

## THE BENEFITS OF MICROSOFT 365

Microsoft 365 is the world's leading office productivity suite. It offers powerful applications to help businesses with their day-to-day operations, as well as a range of services that encourage collaboration and make communicating easy.









Even more importantly, Microsoft makes it easier than ever for businesses to adopt these powerful capabilities by offering several Microsoft 365 Business packages to choose from, and monthly per-user costs that are more manageable than making large software purchases every few years.

This is just the tip of the iceberg, however. Microsoft 365's benefits go far deeper, and this is what we will explore in this document.

## The fundamentals

Before we get going, let's outline the core of what Microsoft 365 offers:

 Business email with shared calendars that support custom domains	 Tools that facilitate clear, easy communication across the organisation, like online videoconferencing functions and instant messaging
 An allocation of cloud-based online storage per user, and shared space for collaboration	 Intuitive management of all users, security, and services from a centralised dashboard
 Applications to create and collaborate on documents, spreadsheets, and presentations	 Web-based and desktop apps that work on any device

While other tech companies offer a similar range of software and services aimed at business users, Microsoft 365 offers the broadest set of features and incredible ease of use refinements thanks to more than 25 years of research and development by some of the tech industry's top minds.



## Mobility

First up, we have the freedom to move around that Microsoft 365 grants users.

That's because Microsoft 365's applications and services have been designed from the ground up to run on a wide range of devices, from smartphones to tablets to desktop PCs to notebooks.

And because Microsoft 365 includes cloud storage via OneDrive, files are always available no matter if workers are at the office, at home, or on the road. As a result, people can literally work from anywhere.

Whether they're on their smartphone at a restaurant or at an airport with their notebooks, they can easily work on their

documents, collaborate with colleagues using fully featured versions of their Office applications. They can even make business calls with Teams.

The flexibility this provides is unprecedented, allowing staff to build a work/life balance that suits them, while delivering superb customer service at the same time.

Similar capabilities are available from other tech companies, but those other offerings are nowhere near as tightly integrated together as Microsoft 365's applications and services are.

## Accessibility

Microsoft's Office applications are available both as web-based applications and click-to-run desktop packages, and offer a familiar, highly streamlined interface that business users know and love.

And no matter whether staff are working with the web versions or the desktop versions of

those apps, the capabilities of each are exactly the same. The only requirement to use web apps is an internet connection and a device to access them on.

## Collaboration

Being able to collaborate and communicate effectively across your organisation is a key focus of Microsoft 365 and one of its biggest benefits.





Through Teams, staff can talk to one another, send instant messages, store and share files for projects, create and attend video meetings, and even make phone calls to cell phones and landline numbers - all from a single application.

Teams also enables the sharing of Office documents which staff can work on simultaneously and see each other's changes happening in real-time.

Some competing office productivity suites offer real-time collaborating too, but it's done inside web browsers as opposed to inside the application that's also being used to communicate. Microsoft 365's approach is much better.

## Excellent Email

Microsoft 365 offers the most generous email storage allocation on the market today. Through Exchange Online, an integral component of Microsoft 365, businesses get:

	Custom domain hosting (so you can send emails from you@mycompany.com)
	50GB of storage space per inbox
	Unlimited storage space for archiving
	The ability to send 150MB emails



Competing services limit their inbox sizes to 30GB or less, don't throw in unlimited archiving storage, and limit the size of emails that can be sent to 50MB or less.

## Potent PowerApps

A major differentiator in the Microsoft 365 line-up of applications and services is the inclusion of PowerApps. Microsoft positions PowerApps as 'a suite of apps, services, connectors, and data platform that provides a rapid application development application to build custom apps for your business needs'.

PowerApps can draw on external data sources, interact with data and metadata, apply business logic, create custom connectors, and more.

The beauty of PowerApps is that they do not require knowledge of how to write code to build useful business applications - the process of creating apps this way is more like building a slide deck in PowerPoint.

The applications built with PowerApps can run on mobile devices and inside browsers, making deployment incredibly fast and easy.

PowerApps are included with all Microsoft 365 packages from Microsoft 365 Business Standard and up.

No other productivity suite on the market offers anything like PowerApps.



## The benefits of a business partner

Microsoft 365 is available in a variety of ways, the smartest of which is via a business partner that specialises in the cloud.

A partner supplies the software and licensing you need, and can help you to plan, implement, and manage your Microsoft 365 resources and licensing needs.

This means your support is local and always within reach. And when it comes to steering and driving your IT strategy, integrating Microsoft 365 with your line of business systems or customising PowerApps to your business's needs, having a business partner you trust is invaluable.

## Interested? Speak to us!

Microsoft 365 is the future of business productivity and collaboration software, offering a full range of features, applications, and services to keep businesses in top form.

If you're interested in getting a partner that can help you with your Microsoft 365 needs, please get in touch with us today.