TOPIC: # OpenOffice 1.1 Competitive Guide SMB Segment

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The Basics

Product
OpenOffice 1.1 Suite includes:
- Writer (word processing)
- Calc (spreadsheet)
- Impress (presentations)
- Draw (drawing)
- Database user tools

System Requirements
- Windows (98, NT, 2000, XP) – Pentium-compatible PC, 64 MB RAM, 130 MB HD; or
- Linux (x86, PowerPC) – 64 MB RAM and 170 MB HD
- Solaris (x66, SPARC) – 64 MB RAM and 240 MB HD; or
- MacOSX (beta); or
- FreeBSD

New Features
- Accessibility support
- SDK (for customized solutions)
- PDF and Flash export
- Usability improvements
- Macro recorder
- Small device support
- CTL and BiDi support

Pricing
- No cost to download. http://www.openoffice.org

Channel Strategy
- No sales force
- Distribution through OpenOffice and various localized sites (available in 23 languages)

Target Segments
- Targeting open source users, developers, general users, developing countries and cost-conscious Office 97 users in Education and Enterprise segments. Encourages organizations to keep Microsoft Office for power users and deploy OpenOffice to the majority of the basic users.

StarOffice vs. OpenOffice
StarOffice offers the following components that are not available with OpenOffice:
- Features: Base (database client), commercial spellchecker, additional fonts, printed documentation, additional file filters
- Dedicated support services/account managers & support from partners
- Sun-led and Web-based user training
- Configuration Manager for enterprise deployment

However, OpenOffice is available in more languages, operates on additional operating systems, and has no license fee.

OpenOffice Value Proposition and Response

1 Question the "free" argument

2 Question the "good enough" argument

3 Show the total value delivered by Microsoft Office

1. "OpenOffice is free."
License cost makes up only a small portion of the total cost of ownership. More significant costs include:
- Installation and deployment
- Data migration and testing (especially if customer uses Access database)
- Document conversion and rewriting macros (OpenOffice does not support Office macros)
- User support such as training (OpenOffice UI, although similar in many ways to Office, is not the same and users may require "retraining")

Additionally, OpenOffice does not have an e-mail client, so customers may incur a licensing cost associated with buying an e-mail application. http://www.openoffice.org

2. "I only need basic features. OpenOffice is good enough."
In today's networked, highly collaborative world, businesses do not operate in a vacuum; basic feature functionality that enables content authoring is only one small aspect of what a small business needs. Businesses need to:
- Exchange business transaction information externally with customers and vendors.
- Ensure that their mission-critical information is adequately protected from virus attack.
- Effectively manage customer relationships so as to maximize sales.
- Quickly access key information from accounting and other business applications.
- Create sales and marketing material that portrays the business in a professional manner.
- Do all this in a cost-effective manner because a small business does not have the resources of a large company for IT integration and support.

3. "OpenOffice 1.1 is an open source alternative."
OpenOffice does not have a dedicated development or support rteam. Consequently, if bugs go unresolved, users have the option to resolve problems by scouring through numerous community sites and chat rooms. www.openoffice.org

4. "OpenOffice is compatible with Microsoft Office."
OpenOffice offers limited compatibility with Office. Formatting, document integration, dynamic links to data, macros and customer applications will be lost. In addition, OpenOffice provides no database client support.

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Total Value Delivered by Office

1 Ease of Use.
Microsoft Office offers an unmatched breadth of seamlessly integrated applications, which provide users a familiar UI experience across applications, making them easy to use and increasing productivity. OpenOffice does not include PIM/e-mail client, and Base is not comparable to Access. *See Summary American Institute for Research report: Microsoft Office XP: StarOffice 6.0 Comparison Test*

2 Tailored Solutions
Microsoft has built one of the largest solution provider/ISV communities, giving small businesses the flexibility to create powerful business solutions and easy access to a wide choice of third-party applications that run with the Office front-end.

3 Support When Needed
Microsoft technologies are the best-supported in the world, providing resources where, when and how you need them. Numerous support tools are available, including various low cost options. OpenOffice has no dedicated support team so users are forced to independently research solutions on chat rooms and Web sites. www.openoffice.org

4 Better and Faster Work
Third-party studies have shown that using Office as compared to other technologies leads to higher productivity. Results show that when using an alternative productivity suite, it takes longer to complete tasks and some tasks could not be completed at all. *See Summary report: Microsoft Office XP: StarOffice 6.0 Comparison Test*

5 Seamless Information Exchange
There are over 300 million users of Office worldwide who can seamlessly exchange documents without concerns for loss of data or formatting errors. Third-party studies show that competitive office suites retain only 75% accuracy (data and formatting) when receiving documents from Office users. *See Summary eTesting Labs: Microsoft Windows XP/Office XP versus Red Hat Linux/StarOffice Migration Study*

6 Easier Deployment and Maintenance
Microsoft has developed tools to streamline deployment – leading to cost savings. The Office/Windows environment is easier and faster to deploy than a multi-vendor application environment.

7 Security
Office provides innovative security on three levels to protect your business environment, data and intellectual property:

- Application Threat: attachment blocking, anti-virus API, code signing
- Data Loss: Auto recovery and application recovery tool
- Data Access: Digital signatures and encryption, IRM, file access controls

8 Investment You Can Trust
Microsoft has continued to innovate and invest in productivity applications since the '80s, evolving Office from a content authoring tool to a collaborative productivity enhancement platform. With an R&D budget of over $4.8 billion, Office is a core Microsoft business.

SMB Messaging

Effective Customer Management and Marketing

- Office is a desktop productivity application that has a customer account and contact manager in a single and familiar application. The Business Contact Manager, which is integrated with Outlook, enables businesses to manage sales opportunities, track activity history for companies and contacts, and generate business reports in order to sell more effectively.

- Office includes Publisher, which enables small businesses to create professional sales and marketing documents, Web sites and email campaigns in-house, without the need for expensive outsourcing.

Communication and Information Sharing

- The redesigned Outlook UI and ink support make it easier to read, organize, annotate and analyze data.

- Rights management (available in the Professional Edition) enables proactive control of information with document expiration dates, restrictions on cut, copy and print functions, and limitations on email forwarding.

- The new improvements like Reading Pane, Desktop Alerts, Quick Flags and Search Folders make it easier to prioritize, read and act on information and help businesses manage the increasing problem of "information overload".

Operational Efficiency and Business Insight

- Partners, customers, and government agencies are adopting XML in place of EDI, which often requires expensive investment in software, integration, and data transmission fees. Office 2003 Professional supports custom- defined schemas, enabling small businesses to seamlessly exchange business information with trading partners using XML, without the need for manual entry of data or expensive investment in EDI infrastructure.

- In addition, businesses can save time and gain insights by accessing and reusing information that resides in accounting and other business applications.

Additional Resources

http://microsoft.com/partner/compete

and

http://members.microsoft.com/partner/products/officefamily/

- Case Studies
- Industry Analysis
- Presentations and Videos
- Sales Tools
- White Papers
- Competitive Selling
- Microsoft Case Studies
- Competitive Comparisons
- Office Resources for Partners
- Desktop Deployment