

# COMPETITIVE ANALYSIS

An analysis of Microsoft's business-focused marketing content for Office 365 in the context of other subscription software services.



# PURPOSE

As we focus on transitioning from a perpetual licensing model to a subscription model for Microsoft Office, it is important for us to look at competitors who are using a similar business model in order to understand how they are marketing their subscription software online.

By comparing our online marketing content for Office 365 with our competitors' content, we can understand what our competitors perceive to be important to potential business customers. This will give us a better understanding of where our content is succeeding, and where we may need to make adjustments.

# ATTRIBUTES

This report will focus on three attributes of business-focused marketing content where we found opportunities to improve the content for Office 365.

- ▶ **Funnel:** The method by which a potential customer is guided to appropriate content.
- ▶ **Purchasing Information:** The pricing and purchasing options for business customers
- ▶ **Content Mobility :** The content's availability and usefulness when accessed from a variety of devices.

# FOCUS — CONTENT DIRECTED AT SMB AND ENTERPRISE CUSTOMERS.

As previously mentioned, we focused primarily on analyzing the online marketing content for Office 365 directed specifically at small and medium-sized businesses (SMBs) and large enterprises.

Future analyses may be needed for content directed at other audiences. However, our current focus on business customers allows us to narrow in on approaches for reaching our most lucrative potential customers.

# CONTENT ANALYZED

**Office 365 Business Content** – <http://office.microsoft.com/en-us/business/>

## **Competitors' Business Content:**

- ▶ Google Apps (<http://www.google.com/enterprise/apps/business/>) – Google Apps is a cloud-based system with web and native applications on Mac, Windows, iOS, and Android platforms. Its offerings include email, instant messaging, calendars, file storage, and document creation/collaboration. Google Apps is probably the most direct competitor to Office 365 in the cloud-based business application space.
- ▶ Evernote (<https://evernote.com/business/>) – Evernote is a cloud-based note taking application with web and native apps available on Mac, Windows, iOS, and Android platforms. Its business offering allows users to create, collaborate, and present thoughts and ideas through note taking, document sharing, images, audio, et cetera. Evernote is a small but growing competitor in this space.

**ATTRIBUTE 1**

Funnel



# FUNNEL

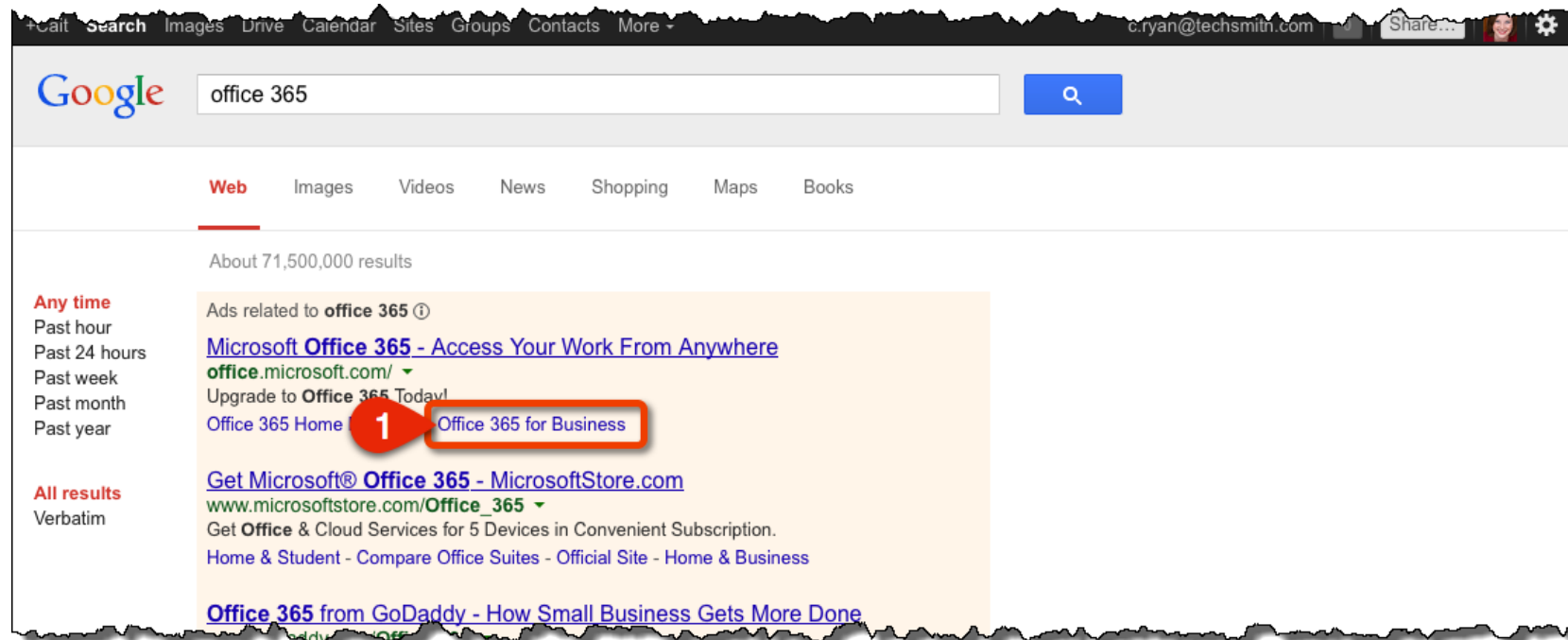
**Definition:** For this report, “Funnel” refers to the method by which a potential customer is guided to the business-specific content.

**Purpose:** This attribute is important because content can only be successful if the appropriate audiences can easily find and access that content.

# OFFICE 365 — FUNNEL

## Strengths

- ▶ Office 365 for Business content is one of the promoted results in Google, Yahoo, Bing, and other search engines. Allowing customers to skip the main landing page and get directly to the appropriate content increases the chances for success. (1)





# OFFICE 365 – FUNNEL (CONT.)

## Strengths (cont.)

- ▶ The [main landing page](#) for Office 365 draws primary attention to the separate funnels for individual and business customers. This allows customers to quickly self-identify for appropriate content. (2)
- ▶ The main landing page offers a second opportunity for navigating to the business-focused content at the bottom of the page. This increases the chances for success in getting the customer to the right content. (3)



# OFFICE 365 — FUNNEL (CONT.)

## Strengths (cont.)

- The Office 365 for Business offers separate content funnels for SMB (4) and Enterprise (5) customers to address the differing needs of these audiences.

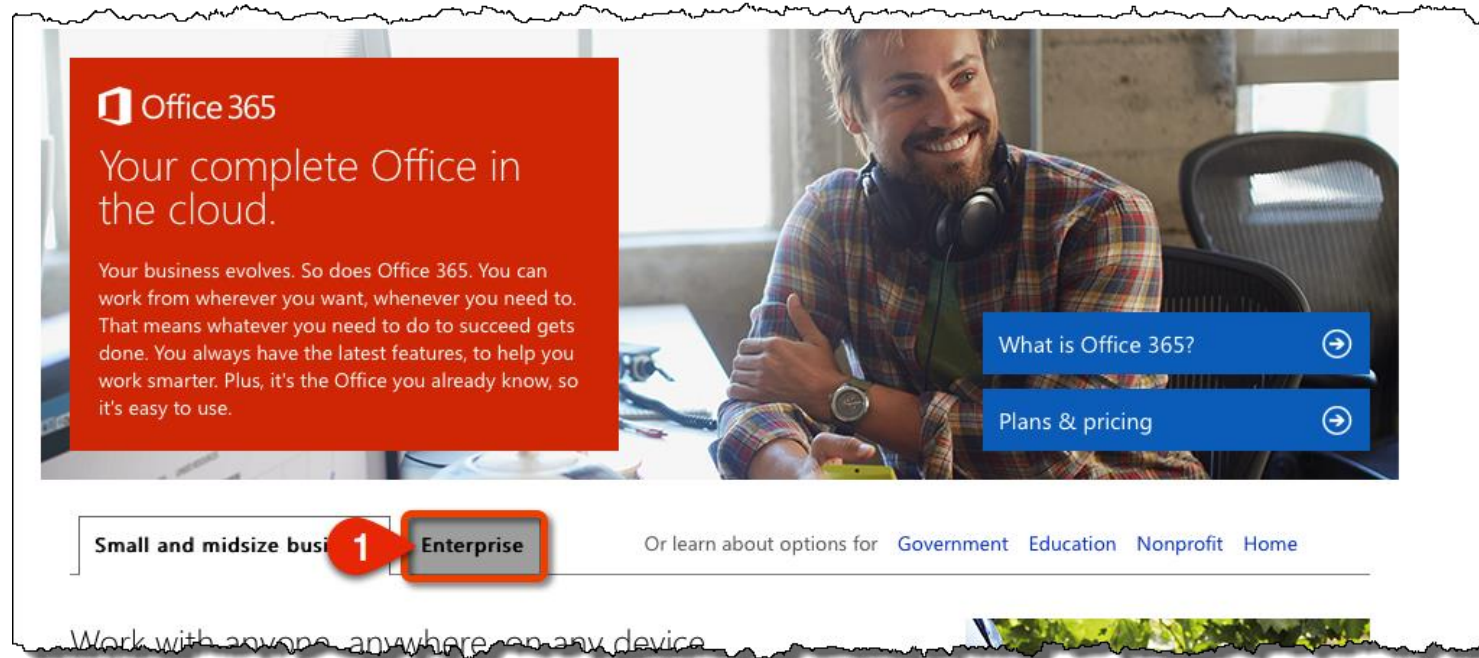
The screenshot displays the 'Why Office 365 for business?' page. It features a navigation menu on the left with items like 'What is Office 365?', 'Office in the cloud', 'Business-class email', 'Online conferencing', 'File sharing', 'Website', 'Office Web Apps', and 'Security and trust'. The main content area is divided into four columns: 'Why Office 365?', 'Plans', and 'Resources'. The 'Why Office 365?' column is further divided into two sections: 'For small and midsize businesses' (labeled with a red '4') and 'For enterprise businesses' (labeled with a red '5'). The 'For small and midsize businesses' section lists 'Mobility', 'Familiar tools', 'Collaboration', and 'ROI'. The 'For enterprise businesses' section lists 'Devices/mobility', 'Cloud', 'IT control', and 'Compliance'. The 'Plans' column lists 'For small and midsize business', 'For enterprise', 'For government', 'For education', 'For nonprofits', and 'For home'. The 'Resources' column lists 'Customer stories', 'Blog', 'FAQ', and 'Support options'. A 'Request a call' button is visible in the top right corner.

What is Office 365?	Why Office 365?	Plans	Resources
<a href="#">Office in the cloud</a>	<b>4</b> For small and midsize businesses	<a href="#">For small and midsize business</a>	<a href="#">Customer stories</a>
<a href="#">Business-class email</a>	Mobility	<a href="#">For enterprise</a>	<a href="#">Blog</a>
<a href="#">Online conferencing</a>	Familiar tools	<a href="#">For government</a>	<a href="#">FAQ</a>
<a href="#">File sharing</a>	Collaboration	<a href="#">For education</a>	<a href="#">Support options</a>
<a href="#">Website</a>	ROI	<a href="#">For nonprofits</a>	
<a href="#">Office Web Apps</a>	<b>5</b> For enterprise businesses	<a href="#">For home</a>	
<a href="#">Security and trust</a>	Devices/mobility		
	Cloud		
	IT control		
	Compliance		

# OFFICE 365 — FUNNEL (CONT.)

## Weaknesses

- ▶ The funnel is less clear for enterprise-level business customers. In order to access the Enterprise content, customers must find the relatively small “Enterprise” tab after navigating to the business content. (1)



# OFFICE 365 — FUNNEL (CONT.)

## Weaknesses (cont.)

- ▶ Enterprise customers have to re-identify themselves once they move from the value proposition content to pricing. (2)

The screenshot shows the Office 365 pricing page. At the top, there is a navigation bar with 'Explore Office 365' and a dropdown menu. The main heading is 'Compare Office 365 for business plans', with a 'Request a call' button on the right. Below the heading, there is a navigation menu with three options: 'Small and midsize bus', 'Enterprise', and 'Compare all plans'. The 'Enterprise' option is highlighted with a red box, and a red callout bubble with the number '2' points to it. Below the navigation menu, there are three pricing cards for Office 365 plans:

Office 365 Small Business	Office 365 Small Business Premium	Office 365 Midsize Business
\$5.00 user/month billed annually \$60.00	\$12.50 user/month billed annually \$150.00	\$15.00 user/month annual commitment
Buy now →	Buy now →	Buy now →
For up to 25 users	For up to 25 users	For up to 300 users

# EVERNOTE — FUNNEL

## Strengths

- ▶ The main landing page for [www.evernote.com](http://www.evernote.com) offers three opportunities for navigating to the business-focused content in the page's header (1), body content (2), and footer (3). The header and footer remain consistent across the website so that the content is always accessible with the click of one link.

The screenshot shows the Evernote website landing page with three numbered callouts highlighting navigation opportunities for business-focused content:

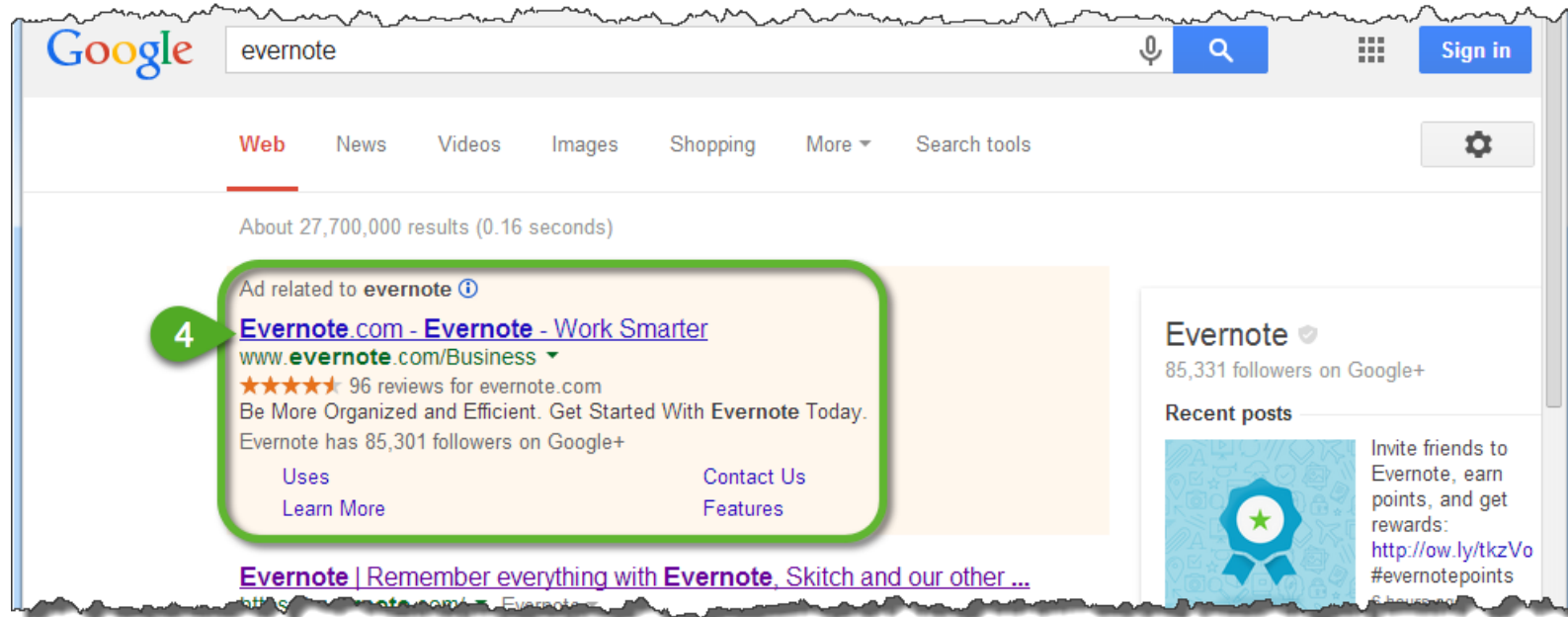
- 1**: The header navigation menu, specifically the **BUSINESS** link.
- 2**: A promotional banner for the **Evernote Business** program, featuring the text "The new Evernote Business. Your team. Smarter." and a "LEARN MORE" button.
- 3**: The footer navigation menu, specifically the **Evernote Business** link under the "GET MORE" section.

The page also features a navigation menu with links for **PROD**, **MARKET**, and **BLOGS**, along with **Go Premium** and **Sign In** options. The main content area includes a section for "The Evernote Market" with a "SHOP NOW" button, and an "Evernote Referral Program" with a "GET STARTED" button. The footer includes sections for **PRODUCTS**, **GET MORE**, **SUPPORT**, and **FOLLOW**, along with a **DOWNLOAD EVERNOTE** button and a **REFER A FRIEND** button.

# EVERNOTE — FUNNEL (CONT.)

## Strengths (cont.)

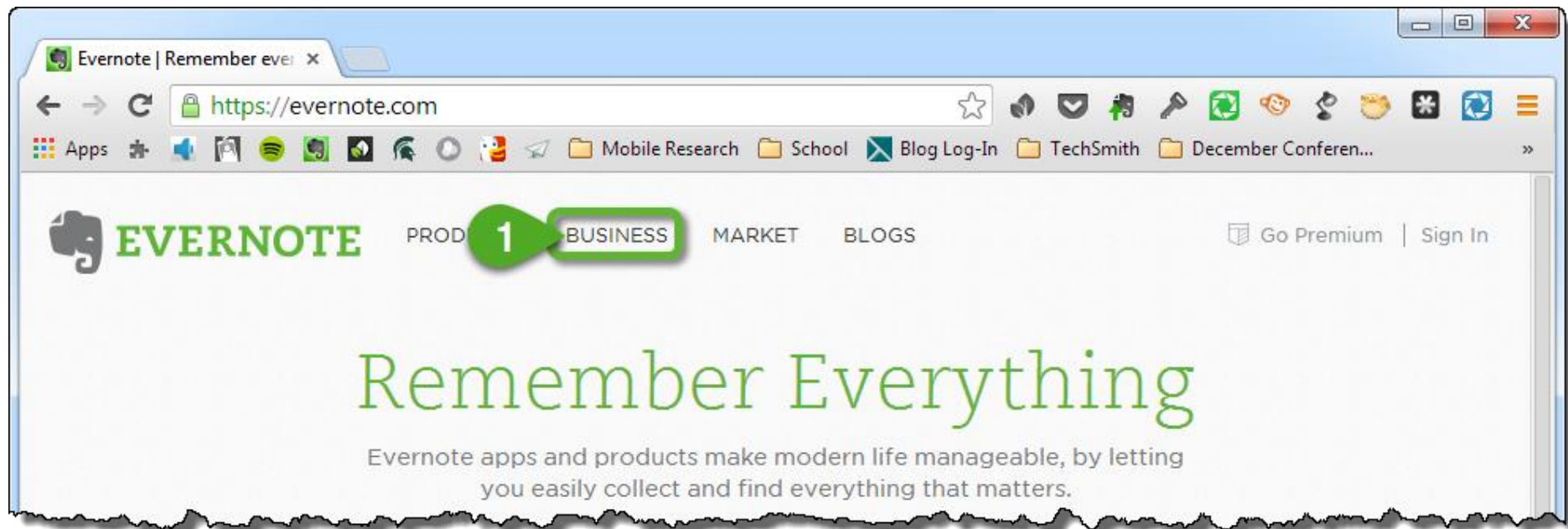
- ▶ Evernote's business content is the main promoted link for Google searches (4)



# EVERNOTE — FUNNEL (CONT.)

## Weaknesses

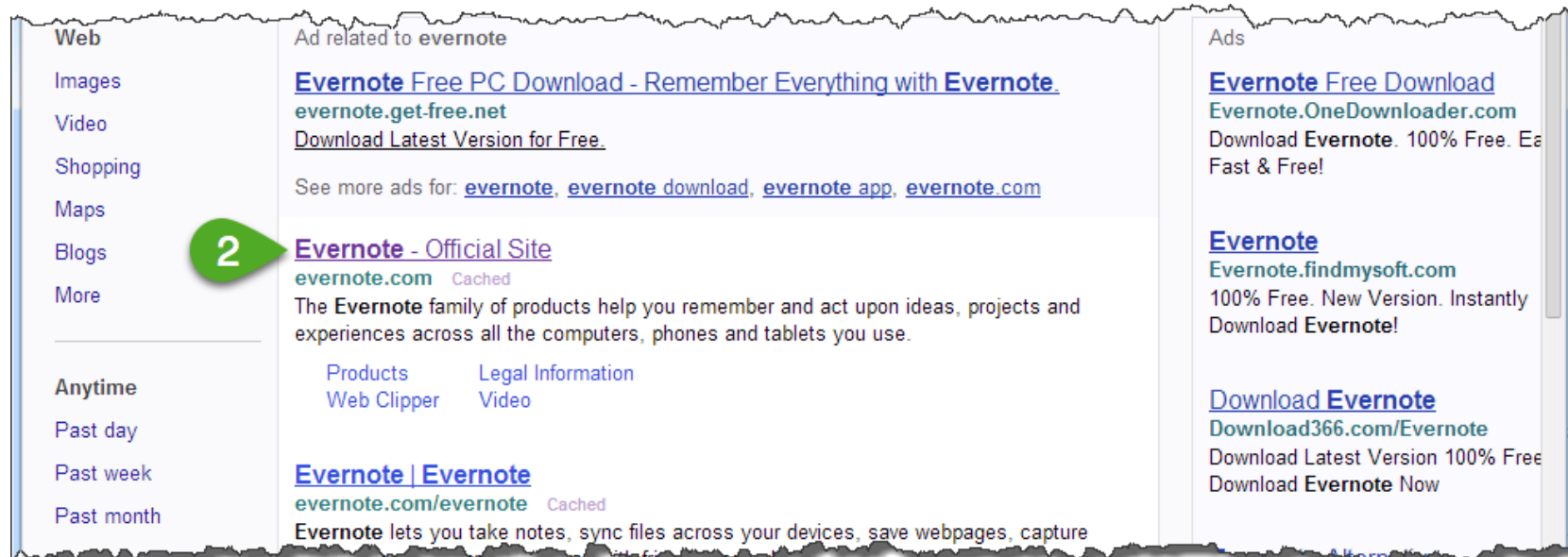
- ▶ The links in the header and footer are small and dark. While the dark color contrasts with the white background, it doesn't draw attention. This makes the links less noticeable than some of the surrounding content, and could keep potential customers from clicking them. (1)



# EVERNOTE — FUNNEL (CONT.)

## Weaknesses

- ▶ The business related content is not one of the promoted search results for major search engines other than Google. The business related content also does not appear on the first page of unpaid search results for any of the main search engines. Potential customers essentially have to go to the main site before accessing business-focused content. (2)





# EVERNOTE — FUNNEL (CONT.)

## Weaknesses

- ▶ The content does not acknowledge the different concerns of SMB and Enterprise customers. All content on the site addresses businesses as a single audience. (3)

The screenshot displays the Evernote Business website with a clear marketing funnel. At the top, the navigation bar includes 'EVERNOTE', 'PRODUCTS', 'BUSINESS', 'MARKET', 'BLOGS', and utility links for 'Go Premium', 'Sign In', and 'Sign Up'. Below the navigation is a secondary menu with 'Overview', 'Features', 'Uses', 'Partners', 'Learn', and 'Contact Us'. The main hero section features a large image of a meeting with the headline 'YOUR COMPANY, ONLY SMARTER' and a price point of '\$10.00/USER/MONTH'. A prominent 'SIGN UP' button is accompanied by an email input field. A play button icon indicates a video introduction. Below the hero section, two columns of content are presented: 'YOUR KNOWLEDGE MAKES EVERYONE SMARTER' with a diagram of knowledge sharing and a 'CONTACT US' button, and 'HAVE QUESTIONS?' with a 'CONTACT SALES' button. The 'POWERFUL FEATURES FOR YOUR BUSINESS' section lists four key benefits: centralizing knowledge, team discovery, knowledge search, and business administration. A 'VIEW ALL FEATURES >' link is provided. A secondary sign-up section repeats the '\$10.00/USER/MONTH' offer and 'SIGN UP' button. Below this, three call-to-action buttons are shown: 'Have questions? CONTACT SALES >', 'Learn from an expert JOIN US FOR A LIVE DEMO >', and 'Evernote Business for Salesforce LEARN MORE >'. The footer is organized into columns for 'PRODUCTS', 'GET MORE', 'SUPPORT', 'FOLLOW', and 'COMMUNITY', along with social media links and a 'DOWNLOAD EVERNOTE' button. Copyright and legal information are at the bottom.

# GOOGLE APPS — FUNNEL

## Strengths

- ▶ The Google Apps for Business content is directly accessible through searches from the main search engines through both paid ads (1) and the most highly indexed unpaid links (2).

The screenshot shows a Google search for "google apps". The search bar contains "google apps" and the search button is visible. Below the search bar, the navigation tabs include "Web", "Images", "Videos", "News", "Shopping", "Maps", and "Books". The search results show "About 1,510,000,000 results". On the left side, there are filters for "Any time" (Past hour, Past 24 hours, Past week, Past month, Past year) and "All results" (Verbatim). Two results are highlighted with blue callouts:

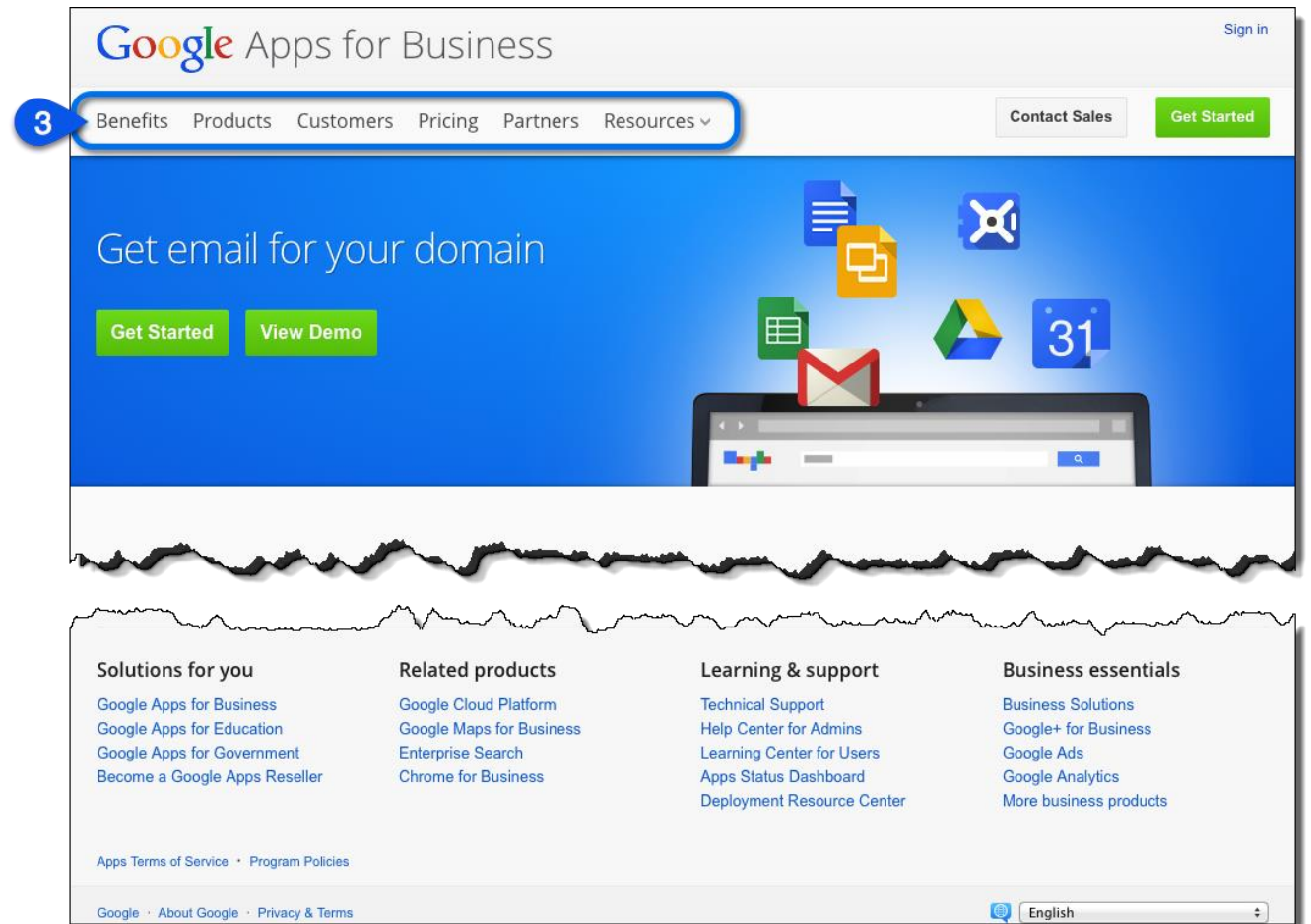
- 1** Ad related to **google apps** ⓘ  
**google.com - Google Apps for Business**  
[www.google.com/apps/business](http://www.google.com/apps/business) ▼  
Get custom email including calendar, docs & more. Free trial!  
Google Enterprise has 1,314,749 followers on Google+  
Features and Pricing Attend a Webinar  
Start a Free Trial
- 2** **Google Apps for Business | United States**  
[www.google.com/enterprise/apps/business/](http://www.google.com/enterprise/apps/business/) ▼  
Join the 5 million businesses using **Google Apps**. **Google Apps** is a cloud-based productivity suite that helps you and your team connect and get work done from ...  
Products - Pricing - Benefits - Customers

Below the second result, the text "Google Apps for Education" is partially visible.

# GOOGLE APPS — FUNNEL (CONT.)

## Strengths (cont.)

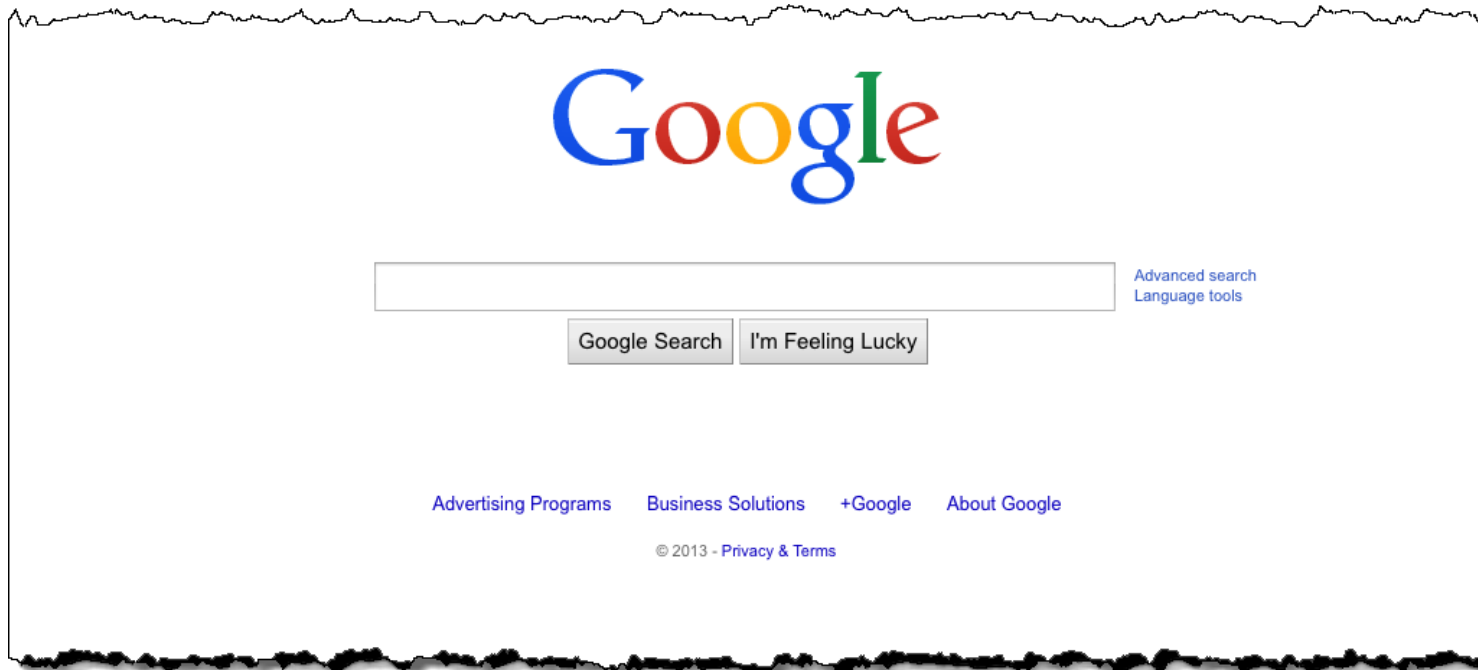
- ▶ The Google Apps for Business content is almost self-contained. Once potential customers arrive there, it is difficult to accidentally navigate to non-relevant content. Navigation to content for other audiences is available only at the very bottom of the page. (3)



# GOOGLE APPS — FUNNEL (CONT.)

## Weaknesses

- ▶ There is no easy way to get to the Google Apps for Business content from Google's main website without conducting a search. This is because Google is still primarily a search engine, but it does make the content slightly less accessible. (1)



# GOOGLE APPS — FUNNEL (CONT.)

## Weaknesses (cont.)

- ▶ The content does not acknowledge the different concerns of SMB and Enterprise customers. All content on the site addresses businesses as a single audience. (2)

The screenshot shows the Google Apps for Business website. At the top, there's a navigation bar with links for Benefits, Products, Customers, Pricing, Partners, and Resources, along with a 'Contact Sales' button and a 'Get Started' button. The main header features the text 'Get email for your domain' with 'Get Started' and 'View Demo' buttons. Below this, a banner states 'Join the 5 million businesses using Google Apps' and provides a brief description of the suite. The central section, 'Apps to fit your business', lists Gmail, Calendar, Drive, Docs, Sheets, and Slides, each with a brief description and a 'Learn more' link. A 'Get Started' button is positioned at the bottom of this section. The footer contains social sharing options, a search bar, and a grid of links for 'Solutions for you', 'Related products', 'Learning & support', and 'Business essentials'. The language is set to English.

# CONCLUSIONS

- ▶ The Office 365 pages excel in acknowledge the differences between SMB and Enterprise customers and offering fitting content for these two distinct audiences. However, the content navigation is currently putting an additional burden on customers to ensure that they stay in the right content for their type of business. If the navigation issue is fixed, the audience-specific content could be a distinct advantage for Office 365.
- ▶ Office 365 is easily accessible through the major search engines, though this is also true of the competitors' sites to varying degrees.
- ▶ The Office 365 for Business content is well-connected to other areas of the Microsoft website. This is a stark contrast to the highly isolated content for Google Apps for Business. It would be a good idea to structure the Office 365 content in such a way that once the customer gets to the right content, it's difficult to accidentally leave it.

# ATTRIBUTE 2

Purchasing Information



# PURCHASING INFORMATION

**Definition:** For this report, “purchasing information” refers specifically to the pricing and purchasing options for business customers.

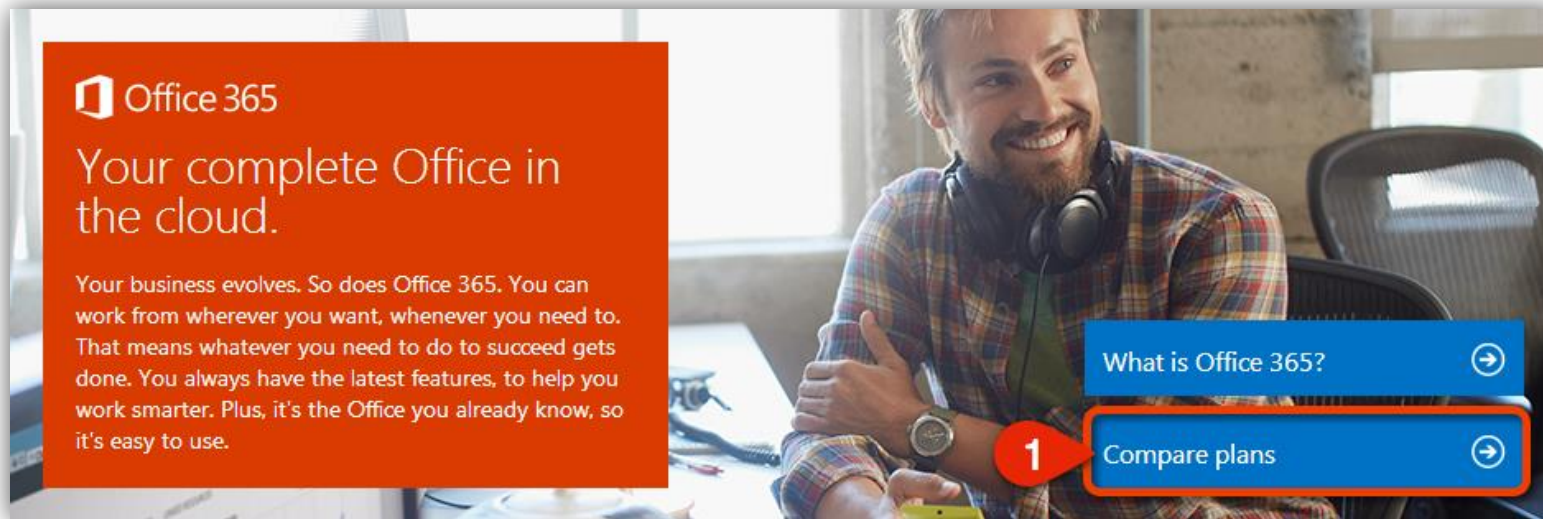
**Purpose:** This attribute is important because the timing for presenting a price, and the way customers are asked to make a purchase can make or break the decision to go through with a purchase.



# OFFICE 365 — PURCHASING INFORMATION

## Strengths

- ▶ The purchasing content is on a separate page from the initial value proposition, which encourages users to better understand the value proposition before looking at pricing. This helps potential customers determine whether they want Office 365 based on what it will do for them before having to consider the cost. (1)



# OFFICE 365 – PURCHASING INFORMATION (CONT.)

## Strengths (cont.)

- ▶ The purchases can be made through the website without having to call a salesperson to set up the account. (2)

2

Office 365  
Small Business

\$5.00 user/month  
billed annually \$60.00

Buy now →

Office 365  
Small Business Premium

\$12.50 user/month  
billed annually \$150.00

Buy now →

Office 365  
Midsize Business

\$15.00 user/month  
annual commitment

Buy now →

Business-class email  
(Exchange Online Plan 1)

\$4.00 user/month  
annual commitment

Buy now →

Office 365  
Enterprise E1

\$8.00 user/month  
annual commitment

Buy now →

Office 365  
Enterprise E3

\$20.00 user/month  
annual commitment

Buy now →

# OFFICE 365 – PURCHASING INFORMATION (CONT.)

## Strengths (cont.)

- ▶ The “Help Me Choose” option can help businesses determine which of the many options is best for them. (3)

Explore Office 365

Office 365 has plans that fit every business size and set of needs. To find the plan best suited to your business, get started below.

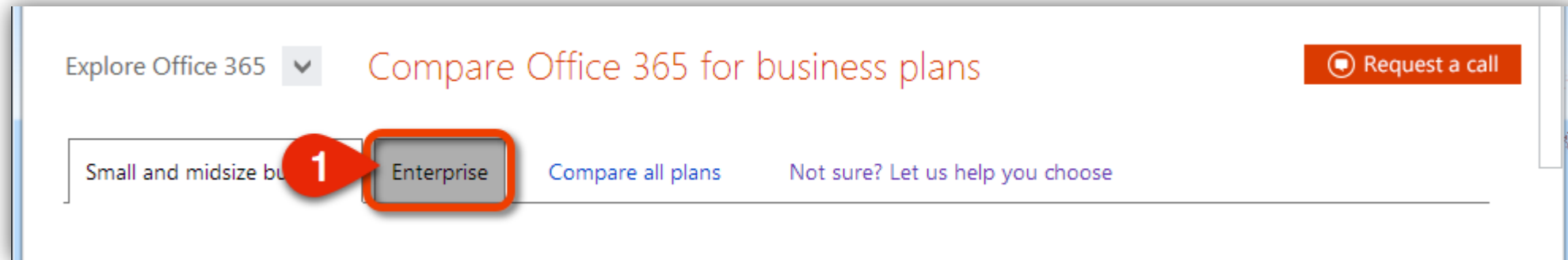
**3**

About your business	What you need	We recommend
<b>How many users does your business have?</b> <ul style="list-style-type: none"><li><input type="radio"/> 10 or fewer</li><li><input type="radio"/> 11 to 250</li><li><input type="radio"/> More than 250</li></ul> <b>Do you have an IT provider?</b> <ul style="list-style-type: none"><li><input type="radio"/> No</li><li><input type="radio"/> Not Sure</li><li><input type="radio"/> Yes, In-house IT pro or team</li><li><input type="radio"/> Yes, External Provider</li></ul>	<b>What tools and services does your business require?</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Business-class email <input <="" li="" type="button" value="?"/><li><input type="checkbox"/> Document collaboration <input <="" li="" type="button" value="?"/><li><input type="checkbox"/> Online conferencing and IM <input <="" li="" type="button" value="?"/><li><input type="checkbox"> Desktop version of Office <input <="" li="" type="button" value="?"/><li><input type="checkbox"> Advanced IT needs <input <="" li="" type="button" value="?"/></input></li></input></li></li></li></li></ul>	

# OFFICE 365 – PURCHASING INFORMATION (CONT.)

## Weaknesses

- ▶ As mentioned in the analysis of the content funnel, the switch from SMB to Enterprise-focused content is very subtle and could easily be overlooked. In addition, the page defaults to SMB pricing information, even if the customer is coming from Enterprise content. (1)





# OFFICE 365 — PURCHASING INFORMATION (CONT.)

## Weaknesses (cont.)

- ▶ The “help me choose” feature is helpful, but a little hidden among the options on the pricing pages. (3)

The screenshot shows the Microsoft Office 365 pricing page. The browser tabs include 'Evernote Business', 'evernote - Yahoo Search', 'evernote - Bing', and 'Compare Office 365 for business'. The URL is 'business/compare-office-365-for-business-plans-FX102918419.aspx'. The page features a navigation bar with 'HOME', 'MY OFFICE', 'PRODUCTS', 'SUPPORT', 'TEMPLATES', and 'STORE'. Below the navigation, there are tabs for 'Small and midsize business' and 'Enterprise'. A red circle with the number '3' highlights a button that says 'Not sure? Let us help you choose'. To the right of this button is a 'Request a call' button. The main content area displays three pricing plans: 'Office 365 Small Business' at \$5.00/user/month, 'Office 365 Small Business Premium' at \$12.50/user/month, and 'Office 365 Midsize Business' at \$15.00/user/month. Each plan includes a 'Buy now' button and a list of features such as 'Business-class email', 'Online conferencing', 'Public website', 'File sharing', and 'Office Web Apps'.

Office 365 Small Business	Office 365 Small Business Premium	Office 365 Midsize Business
\$5.00 user/month billed annually \$60.00	\$12.50 user/month billed annually \$150.00	\$15.00 user/month annual commitment
Buy now	Buy now	Buy now
For up to 25 users	For up to 25 users	For up to 300 users
Business-class email Online conferencing Public website File sharing Office Web Apps	Business-class email Online conferencing Public website File sharing Office Web Apps Desktop versions of:	Business-class email Online conferencing Public website File sharing Office Web Apps Desktop versions of:

# EVERNOTE — PURCHASING INFORMATION

## Strengths

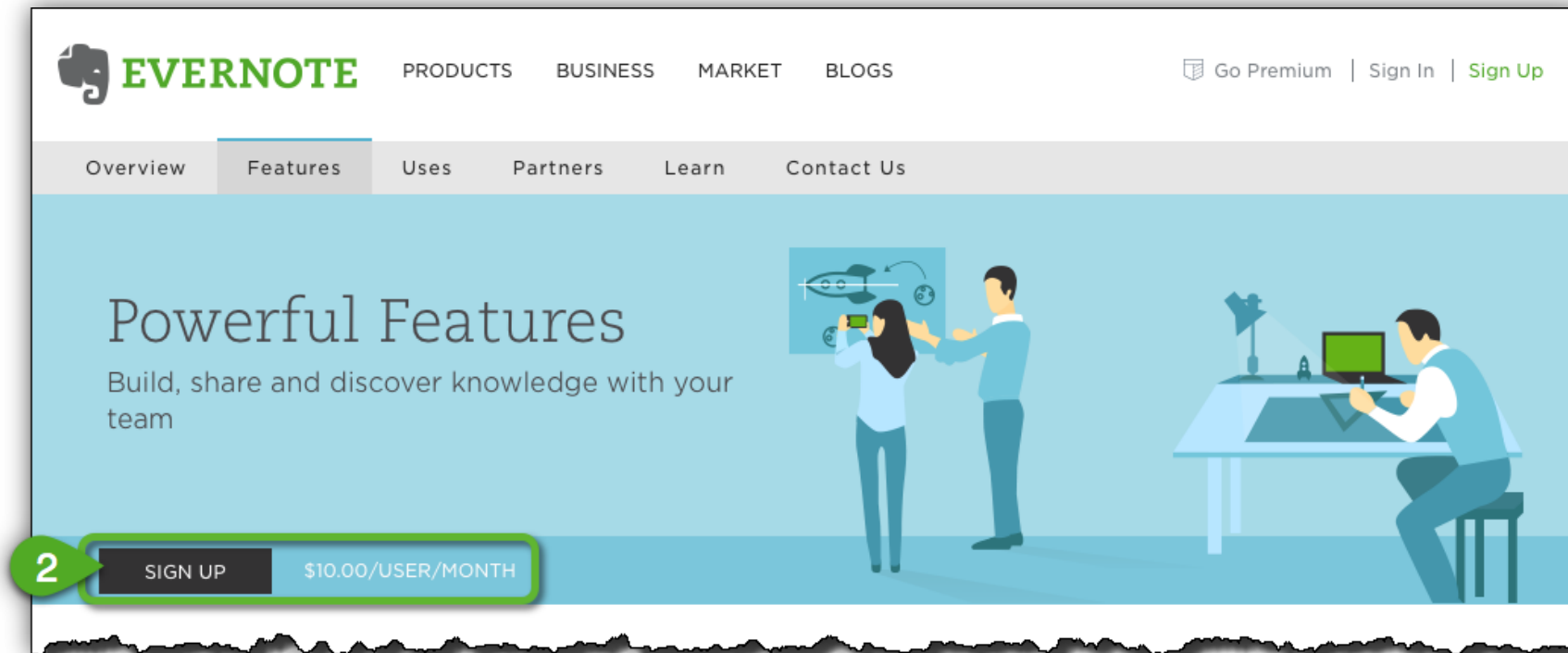
- The pricing information is very clear. There is only one pricing option, and it is shown at both the top and bottom of the main business page with an opportunity to purchase. (1)

The screenshot displays the Evernote website's navigation and main content. The top navigation bar includes the Evernote logo, menu items (PRODUCTS, BUSINESS, MARKET, BLOGS), and links for 'Go Premium', 'Sign In', and 'Sign Up'. A secondary navigation bar below features 'Overview', 'Features', 'Uses', 'Partners', 'Learn', and 'Contact Us'. The main visual is a large banner with a background image of people in a meeting. The banner text reads 'YOUR COMPANY, ONLY SMARTER' and '\$10.00/USER/MONTH'. A green callout bubble with the number '1' points to a sign-up form containing an email input field and a 'SIGN UP' button. Below the banner, a white box with a torn-edge border contains the text 'Ready to start using Evernote Business?' followed by '\$10.00/USER/MONTH' and another identical sign-up form with a '1' callout bubble.

# EVERNOTE — PURCHASING INFORMATION (CONT.)

## Strengths (cont.)

- ▶ The opportunity to purchase remains available at the top of each content tab. Customers can make the purchase as soon as they've made the decision, regardless of where they are in the content. (2)

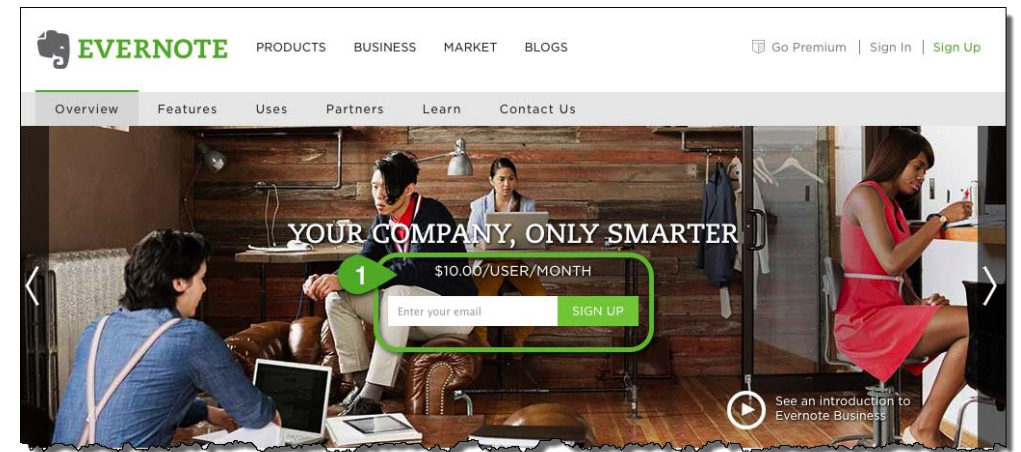




# EVERNOTE — PURCHASING INFORMATION

## Weaknesses (cont.)

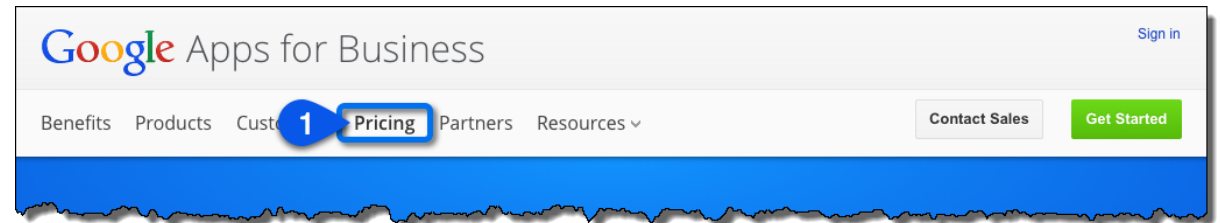
- The pricing is one of the first things the customer sees once they arrive at the business content. While this makes it easy to find, it also results in a lost opportunity to convey the value before asking customers to open their pocketbooks. (1)
- The one-size fits all pricing model is easy to understand, but may not be appealing to large Enterprises with 100s or 1000s of employees who are more accustomed to volume pricing models.



# GOOGLE APPS — PURCHASING INFORMATION

## Strengths

- ▶ The Pricing information is one of the tabs available at the top of every page. (1)



# GOOGLE APPS — PURCHASING INFORMATION (CONT.)

## Strengths (cont.)

- ▶ There are only two pricing tiers available, which makes it easy to determine which is the best for a particular organization. (2)

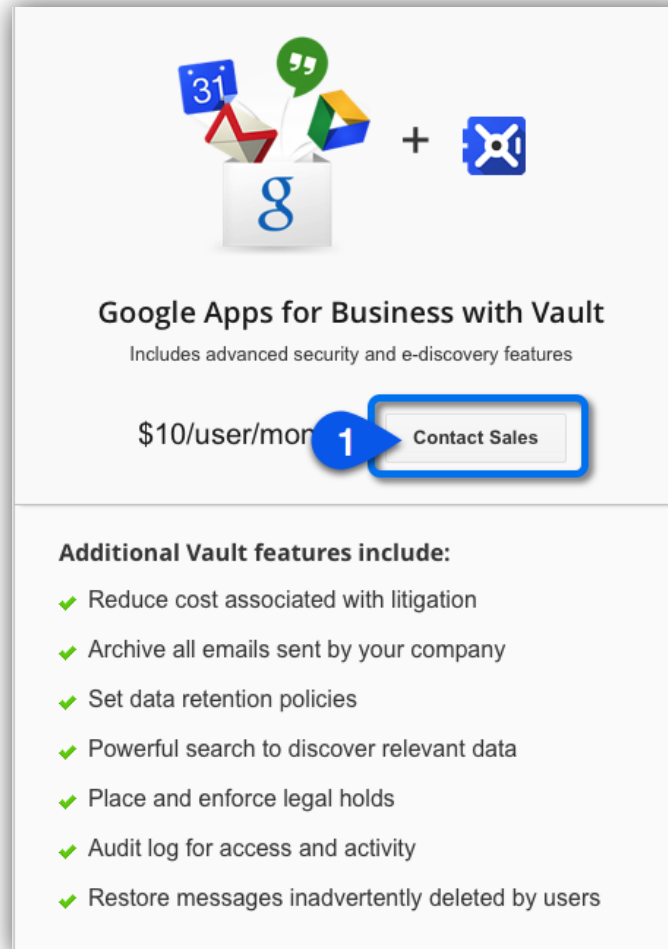
The image shows a comparison of two Google Apps pricing tiers. On the left is 'Google Apps for Business' (Business-ready) at \$5/user/month or \$50/user/year, with a 'Get Started' button. On the right is 'Google Apps for Business with Vault' (Includes advanced security and e-discovery features) at \$10/user/month, with a 'Contact Sales' button. A blue callout box with the number '2' highlights the pricing information for both tiers. Below the pricing are lists of features for each tier.

Google Apps for Business <small>Business-ready</small>	Google Apps for Business with Vault <small>Includes advanced security and e-discovery features</small>
<b>\$5/user/month</b> or \$50/user/year	<b>\$10/user/month</b>
<a href="#">Get Started</a>	<a href="#">Contact Sales</a>
<ul style="list-style-type: none"><li>✓ Custom email addresses for your domain</li><li>✓ 30 GB Gmail and Drive Storage</li><li>✓ Video chat, calendar, and document editing</li><li>✓ 24/7 customer support</li><li>✓ 99.9% uptime guarantee</li><li>✓ Unlimited users</li><li>✓ Business controls and security</li></ul>	<b>Additional Vault features include:</b> <ul style="list-style-type: none"><li>✓ Reduce cost associated with litigation</li><li>✓ Archive all emails sent by your company</li><li>✓ Set data retention policies</li><li>✓ Powerful search to discover relevant data</li><li>✓ Place and enforce legal holds</li><li>✓ Audit log for access and activity</li><li>✓ Restore messages inadvertently deleted by users</li></ul>

# GOOGLE APPS — PURCHASING INFORMATION (CONT.)

## Weaknesses

- ▶ Customers can only access the second pricing tier by contacting a sales representative. (1)



The screenshot shows a pricing card for 'Google Apps for Business with Vault'. At the top, there are icons for Google Calendar, Gmail, Google Drive, and Google Meet, with a plus sign and a Vault icon. Below the icons, the text reads 'Google Apps for Business with Vault' and 'Includes advanced security and e-discovery features'. The price is listed as '\$10/user/month' with a blue callout bubble containing the number '1' pointing to a 'Contact Sales' button. Below this, a section titled 'Additional Vault features include:' lists seven features with green checkmarks.

**Google Apps for Business with Vault**  
Includes advanced security and e-discovery features

\$10/user/month **1** [Contact Sales](#)

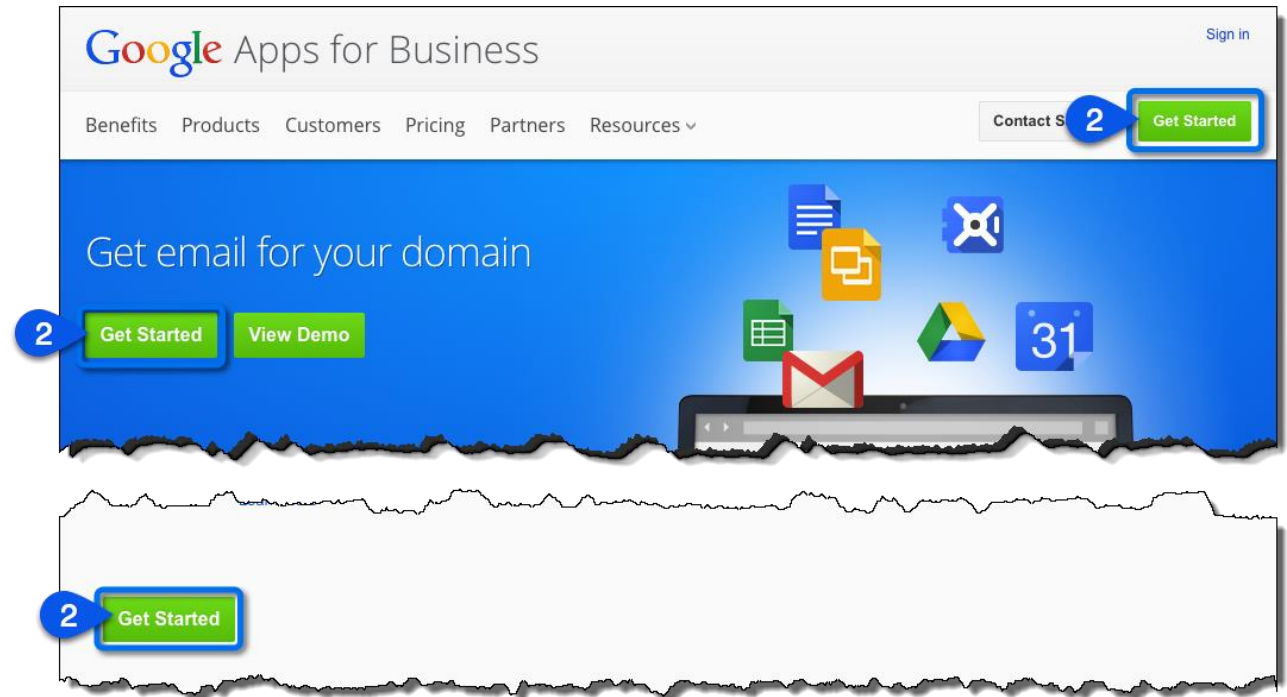
**Additional Vault features include:**

- ✓ Reduce cost associated with litigation
- ✓ Archive all emails sent by your company
- ✓ Set data retention policies
- ✓ Powerful search to discover relevant data
- ✓ Place and enforce legal holds
- ✓ Audit log for access and activity
- ✓ Restore messages inadvertently deleted by users

# GOOGLE APPS – PURCHASING INFORMATION (CONT.)

## Weaknesses (cont.)

- ▶ The “Get Started” button is prominently featured in at least one location on each page. However, customers may not realize that “Get Started” is their option to purchase online – particularly when “contact sales” is also on every page. (2)



# GOOGLE APPS – PURCHASING INFORMATION (CONT.)

## Weaknesses (cont.)

- ▶ It may not be clear to users that the “Get Started” button initiates a 30-day trial rather than a purchase. This information is only available at the bottom of the Pricing pages. (3)

3

### Give it a try

Nothing like experiencing the real thing and deciding for yourself. **Start your free 30-day trial today** and see why so many businesses run on Google Apps. After trial, it's just \$5/user/month.

Get Started

No credit card required.

- ▶ The lack of volume discounts may push away large enterprises. (4)

4

### – Do you offer discounts to businesses?

Except for nonprofit organizations in the U.S., England and Wales, we do not offer discounts of any kind to any organization, including for volume purchases or for use of other Google products. It is not possible to buy individual components of the Apps suite.

# CONCLUSIONS

- ▶ Our competitors in the subscription software market are trending toward a simple pricing structure with few (if any) tiers. We may want to consider simplifying our plan options. While we want to offer flexibility, the number of choices may be overwhelming.
- ▶ If we maintain the current pricing structure, it would be beneficial to make the “help me choose” feature more prominent and robust.
- ▶ The current delineations between SMB and Enterprise pricing can be confusing, as an SMB customer may find an Enterprise tier to be the best option in some situations. It may be better to either duplicate some of the Enterprise tiers for SMBs and vice versa, or remove the delineation entirely.
- ▶ Our competitors are also trending toward making all pricing information readily available online, as well as the option to purchase directly online. This transparency for customers is something we’re currently doing, and should continue doing.

# ATTRIBUTE 3

Content Mobility



# CONTENT MOBILITY

**Definition:** For this analysis, “content mobility ” refers to the content’s usability and usefulness when accessed from various devices. We analyzed the content’s behavior on a laptop, a large monitor, and three mobile devices:

- ▶ iPhone 5S running iOS 7.0.4
- ▶ Samsung Galaxy S4 running Android 4.2 (Jelly Bean)
- ▶ iPad running iOS 7.0.4

**Purpose:** A key component of Office 365’s value proposition for businesses lies in its promise of “a consistent, clean, and fast mobile experience from virtually anywhere via Office 365.” Because of this promise, it is important that our marketing content be equally usable on as broad an array of devices as possible.

# OFFICE 365 — CONTENT MOBILITY

## Strengths

- ▶ All text and image content loads successfully on the tested devices.
- ▶ The content on mobile devices mirrors the content available on the desktop.

## Weaknesses

- ▶ The content does not adapt to various viewing windows on the desktop. The layout remains set for all viewing windows, which makes it look empty in larger viewing windows, and requires horizontal scrolling in smaller viewing windows.
- ▶ The content does not adapt to mobile screens (see the mobile screenshots on the next slide). Mobile users must scroll horizontally or manually resize the page to view all content.
- ▶ Video content would not play on the tested iOS devices.

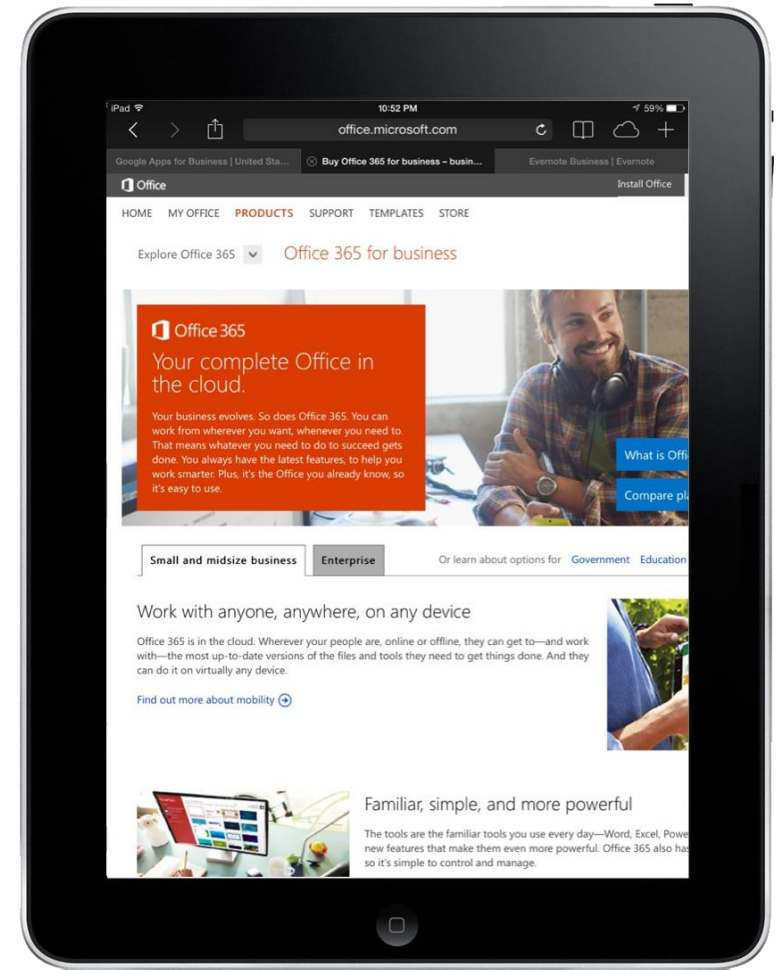
# OFFICE 365 — CONTENT MOBILITY



Smartphone: Galaxy S4  
OS: Android 4.2 (Jellybean)



Smartphone: iPhone 5S  
OS: iOS 7.0.4



Tablet: iPad  
OS: iOS 7.0.4

# EVERNOTE — CONTENT MOBILITY

## Strengths

- All content (including videos) loaded successfully on the tested mobile devices.
- The content mirrors the content available on the desktop.
- The website makes use of a responsive design that tries to adapt to the appropriate viewing size for all screens, including the mobile devices. This does a fairly good job of making the content layout look clean and purposeful regardless of the device.

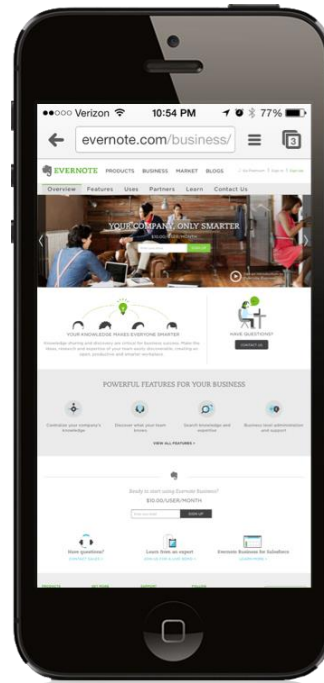
## Weaknesses

- The content adapts to fit completely on the mobile screen, but the text is small and difficult to read unless the user zooms in on the page. (see screenshots on the next page)
- On the desktop, the adaptive content layout can become messy and sometimes unreadable when the browser window is made very narrow.

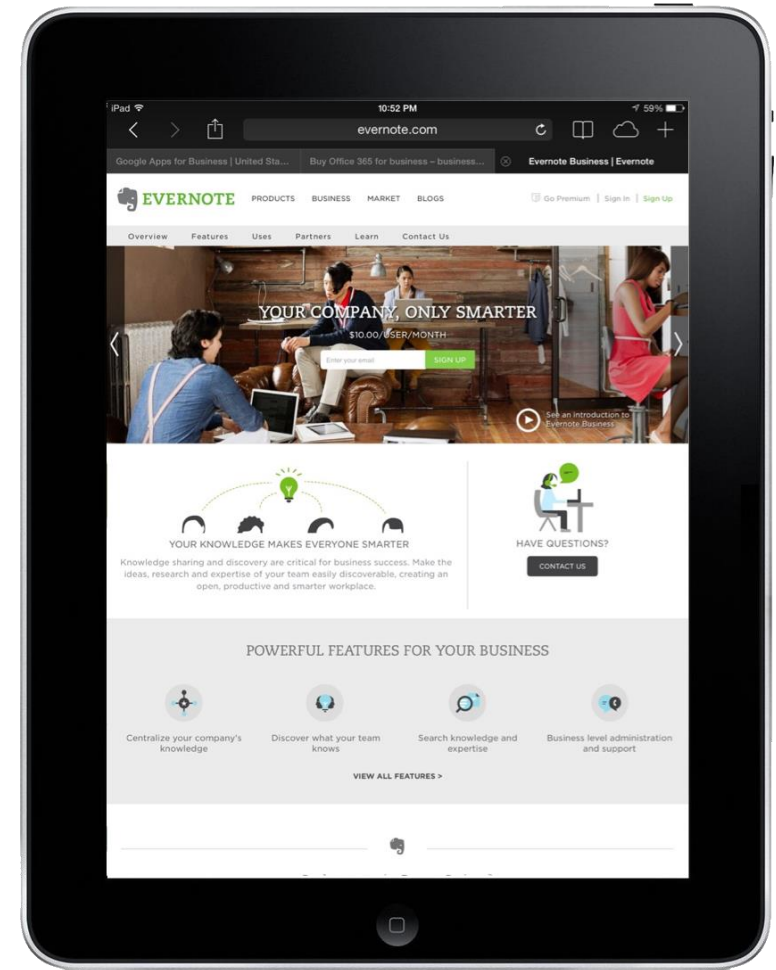
# EVERNOTE — CONTENT MOBILITY



Smartphone: Galaxy S4  
OS: Android 4.2 (Jellybean)



Smartphone: iPhone 5S  
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Tablet: iPad  
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# GOOGLE APPS — CONTENT MOBILITY

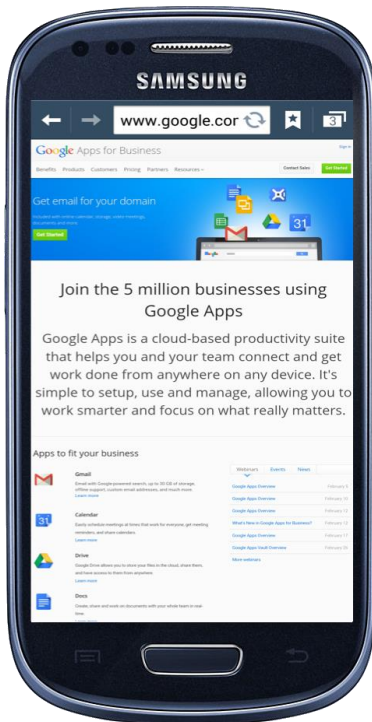
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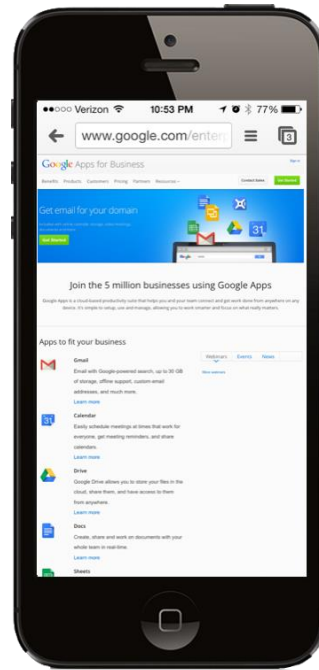
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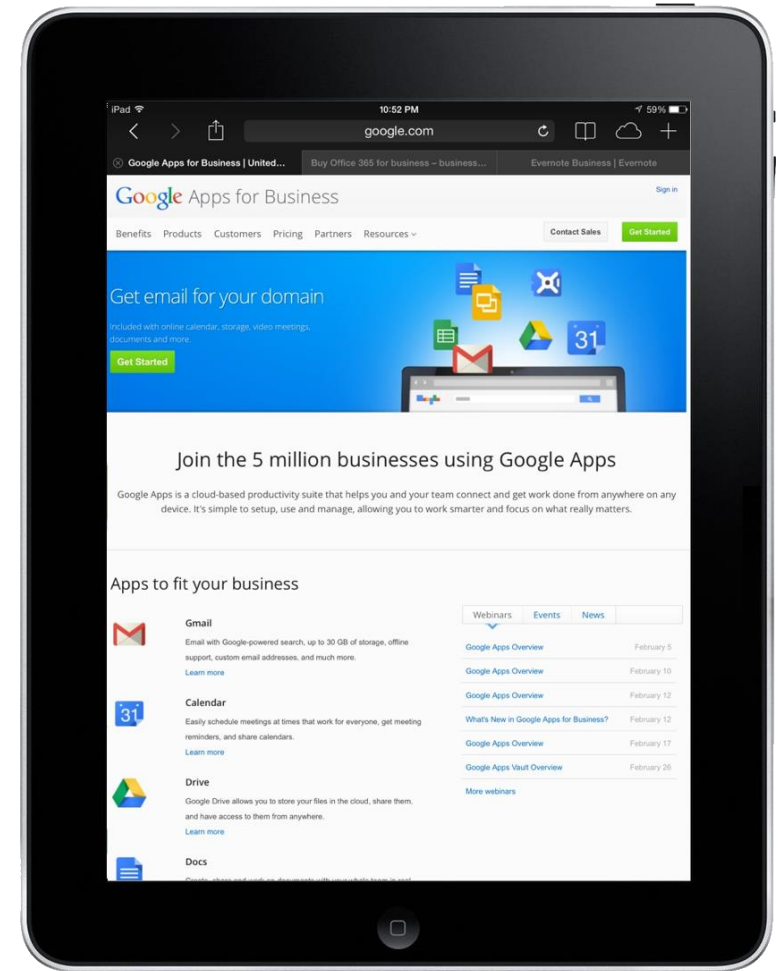
# GOOGLE APPS — CONTENT MOBILITY



Smartphone: Galaxy S4  
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Tablet: iPad  
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# CONCLUSIONS

- ▶ We should refrain from using Flash-based video content to help ensure that our video content is more widely accessible across commonly used mobile devices.
- ▶ We should consider moving to a responsive design. This would allow our content layout to adapt to different browser windows on a desktop and, more importantly, adapt to mobile devices. This would allow our content to model the Office 365 promise of “a consistent, clean, and fast mobile experience from virtually anywhere via Office 365.”

The competitors we analyzed are ahead of us in terms of responsive design, but their implementation is not perfect. This shows that, while we are behind, there is definitely room for improvement.

- ▶ An example that we may want to consider emulating on the mobile front is Adobe’s mobile content for their Creative Cloud offering (see the screenshot to the right). The site does a great job of providing the same content available on a desktop in a mobile friendly format.





# CONCLUSIONS

Suggestions for moving forward

# STEPS FORWARD

We've made a number of suggestions in the conclusions portion of each attribute section. Here is the summary of the changes we feel would have the greatest ROI.

- Update the navigation structure so that customers can easily self-identify as an SMB or Enterprise customer at the beginning of their experience. Then, provide them only with the appropriate content throughout their time on the site.
- Make the “help me choose” feature more prominent in the purchasing content. This should help customers navigate the many pricing tiers more easily.
- Consider options to simplify the pricing structure and make it more easily digestible.
- Replace current video content with non-Flash content to make the videos available on more mobile devices.
- Explore options for transitioning to a responsive design, or adding mobile templates to make the content more easily accessible on mobile devices.



# A FINAL THOUGHT

While we did not perform a full content-audit for this report, we do wish to make a recommendation based on some of the content.

The content for business customers does an excellent job of addressing the differing needs of SMBs and Enterprises. However, the content is very focused on convincing current Microsoft Office customers to upgrade to Office 365.

This implies that Microsoft believes it has tapped out the market and is focused on retaining current customers rather than trying to expand its reach. Potential business customers who are not using Microsoft Office, but are exploring Office 365, may have trouble seeing themselves in this content.

We recommend that content be added to address the needs of new potential customers to allow the continued growth of Office 365.