



TELE DISCUSSION GUIDE:

Talking to Partners About Delivering Microsoft Office 365 with Citrix

Grow your business, differentiate, and increase revenue with new Citrix-powered Office 365 opportunities.

ASK:

Have you thought how you thought about adding Office 365 to your portfolio?

Are you familiar with the limitations of Office 365 online apps?



Want to MAKE MONEY

offering an uncompromised, **FULLY MOBILE Office 365** experience?

By delivering Office 365 using Citrix, you can provide a premium Office 365 solution without compromises.

TALK ABOUT:



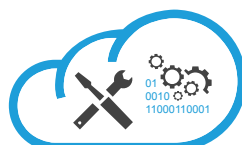
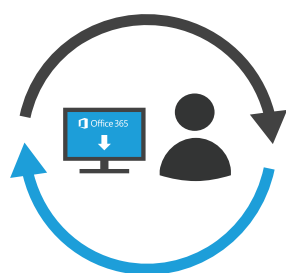
Customers love Office 365, but it has limitations.

- Online mode is traditionally the only option for mobile
- Users need the full Office version to use macros, templates, and plug-ins
- Full Office versions require maintenance to install, update, and support

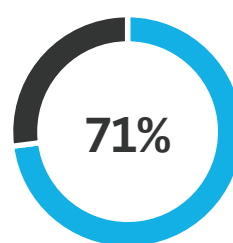
The better option?

Use Citrix to deliver Office 365.

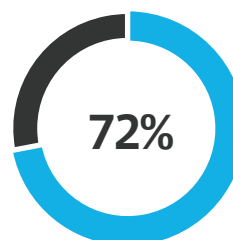
- Any-device access to full versions of all Office apps
- Support templates, macros, customizations, and app integrations
- Centrally manage a single instance of Office for all customers



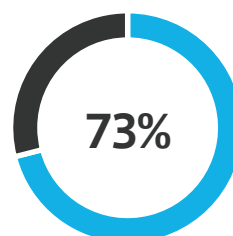
Office 365 is aligned with your target market.



71% of SMBs believe that mobile apps will replace traditional solutions



72% of Office 365 customers are < 249 users



73% of Citrix Service Provider partners target customers that are < 100 users

CITRIX



Microsoft

Office 365 with Citrix

CUSTOMER BENEFITS	KEY CONCEPTS
Unified experience	<ul style="list-style-type: none">A consistent experience with full versions of Office apps on every device, including mobile.
Zero compromises	<ul style="list-style-type: none">Support for all Office use cases, including templates, macros, customizations, and app integrations.
Cloud economics	<ul style="list-style-type: none">Enjoy the full Office experience with the same pay-as-you-go Office 365 licensing model.
Access to everything	<ul style="list-style-type: none">Get any-device access to all Office apps, including Microsoft Visio and Microsoft Project.
Always updated	<ul style="list-style-type: none">The service provider secures, patches, and updates Office in the cloud, not the customer.
Enhanced security	<ul style="list-style-type: none">Data is centrally and securely stored in the service providers cloud, not on local devices.

Turn-Key Marketing Assets

Use these ready-to-go materials to help you sell and market your Office 365 with Citrix solutions:

- A telesales guide for calling your customers to talk about Office 365 with Citrix.
- A sales presentation for talking to your customers about Office 365 with Citrix.
- A go-to-market kit including an email, landing page, and banner ads.



NEXT STEPS:

- Schedule a follow-up call to discuss the Office 365 with Citrix business opportunity in more detail.
- Tell the partner about the turn-key marketing assets to create their own Office 365 with Citrix campaigns.
- Encourage the partner to read more about [Office 365 with Citrix](#).