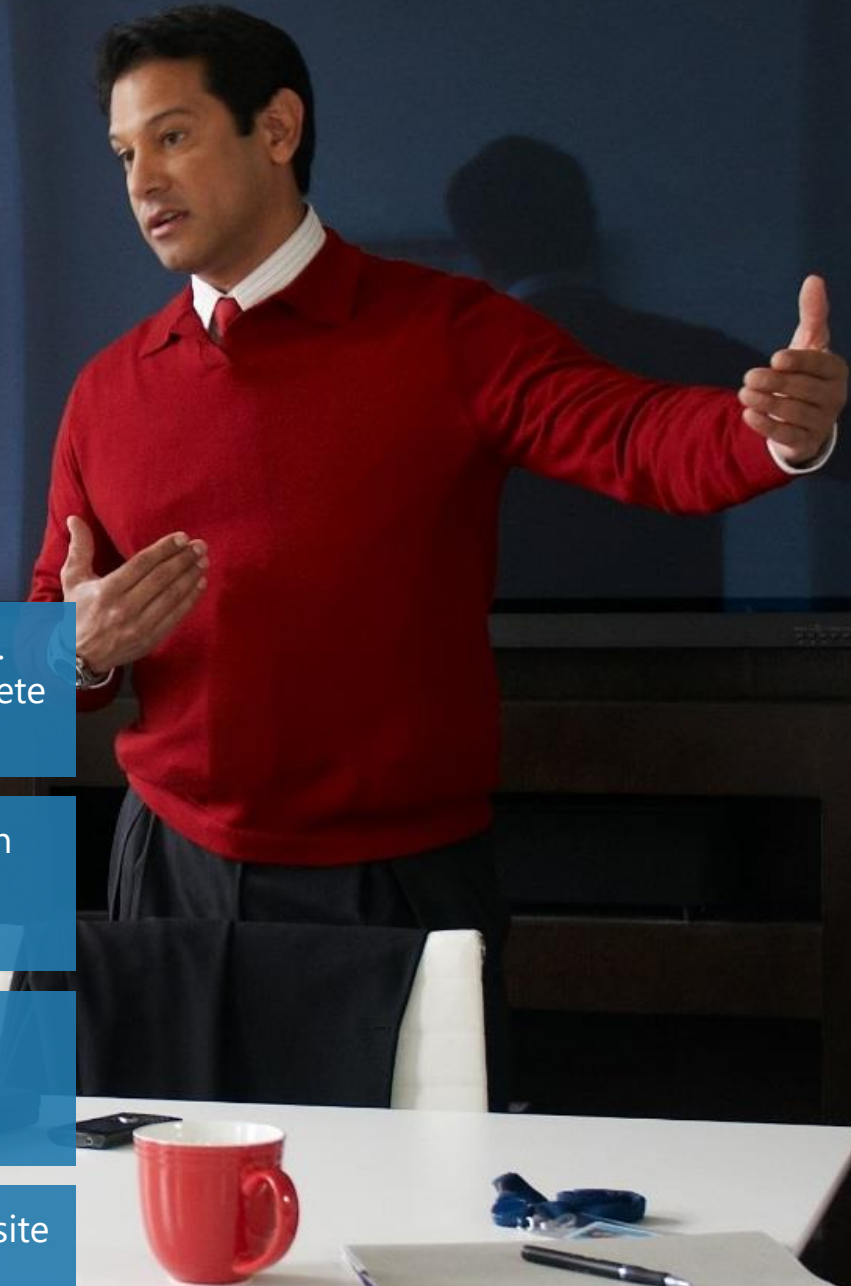
The Brown School case study, 2011

Roger oversees his university's alumni network. When alumni register, they are asked to complete a profile through the online portal.

Roger automatically receives notifications when alumni select certain profile options like the mentorship program.

Alumni can make donations and register for events through the portal. Roger tracks these activities on his CRM page.

The network also gives alumni a central social site for graduates to reconnect, and for Roger to provide relevant information.



Virtual administrative meetings

Connect with colleagues from anywhere to save time and money

Administrators can...

- Save time and money associated with in-person meetings (e.g., set-up, travel, etc.).
- Connect with colleagues, regardless of location.
- Extend administrative best practices, controls, etc., to satellite institutions.

\$28k

Since switching to virtual meetings, Miami-Dade Public County Schools has saved **\$28,000** per meeting in travel and resource costs.

Miami-Dade case study, 2012

A university in Denmark recently opened a satellite campus in India. Administrators from both institutions connect over video for biweekly meetings.

Administrators at the India campus share progress with their Danish colleagues and strategize about new projects to increase admissions.





Administrators

Benefits of a Microsoft productivity solution

- Protect sensitive information without sacrificing storage, sharing and communication capabilities
- Increase alumni interactions, participation, and donations
- Save time and money with virtual administrative meetings and telecommuting policies

Public school district saves \$28,000 per meeting with Lync

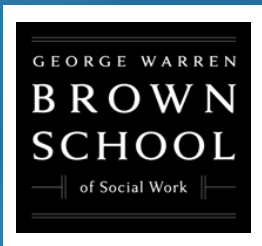
Miami-Dade Public County Schools holds virtual meetings to save time, money



"By using Lync for effective online meetings instead of traveling to get together, we save on gas prices, travel time, and hassles. For example, we see considerable savings from holding virtual meetings with our nearly 392 principals eight times a year, and our growing use of Lync will result in further savings."

— Deborah Karcher, CIO, Miami-Dade Public County Schools

CRM gives graduate school greater interaction with alumni
The Brown School at Washington University has achieved 20-25% open rates



“By being able to target the right people with the right communications, we’re getting open rates between 20% and 25%, which is well above the national average of 16%. In addition, we’re getting a less than 3% return on bulk mail communications, which in some cases is saving us quite a bit of money in return postage and decreasing the amount of staff time needed to process returned mail.”

— Ellen Rostand, Assistant Dean for Communications, The George Warren Brown School of Social Work

A man in a red shirt is looking at a laptop screen in a modern building with large windows. The laptop screen displays a green and yellow abstract background. The man is standing in front of a light-colored wall with large windows. The overall scene is bright and professional.

Facilities

Strive to maintain a functional and safe educational environment with limited resources

Challenges

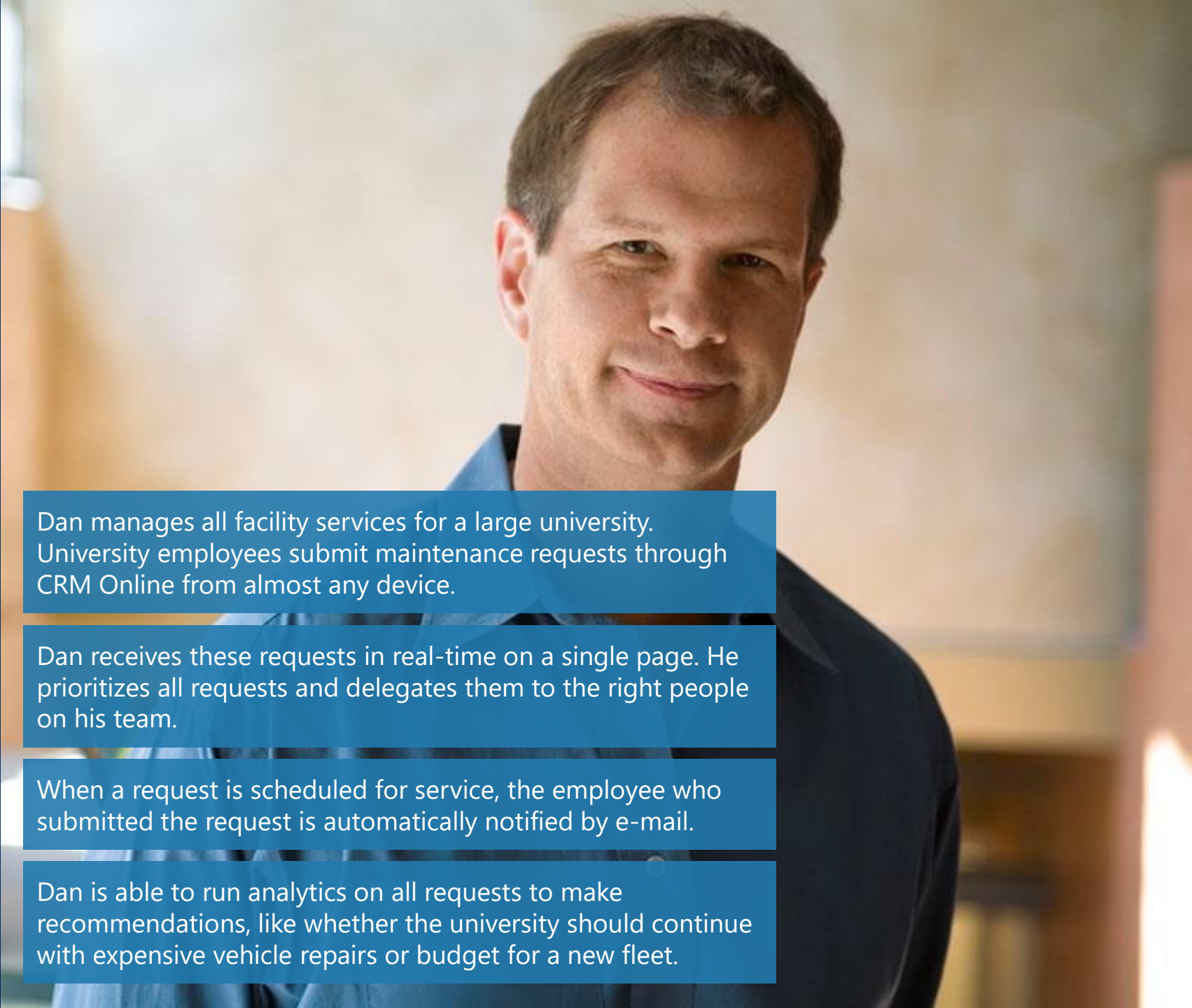
- Understanding the full scope of projects and service requests across the institution
- Surfacing the right data to deliver cost-effective and proactive services
- Coordinating service efforts across distant facilities and communicating with remote staff
- Harnessing mobile technologies

Real-time maintenance requests and logs

**Collect, manage, and analyze
maintenance requests to
simplify facilities work**

Facilities can...

- Consolidate solutions to manage all maintenance requests from a single tool.
- Run analytics on requests to understand different scenarios, like repair vs. purchase, and prepare institutions for upcoming expenses.
- Establish automatic workflows for e-mail notifications, calendar submissions, etc., to maintain contact across the institution.



Dan manages all facility services for a large university. University employees submit maintenance requests through CRM Online from almost any device.

Dan receives these requests in real-time on a single page. He prioritizes all requests and delegates them to the right people on his team.

When a request is scheduled for service, the employee who submitted the request is automatically notified by e-mail.

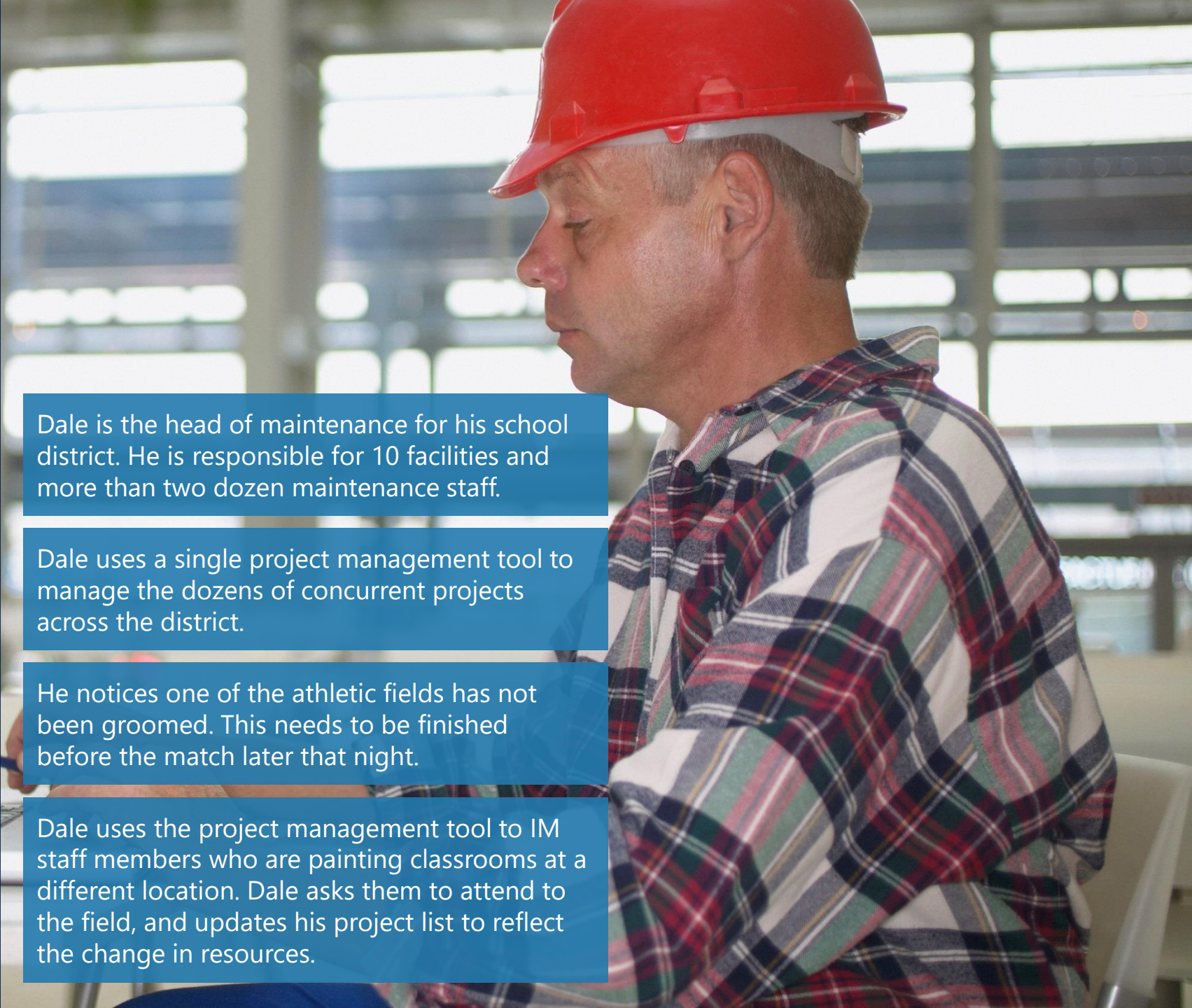
Dan is able to run analytics on all requests to make recommendations, like whether the university should continue with expensive vehicle repairs or budget for a new fleet.

Project planning and execution

Manage all concurrent projects from a single, intuitive tool to understand the full scope of all activities

Facilities can...

- Manage and gain insight across all projects with a single tool.
- Communicate and collaborate with team members — all from within the same project management tool.
- Assign the right resources to the right projects, and reallocate funding as needed.

A man wearing a red hard hat and a plaid shirt is sitting at a desk, looking at a laptop screen. The background shows a window with blinds.

Dale is the head of maintenance for his school district. He is responsible for 10 facilities and more than two dozen maintenance staff.

Dale uses a single project management tool to manage the dozens of concurrent projects across the district.

He notices one of the athletic fields has not been groomed. This needs to be finished before the match later that night.

Dale uses the project management tool to IM staff members who are painting classrooms at a different location. Dale asks them to attend to the field, and updates his project list to reflect the change in resources.

A man in a red shirt is standing in a modern office environment, looking towards the camera while his hands are on a laptop. The background features large windows and a light-colored wall. A dark blue semi-transparent box is overlaid on the left side of the image, containing text.

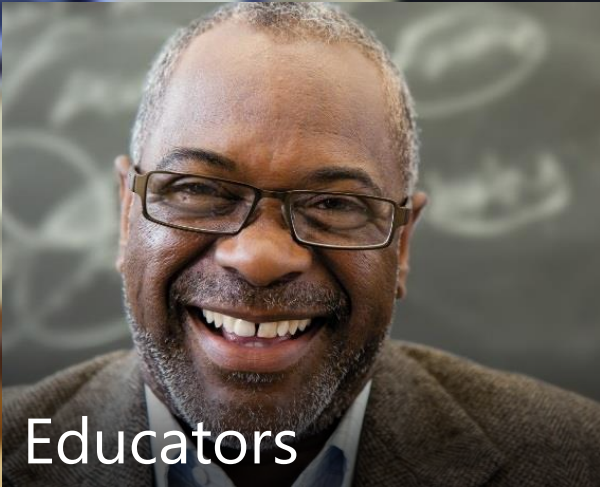
Facilities

Benefits of a Microsoft productivity solution

- Capture and manage all projects and service requests from a single solution
- Deliver evidence-based maintenance to address budget constraints
- Increase mobility and decrease costs with cloud technologies

Summary of productivity in education

Create dynamic institutions that inspire students to consume, create knowledge



Educators

Extend personalized, data-driven education to more students

Among the 20 most-important skills employers look for in candidates, proficiency in Microsoft Office ranked **third**; PowerPoint and Word ranked **11th** and **13th**, respectively



Students

Gain anytime access to engaging, personalized education using familiar technologies



Administrators

Enable better educational experiences while protecting student data and increasing operational efficiencies

Brown School achieved **20-25%** open rates on alumni messages

Miami-Dade schools save **\$28,000** per meeting



Facilities

Capture and manage all projects and service requests from a single, mobile-enabled solution

Deliver proactive, cost-effective maintenance

Next Steps

Partnering with you on the journey to modern education

Learn More

- Trusted cloud briefing
- Solution Catalog
- Demonstration

Understand the Value

- Forrester TEI overview
- Custom business case

Experience

- Customer Immersion Experience (Microsoft Experience Center)
- FastTrack Pilot



Virtual Classroom

Deliver a first-class education to all students, regardless of location, by connecting to students from anywhere on almost any device. Record live sessions so students have access at any time.

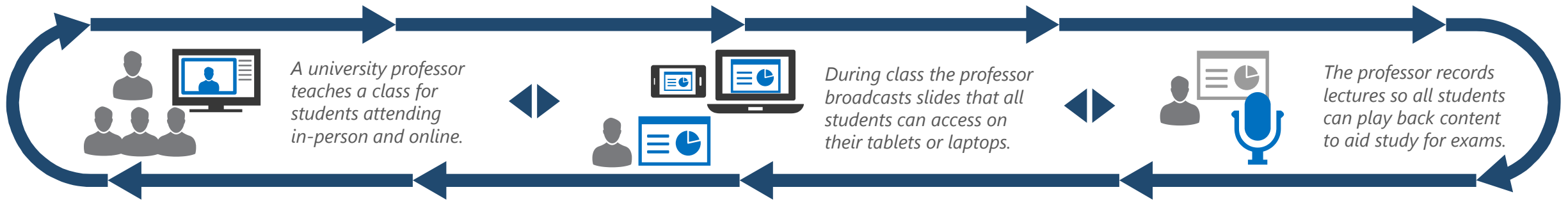
Teachers and students can extend the classroom through video, desktop sharing, and IM to provide a rich educational experience.

40%

Students in a visual, face-to-face session can **absorb information 40% more quickly** than in a non-visual session.¹

1.8 million

There were an estimated **1,816,400 enrollments in distance-education courses** in K-12 school districts in 2009-2010.²



Business Benefits

- Provide access to quality education for students across geographies and time zones
- Increase flexibility for non-traditional students with complicated schedules
- Offer a rich educational experience through video, voice, and IM
- Help lower education costs

Example of how Microsoft is helping customers

Alexandria University, the only university in an Arab country to be ranked among the top 200 universities worldwide, wanted to strengthen its ability to deliver quality education by being a model for an e-campus. It deployed Office 365 to enable virtual classrooms.

*"Our deployment of Microsoft Office 365 has allowed us to come closer to our goal of being **a model of an e-campus** with a strong platform for e-learning. In particular, through Microsoft Lync, our teaching staff can now teach in virtual classrooms and deliver courses to students online."*

-- Dr. Mahmoud Gabr, CIO, [Alexandria University](http://www.alexandria.edu)



¹ Wainhouse Research, "The Business Case for Videoconferencing," 2002

² iNACOL, "Fast Facts about Online Learning," 2013

Digital Notebooks

Create content and collaborate across the class for an immersive learning environment. Enable students to research online and share information with classmates, and enable teachers to comment on and correct work online in real time.

By using digital notebooks, you can make learning a hands-on, rich, collaborative experience for students and teachers alike.

58%

The Pearson Foundation reports that 58% of college students **prefer a digital format** for textbooks.¹

7.9 million

In Q2 of 2014, **7.9 million devices** shipped into the global K-12 education market.²



Business Benefits

- Provide students with immediate feedback
- Enable access to sources beyond traditional textbooks
- Easily share and save content so all students have anytime access
- Better prepare students for the modern workplace

Example of how Microsoft is helping customers

The **Williston Northampton School in Massachusetts** is home to 530 middle and upper school students from 27 U.S. states and 27 countries. It envisioned what a 1:1 computing program would look like for the school. That's when the school found the Surface Pro.



*"With OneNote, kids can message me and say 'I'm having trouble with a homework problem at home,' and I can open up my notebook — it doesn't matter where we are physically — and **I can help them with their homework regardless of where I am.**"*

-- Josh Seamon, Math Teacher, [Williston Northampton School](http://www.williston-nh.com)

¹ Digital Trends, "How Tablets Are Invading the Classroom," 2012

² FutureSource Consulting, "Tablets On The Upswing In Global Education Markets, Achieve 100% Growth," 2014

Call to action

Offers available to save time and money

Office 365 for Free

Office 365 Education E1 SKU for students and faculty for

FREE

E1 SKU includes:

- Online versions of Office, including Word, Excel, PowerPoint and more
- 1 TB of storage per user
- Business-class e-mail, which includes 50 GB inboxes, calendar and contacts
- Unlimited online meetings, IM and HD video conferencing with Lync
- Team intranet site and corporate social network
- Office Graph for personalized search and discovery

For more information, please visit:
<http://products.office.com/en-us/academic/compare-office-365-education-plans>

Adoption Offer

EMAIL MIGRATION



OR

PER SEAT VOUCHER



Office 365 Onboarding Center will complete email migration for all offer-eligible customer mailboxes

Partner or MCS-Led Adoption Activities Option*

Sales Productivity Offer

Dynamics CRM Online Pro
+
Office 365 Plan E3
+
Power BI for Office 365

\$65/user/mo**

New to Microsoft cloud?

Dynamics CRM Online Pro
+
Power BI for Office 365

\$45/user/mo**

Upgrading Office 365 to sales productivity?

ProPlus Offer for Education

Purchase volume licensing for

100%

of faculty and staff

Purchase Office through VL program (EES or OVS-ES)



Get Office 365 ProPlus **FREE** for

100%

of students, faculty and staff

Enable anywhere productivity for all members of the institution

FastTrack

FastTrack onboarding benefit —

Provides remote assistance, including infrastructure assessments, user provisioning, directory synchronization, mail flow, and activation of core services

Eligible for new customers who purchase 150+ seats

(*) Customers earn funds on a per seat basis to pay for qualified adoption activities by Cloud Productivity Competency Partners or Cloud Deployment Partners (by exception) or MCS \$15 per seat for 150-1000 seats, then \$5 per seat above 1000 seats. \$60k limit for customer.

(**) Net promotional prices after discounts applied. Shown per user per month in USD. Actual pricing might vary by geography and by channel. Other fees may apply for add-on services such as additional storage, testing and production instances. Prices are exclusive of any fees you may incur to procure Internet connectivity. Prices subject to change without notice.



Estimated Economic Value of Skype for Business

all values estimated on per user, per year basis



Education

Engage Students

Empower Educators

Improve Customer Service

Access to Millions of
Potential Students
through Skype



Cut IT and Telephony Costs
to save: **\$714**

- Reduce telephony and mobile phone charges by **\$141** annually.
- Reduce conferencing charges by **\$224** annually
- Reduce costs for PBX, IM, and voicemail by **\$349** per year.

Improve business results
or reduce business costs: **\$30**

- Reduce travel for training, meetings, and interviews to save **\$30**
- Reach and engage students with distance learning, virtual trips and speakers, and online office hours
- Expand research opportunities with inter-organizational collaboration

Benefits based on industry averages and the Forrester TEI of Lync 2010 and Forrester TEI of Lync 2013 reports. Use the Lync BVA tool to calculate the potential savings for your organization.

Microsoft partners in education

Blackboard



aulaPlaneta
INNOVATION FOR A BETTER EDUCATION



CloudBase
powered by Office 365



Teacher Dashboard
for Microsoft Office 365



KOOLLEARNING



kids KNOWLEDGE DELIVERY SYSTEMS



For more information on these and other Microsoft partners in education, please visit:
<http://www.microsoft.com/en-us/education/products/office-365-app/default.aspx#fbid=NXm1CgyfFxO>

Cloud Productivity in Industry- Enterprise



comprehensive list of scenarios across all industry decks — posted to [Office OnRamp Industry Resources](#)

[Banking & Capital Markets](#)

Relationship Manager

- ▶ Insights into portfolio performance
- ▶ Building a team of financial experts to serve clients
- ▶ Collaboration on pitch books, wealth proposals
- ▶ View customers multi-channel experience
- ▶ Meaningful advisor-client connections

Investment Analyst

- ▶ Financial insights from discovery of new data
- ▶ Running complex models
- ▶ Analysis of market and investment data
- ▶ Financial spreadsheet governance
- ▶ Collaborating on market analysis
- ▶ Enabling mobility, taking insights on the road

Compliance Officer

- ▶ Prevention of compliance issues
- ▶ Discovery and data retention
- ▶ Remediation of compliance issues

Detailed Business Use Cases

- ▶ Multi-Channel Banking
- ▶ Remote Advisor

[Retail](#)

Store Management

- ▶ Gain insights into store performance
- ▶ Find experts from store floor to back-office
- ▶ Share store best practices
- ▶ Oversee store remodel projects
- ▶ Manage the store from the floor to the back office

Store Associates

- ▶ Get information on what matters now
- ▶ Engage associates and deliver better service
- ▶ Manage schedule changes
- ▶ Access self-service training content
- ▶ Deliver pay slips online

Buying and Merchandising

- ▶ Analyze markets to develop merchandise plan
- ▶ Evaluate supplier proposals for greatest value
- ▶ Communicate effectively with suppliers
- ▶ Keep up with what is happening in stores

Sales and Marketing

- ▶ Analyze product and category performance
- ▶ Work closely with ad agencies, partners
- ▶ Support omni-channel customer experience
- ▶ Help prevent loss of customer personal data

Detailed Business Use Cases

- ▶ Engaged Employees
- ▶ Boost Sales

[Manufacturing & Resources](#)

Research & Development (R&D)

- ▶ Manage the innovation pipeline
- ▶ Crowd-source new ideas
- ▶ Listen to the market
- ▶ Connect to virtual design teams
- ▶ Help protect R&D investments
- ▶ Ensure R&D compliance

Operations

- ▶ Discover operational insights
- ▶ Access role/plant information in one place
- ▶ Use workflows to drive operational efficiencies
- ▶ Track safety incidents and compliance
- ▶ Collaborate with supply chain partners
- ▶ Solve equipment problems, post solutions

Field Services

- ▶ Faster field response and resolution
- ▶ Share problem resolutions and service tips
- ▶ Access visual manuals from customer sites
- ▶ Create and track service requests
- ▶ Track field service performance metrics

Sales

- ▶ Listen to social sentiment
- ▶ Analyze and share sales and territory reports
- ▶ Produce the best possible RFP
- ▶ Deepen customer relationships
- ▶ Stay connected from the road
- ▶ Rally team of experts around sales deals

Detailed Business Use Cases

- ▶ Supplier Collaboration
- ▶ Continuous Innovation

[Life Sciences](#)

Research & Development (R&D)

- ▶ Manage innovation pipeline, crowd-source ideas
- ▶ Listen to the market
- ▶ Discover relevant information to drug research
- ▶ Collaborate with research partners
- ▶ Connect to virtual research and trial teams
- ▶ Help protect R&D investments
- ▶ Ensure clinical trial compliance

Operations

- ▶ Discover insights from ERP data to drive down costs
- ▶ Access role/plant information in one place
- ▶ Use workflows to drive operational efficiencies
- ▶ Track safety incidents and compliance
- ▶ Collaborate with supply chain partners
- ▶ Solve equipment problems, post solutions

Sales & Marketing

- ▶ Listen to social sentiment
- ▶ Analyze market trends to identify opportunity
- ▶ Set territory plans and track sales performance
- ▶ Access training content from anywhere
- ▶ Work across devices, from anywhere
- ▶ Share sales best practices across the organization
- ▶ Conduct virtual lunch-and-learn calls with doctors

Detailed Business Use Cases

- ▶ Research with Partners
- ▶ Mobile Drug Reps

[Communications & Media](#)

Retail Sales Associate

- ▶ Get information on what matters now
- ▶ Engage associates and deliver better service
- ▶ Find experts to personalize service
- ▶ Understand your customers
- ▶ Access self-service training content
- ▶ Manage schedule changes
- ▶ Support call center agents with virtual presence

Creative Contributor

- ▶ Get information on what matters now
- ▶ Enable truly mobile journalism
- ▶ Work together on stories from anywhere
- ▶ Create story-centric content
- ▶ Conduct virtual meetings (script reviews, storyboard, editorial, production)
- ▶ Remote screen test and casting

Mobile Executive

- ▶ Understand subscriber trends and preferences
- ▶ Use social monitoring to drive demand
- ▶ Access business intelligence on your terms
- ▶ Collaborate with advertising, other partners
- ▶ Track campaigns from start to finish
- ▶ Manage network planning updates
- ▶ Engage with media during sales and service
- ▶ Deliver personalized content

Detailed Business Use Cases

- ▶ Global Customer Service
- ▶ Remote Casting

[Airlines](#)

Flight Operations

- ▶ Provide role-based portal
- ▶ Airline-wide customer response
- ▶ Self-service training
- ▶ Electronic flight bags

Ground Operations

- ▶ Faster response, maintenance resolution
- ▶ Flight departure management
- ▶ Self-service performance metrics

Airport Operations

- ▶ Baggage exception handling
- ▶ Assisted customer service
- ▶ Collective knowledge-sharing
- ▶ Passenger service data analysis

Information Worker scenarios

- ▶ Campaign management
- ▶ Social sentiment

Cloud Productivity in Industry-Public Sector

comprehensive list of scenarios across all industry decks — posted to [Office OnRamp Industry Resources](#)



Government

Government Leaders

- ▶ Host virtual town hall meetings
- ▶ Run effective internal meetings
- ▶ Simplify cross-agency collaboration
- ▶ Gain insights into economic indicators
- ▶ Provide government-grade security

Government Employees

- ▶ Access the right information to provide better services
- ▶ Collaborate effectively across agencies
- ▶ More secure document sharing and collaboration
- ▶ Help protect citizen data
- ▶ Gain insights into agency information
- ▶ Track and respond to citizen sentiment
- ▶ Personalized citizen interactions
- ▶ Improve records management and discovery
- ▶ Manage service requests faster, more effectively
- ▶ Give employees tools to improve accessibility

Field Workers

- ▶ Work on tasks from anywhere, any device
- ▶ Faster field response and resolution
- ▶ Share problem resolutions and service tips
- ▶ Track field service performance metrics
- ▶ Oversee Government service projects
- ▶ Manage cases from the field

Detailed Business Use Cases

- ▶ Virtual Town Hall
- ▶ Actionable Insights

Healthcare

Clinician

- ▶ Care team collaboration and performance
- ▶ More secure document and attachment sharing
- ▶ Outpatient discharge efficiency
- ▶ Patient checklists and surveys
- ▶ Mobile electronic health records (EHR) data input and notes to self
- ▶ Telehealth services to reach more patients

CxO

- ▶ Physician, executive engagement
- ▶ Mergers and acquisitions
- ▶ Remote worker integration
- ▶ Self-service analytics on practice performance
- ▶ Healthcare compliance

IT

- ▶ More secure, private and compliant solutions
- ▶ IT cost-effectiveness
- ▶ Health records optimization

Detailed Business Use Cases

- ▶ Telemedicine
- ▶ Care Team Collaboration

Education

Educators

- ▶ Virtual classroom
- ▶ Data-driven learning plans
- ▶ Educator communities
- ▶ Parent-teacher conferences
- ▶ Accessibility in the classroom

Students

- ▶ Flipped classroom
- ▶ Digital notebooks
- ▶ Student-to-student collaboration

Administrators

- ▶ More secure records storage, communications
- ▶ Resource sharing
- ▶ Anywhere, anytime access to school work
- ▶ Alumni relations
- ▶ Virtual administrative meetings

Facilities

- ▶ Real-time maintenance requests and logs
- ▶ Project planning and execution

Detailed Business Use Cases

- ▶ Virtual Classroom
- ▶ Digital Notebooks

Defense

Commanders and Leaders

- ▶ Command through effective virtual meetings
- ▶ Help ensure security when collaborating
- ▶ Improve situational awareness
- ▶ Find experts at HQ, on patrol, or in the field
- ▶ Provide government-grade security

Staff and Analysts

- ▶ Collaborate effectively across teams
- ▶ Share documents and collaborate
- ▶ Share data among Intelligence analysts
- ▶ Automate translation of text-based IM threads

Field Personnel

- ▶ Resolve maintenance issues faster
- ▶ Complete training remotely
- ▶ Provide role-specific content
- ▶ Track asset management

Detailed Business Use Cases (across PSNS)

- ▶ Cross-Agency Collaboration
- ▶ Mobile Workforce

Justice

Court Leadership

- ▶ Run effective internal meetings
- ▶ Enable digital trials
- ▶ Search for information from past cases
- ▶ Enable effective control and oversight

Prosecutors

- ▶ Collaborate effectively on legal briefs
- ▶ Create a digital case file
- ▶ Prepare for trial
- ▶ Simplify trial preparation with a team of experts
- ▶ More secure document sharing and collaboration
- ▶ Help protect trial data
- ▶ Work on cases from anywhere, any device

Court Administration

- ▶ Improve records management and discovery
- ▶ Submit cases to start court process
- ▶ Schedule and manage cases more effectively
- ▶ Access the right information to provide better services

Detailed Business Use Cases (across PSNS)

- ▶ Cross-Agency Collaboration
- ▶ Mobile Workforce

Public Safety (published soon)

Law enforcement

- ▶ Collaboration between and within agencies
- ▶ Predictive policing
- ▶ Citizen participation

Emergency management services

- ▶ Data-driven response plans
- ▶ Unified command operation center
- ▶ Population-wide disaster plan communications
- ▶ Virtual training
- ▶ Public building inspections

Offender management

- ▶ Case management
- ▶ Mobile data access
- ▶ Home monitoring

Detailed Business Use Cases (across PSNS)

- ▶ Cross-Agency Collaboration
- ▶ Mobile Workforce

Microsoft Services Offerings

How Microsoft Services can help

Go mobile with Office 365

Align content management and productivity strategies with your business

▶ Microsoft Services

Create, share, and collaborate anywhere, anytime with a new range of **client devices and cloud technologies**.

www.microsoft.com/services

Microsoft Services can engage with you to drive:

Deployment, adoption and use of Office 365 and the underlying applications.

A **content management strategy and implementation** designed for mobility, efficiency, and security.

Plans for **future mobile growth and flexibility**.

Share data and insights from anywhere

Serve up the right data, at the right time, to allow informed decision making

▶ Microsoft
Services
Connect the data inside
as well as outside your
business for a
compelling, integrated
view of your customer,
from social sentiment,
to your call center, to
your existing marketing
data

www.microsoft.com/services

Microsoft Services can
engage with you to

Improve decision making and spark new innovations to drive business success in an increasingly competitive marketplace

Gain complete, real-time visibility into your customers

Differentiate and gain competitive advantage by targeting the right customers with the right products and promotions

Drive deployment, adoption and use of Office 365 and the underlying applications

Put social to work

Delivering real business value with Enterprise Social

▶ Microsoft Services

Transform your business by enabling the collective knowledge of your workforce, engaging with customers and partners in new ways, and using your business insights as a competitive advantage to drive your business forward.

www.microsoft.com/services

Microsoft Services can engage with you to:

Create and follow through on a **social strategy that aligns your business objectives** and technology capabilities.

Integrate social experience across familiar productivity **apps and systems your workers use every day**.

Help **people adapt to new ways of working** in an organization where everyone contributes to your business success.

Drive deployment, adoption and use of Office 365 and the underlying applications.