



Reach

Microsoft Office Ready Programme

Bell Micro recommends genuine
Microsoft® Office software

Microsoft
AUTHORIZED
Distributor

Reach for success with Bell Micro and Microsoft

Recapture lost revenue on small business PCs with the Office Ready programme

The new Microsoft Office Ready program makes it easier to sell Microsoft Office software with a new PC. If you do miss the opportunity to sell Microsoft Office software at the point of sale, you now have a second chance to sell Microsoft Office Medialess License Kits post-PC sale and recapture that lost revenue!

By offering your customer a Microsoft Office Ready PC, you give them the opportunity to take advantage of a free 60-day trial of Microsoft Office Professional 2007 and still sell the Medialess Licence Kits post-PC sale.¹ Just remind your customers to buy a medialess licence from you when they're ready – rather than online.

The Office Ready Programme has been designed to make it simple and cost effective for you to sell Microsoft Office with a new PC. There is no work for you to do; all you have to do is make sure you specify Office Ready when you purchase the new PC or laptop from your distributor.

For more detailed product information visit the Bell Micro REACH microsite at www.reachformicrosoft.com

¹ The 'Medialess Licence Kit' replaces the traditional Microsoft Office OEM licence for all 2007 Microsoft Office DSP products.

What is included on a Microsoft® Office Ready PC?

	Microsoft Office Word 2007	Microsoft Office Excel 2007	Microsoft Office PowerPoint 2007	Microsoft Office OneNote 2007	Microsoft Office Outlook 2007	Microsoft Office Outlook 2007 w/BCM	Microsoft Office Access 2007	Microsoft Office Publisher 2007	Microsoft Office InfoPath® 2007	Microsoft Office Communicator 2007	Microsoft Office Groove® 2007
Microsoft® Office Professional 2007	•	•	•		•	•	•				
Microsoft® Office Small Business 2007	•	•	•		•		•				
Microsoft® Office Basic 2007	•	•			•						

Top 3 reasons small businesses will buy the 2007 Microsoft® Office release:

1. Features they need are easy to find and use.
2. The ability to manage customer information and sales leads in one place.
3. The ability to create and publish professional-quality publications in house.

Key reasons to include Microsoft® Office in your business growth strategy:

- Breakthrough features will drive your customers to buy the 2007 Microsoft Office suites and this update is more significant than any previous release
- Capture new revenue opportunities with Microsoft Office ready and its free 60-day trial
- Sell more hardware and services by up-selling to customers who have the new Microsoft Office 2007 release
- Reduce operational and support costs with the Microsoft 90-day phone and online product support for Microsoft Office 2007

Why choose a Microsoft® Office Ready PC?

- Access to the 2007 Microsoft Office system which includes key applications such as Word, Excel and Outlook.
- Cost Effective: Purchasing Microsoft Office preinstalled on a new PC is the most cost effective way of buying Microsoft Office.
- Easy: Microsoft Office 2007 is already preinstalled on the PC.
- Free 60 day trial of Microsoft Office Professional
- Free 90 day support

Plus...All the core benefits of the 2007 Microsoft Office



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Get started with the Office Ready PC programme

The Office Ready Programme has been designed with simplicity in mind – simple for your customers to understand, and simple for you to execute. To start benefiting from the Microsoft Office Ready Programme, just follow this quick process:

For Resellers

Step 1 – Order your 2007 Microsoft Office system Medialess License Kits from Bell Micro.

Step 2 – Sell your customers a branded OEM Office Ready PC. Offer them the opportunity to buy Microsoft Office. All you need to do is provide them the MLK for the suite of Office they require.

Step 3 – if your customer does not wish to purchase Microsoft Office, they have the opportunity to evaluate it for 60 days via the pre-installed trial. Contact them at the end of this 60 day trial to see if they wish to purchase the MLK to activate the license.

For System Builders

Step 1 – Order a copy of the Microsoft Office Pre-Installation Master Kit (OPK) from Bell Micro. You only need one copy of this for your entire operation. You will also need to order the Microsoft Office Medialess License Kits (MLK) for the suites you wish to sell. They don't contain any media, only the license key your customer needs to activate Microsoft Office on their PC. These keys will also work with branded OEM Microsoft Office Ready PCs.

Step 2 – Use your OPK to pre-install your Office Ready image onto the newly built PCs.

Step 3 – Offer customers the opportunity to buy Microsoft Office when they purchase a new PC. All you need to do is provide them the MLK for the suite of Office they require. If your customer does not wish to purchase Microsoft Office, they have the opportunity to evaluate it for 60 days via the pre-installed trial. Contact them at the end of this 60 day trial to see if they wish to purchase the MLK to activate the license.

What are Medialess Licence Kits (MLKs)?

Medialess License Kits contain suite specific product keys which enable customers to “unlock” either Microsoft Office Basic 2007, Small Business 2007, or Professional 2007. These kits also contain licensing information for the end user. The MLK does not contain any backup media.

What are OEM Preinstallation Kits (OPKs)?

OPK Master Kits* are required for System Builders if they plan to preinstall and sell 2007 Microsoft Office. They'll need one OPK Master Kit for each location and language they offer. Order your Microsoft Office Ready OPK Master Kit from Bell Micro.

- Consists of master images of both Microsoft Office Home and Student 2007**, as well as the installations disc for Microsoft Office Ready PC which can be converted to either Microsoft Office Basic 2007, Microsoft Office Small Business 2007, Microsoft Office Professional 2007, or a 60 day trial of Microsoft Office Professional 2007
- Installation discs for Microsoft Office Ready PCs
- Getting Started Preinstallation Document

*OPK Master Kits are not needed if System Builder is only selling OEM branded Office Ready PC's. **Microsoft Office Home and Student 2007 does not convert to trial mode.