

GETTING THE BEST DOESN'T MEAN SPENDING THE MOST

Giving your medium-sized business the best when it comes to productivity software doesn't mean you have to go bankrupt in the process.



While a freemium software suite might seem appealing at first, you have to *consider the total cost of ownership* in terms of time lost or wasted training new staff and the lack of productivity due to a poor user experience and weak integration, among other things.

Microsoft 365 has long been the world's chosen productivity software. Users of all ages are familiar with Microsoft's range of office programs, from Word to PowerPoint. Most recently people across the globe have been turning to the latest addition to Microsoft's line-up, Teams, to assist in remote working as traditional workspaces are reshaped as a consequence of the pandemic.

Don't have Microsoft 365 yet? See how it *benefits businesses interested in supercharging their growth*.



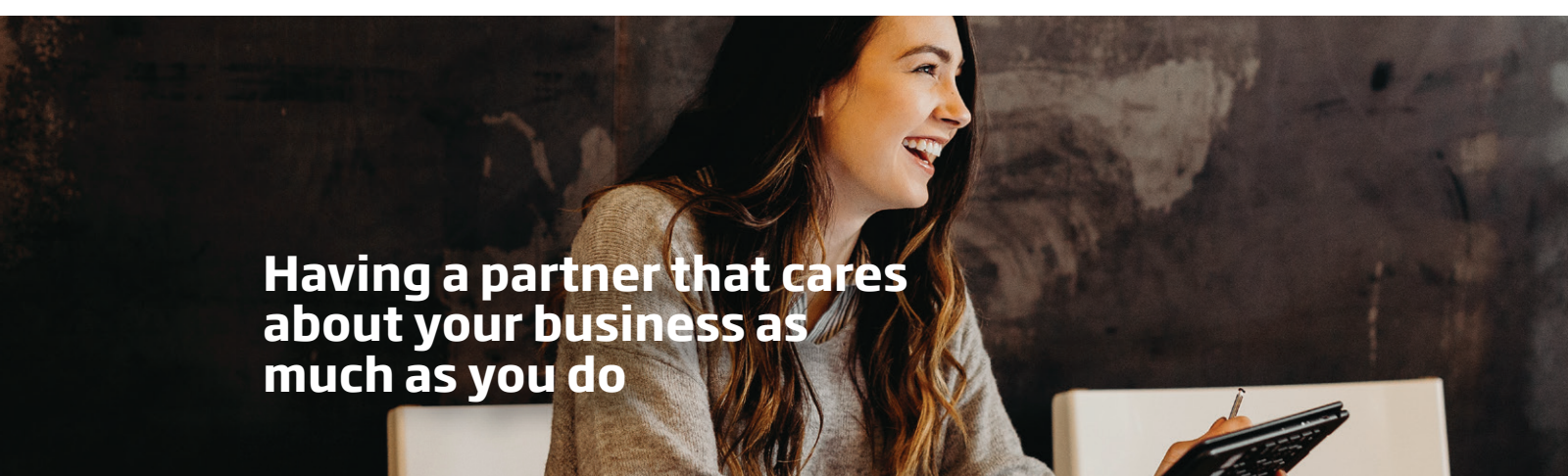
How you buy your software makes a difference too

The recent forced digital migration brought on by the COVID-19 pandemic, has forced mid-sized businesses to reassess how they function on a day-to-day basis. Part of this means reevaluating how productivity software is purchased. Buying boxed products is not only impractical, but it means that software quickly becomes outdated. Whereas with a dedicated business partner, this is not even a consideration, as software is always automatically updated.

According to a BDO study, 32% of mid-sized businesses still haven't formulated a clear

cloud policy. This is because 74% still haven't hired cloud expertise to assist with their digital transformation, partly because they think it's expensive, but mostly because they also believe it's too complicated and what they have right now is fine.

We're here to tell you that a move to the cloud by adopting Microsoft 365 is neither complicated nor expensive. More importantly, when you go the partnered route it can end up saving you money over more traditional methods of software acquisition.



Having a partner that cares about your business as much as you do

Using the services of a dedicated business partner can afford your business all the benefits of the cloud, coupled with the power of Microsoft 365, at no additional cost. In fact, in many regards having a partner can reduce certain overheads, especially when it comes to your IT budget.

A partner can leverage their experience in navigating the cloud for your benefit by putting together a cloud strategy that's ideal for your sized business. They can also alleviate the load on your IT team by providing services such as licence provisioning, setting up your users, configuring security, and providing

support for your Microsoft 365 products.

Local IT support can't be undervalued in a mid-sized business. Along with reducing the burden (and cost) to your IT team, buying your Microsoft 365 through a partner means that billing becomes predictable, as you'll only pay for what you use.

At the same time, since Microsoft constantly keeps itself updated, your productivity software is always current when it comes to the latest security patches and feature updates.

Making your business lean

The flexibility of the cloud is one of its key features, both when it comes to cost savings and usability. A mid-sized business leaves a bit more hiding place for software or licences that aren't being used, which can also lead to additional expenses and non-compliance with regulatory requirements.

With a dedicated partner, your Microsoft 365 licences can be provisioned or removed as necessary, which means your cloud spending

is consistently kept in line with business requirements. This flexibility and scalability mean that there's no wasted expenditure, and you can scale up or down as your business changes.

A commissioned study by *Forrester* showed that a composite company made up of 5000 workers reduced Microsoft licencing costs by 30% when making the move to Microsoft 365.

Productivity means profit

Providing your business with the right tools can see productivity increase across the company. Besides Word, Excel and PowerPoint, Microsoft 365 programs interact and integrate with each other to allow a company to work seamlessly across projects.

Teams is a cloud-based collaboration tool that acts as the ideal digital boardroom in a world of remote working. It allows your staff to plan schedules and daily tasks, share and collaborate on documents and files which can be accessed through a company-wide OneDrive, host team video calls and more.

OneDrive offers 1TB of cloud-based storage

that syncs smoothly with SharePoint and Teams, to ensure a single version of the truth across company projects. Projects can be simultaneously and securely shared with outside parties, too.

Besides the above, there are plenty of Microsoft Office 365 features that can help your business boost productivity while staying lean. With a partner guiding you, you can learn how best to use them specifically for your company's unique needs and challenges, across all applications from Microsoft Exchange for email, Teams for collaboration and OneDrive for company-wide cloud-based storage.

It's time to talk

When you want your business to continue to grow and improve, it can help to have a partner by your side, especially when times are tough.

To find the partnership that suits your business needs best, get in touch with Tarsus On Demand so we can help you on your cloud journey.