

## 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.

More importantly for established businesses is just how powerful and feature-rich Microsoft 365 is, and how easily it can meet security, productivity, and mobility needs today and into the future.

## 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

Important for any established organisation, Microsoft 365 leverages Microsoft's extensive cybersecurity expertise to keep your business data safe and provides all the tools you need to manage your people, security, and devices from a single pane of glass.

This makes it more than just a productivity suite and delivers business value beyond simply facilitating your day-to-day operations.

While other tech companies offer a similar range of software and services aimed at business users, Microsoft 365 offers the broadest set of features that are there when you need them.



## Microsoft's Power Platform

A major differentiator in the Microsoft 365 line-up of applications and services is the inclusion of a powerful set of business tools Microsoft refers to as its "Power Platform".

Among the most important features of the Power Platform is Microsoft's 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 ability to swiftly build useful business-focused applications can be a huge differentiator when it comes to the products and services businesses can offer clients.

No other productivity suite on the market offers anything like PowerApps, which elevates Microsoft 365 head and shoulders above its competitors.

## Power BI

Data is the lifeblood of any successful organisation, and in 2021, there is a lot of it.

Today, most organisations generate petabytes of data, all of which needs to be understood in context in order to use it effectively.

This is where Microsoft Power BI comes in: it's a business information platform that helps decision-makers connect to their data no matter where it is and visualise it in ways that offer insights and help them make better decisions.

Through Power BI, users can connect to, model, and visualise their data and extract useful, accurate reports from it. They're even able to use AI to answer questions asked in a conversational fashion.

In other words, Power BI acts as the bridge between raw business data and the insights and decisions that are needed to drive the business forward.

## Microsoft Power Automate (previously called Flow)

Processes and workflows drive business results, but they can be tedious and labour-intensive. Automating them cuts down on the time it takes tasks to complete, boosts productivity, and frees up resources to focus on more important things.




This is what Microsoft Power Automate does: it's an automation platform from Microsoft

that is part of the company's Power Platform.

Power Automate integrates with a wide range of business software and platforms – including legacy platforms that don't have their own API – allowing organisations to automate many functions that previously required manual intervention.

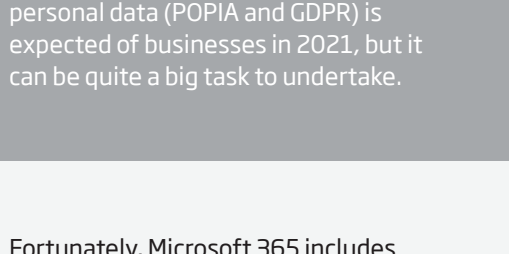
## Excellent Email

Protecting sensitive business and user data is an ongoing concern inside organisations of all sizes, no matter how long they have been operating.

 Microsoft 365 comes with advanced security capabilities to help organisations do exactly that.
 The Microsoft 365 Security Center gives IT staff access to a powerful set of protection, detection, investigation, and response capabilities from a central portal.
 They can immediately see what the overall security situation is when it comes to device, data, and user data security, and respond accordingly.

## Compliance

Compliance with industry standards around privacy and ethical treatment of personal data (POPIA and GDPR) is expected of businesses in 2021, but it can be quite a big task to undertake.



Fortunately, Microsoft 365 includes compliance with the laws of over 140 countries, and simply needs to be activated when rolling out Microsoft 365.

Through the Microsoft 365 Compliance Center portal, companies can see their overall

compliance score, get recommendations on how to improve, and adjust where necessary.

Rolling out Microsoft 365 across the business is therefore one of the smartest ways to meet your compliance goals.

## Mobility

Working from home has become the norm for all businesses that can accommodate it since the COVID-19 pandemic began, and it looks like it's here to stay. When it comes to working from anywhere, Microsoft knows just how vital it is that their software works on any device.

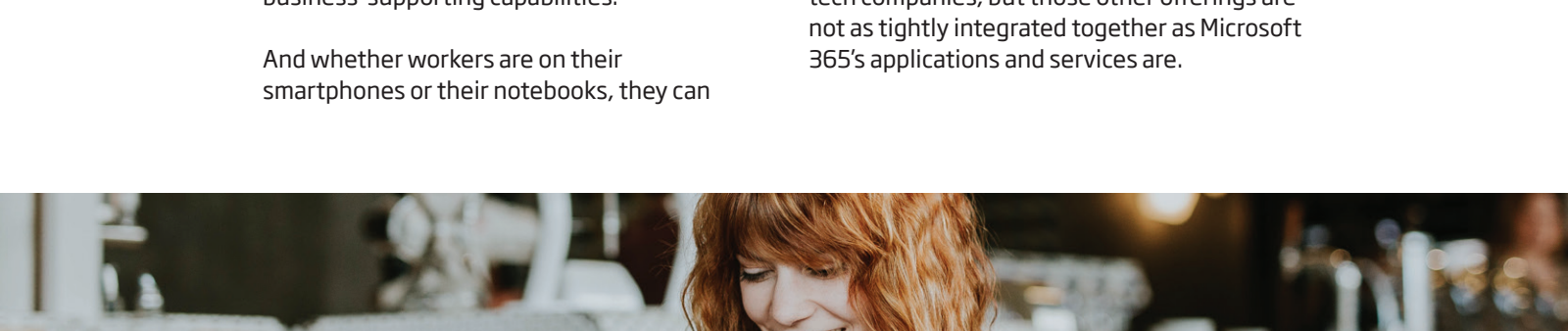
This is why Microsoft 365's applications run on a wide range of devices, from smartphones to tablets to desktop PCs to notebooks, using the power of the cloud to deliver business-supporting capabilities.

And whether workers are on their smartphones or their notebooks, they can

easily access their documents via OneDrive and collaborate with colleagues using fully featured versions of their Office applications. They can even make and take business calls with the Teams app.

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 not as tightly integrated together as Microsoft 365's applications and services are.



## The benefits of a partner

Many organisations across the globe already use Microsoft 365, having procured their licensing in a variety of ways – most commonly by linking their credit card directly to Microsoft, or by buying boxed products. The smartest way, however, is via a dedicated business partner.

A partner supplies the software and licensing you need but differentiates by also supplying a partner that 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, security and services to keep businesses in top form.

If you're interested in talking to a dedicated business partner for your Microsoft 365 needs, please get in touch with us today and we can show you how we can help your business thrive and grow.