



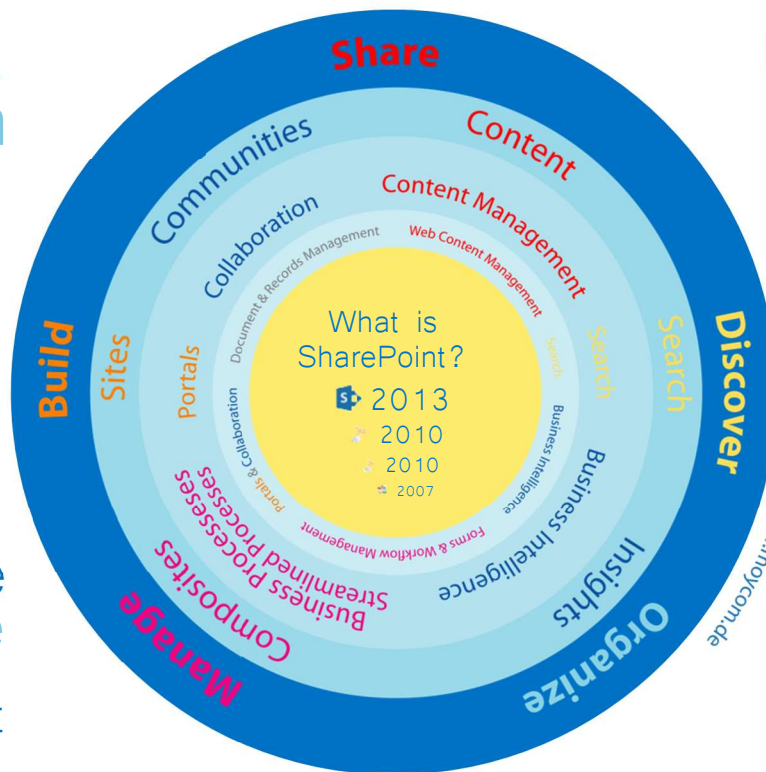
MOYCOM.DE Strategic Alliances Tool Box.

Microsoft Office SharePoint Server 2007 DACH Launch.



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> Microsoft Office SharePoint Server 2007 DACH Launch.

SharePoint evolution



- SharePoint 2013
- SharePoint 2010
- SharePoint 2010
- SharePoint 2007

share more
do more



2007-2013

[WWW.MOYCOM.DE]

MICROSOFT SHAREPOINT BUSINESS DEVELOPMENT



The continuous SharePoint Business Process to deal with the pressures of the SharePoint Competition has a Name:

- ✓ **SharePoint Business Development with MOYCOM.DE.**

The Recipe for Success:

- ✓ use of targeted professionally managed strategies and measures for further development of the SharePoint enterprise with innovative and undeveloped business fields

The Techniques:

- ✓ review of SharePoint marketing opportunities and markets
- ✓ SharePoint business analysis of customers and competitors
- ✓ initiation of future SharePoint businesses and repeat businesses
- ✓ writing of SharePoint business plans and designing of SharePoint specific business models

The Instruments:

- ✓ SharePoint product management
- ✓ SharePoint marketing communications
- ✓ SharePoint sales
- ✓ SharePoint partner and customer care

The SharePoint Business Development Key to Success by MOYCOM.DE:

1. creativity and 2. willingness to question existing thought patterns as well as to accept new and unexpected challenges for the revision of budget plan, and legal aspects and marketing conception.

Base are: partner and customer care, strategic partnerships and alliances to expand the own product and service portfolio as well as market reach without building up own resources.

Three Strategic SharePoint Business Development Concepts:

- 1. Branding Strategy** to increase brand awareness
- 2. Partner Strategy** with alliance management for fast direct communication of the goals on the market
- 3. Communication Strategy** with marketing and advertising communication for a visually appealing implementation of branding and partner strategy

And also the SharePoint Business Development Solution Partner has a concrete Name:

- ✓ **MOYCOM.DE Strategic Alliances**
The Corporate Alliances Management and Communications Consultancy.

With Business Development Expertise:

- ✓ international success story
- ✓ satisfied and successful customers
- ✓ active partner and customer network
- ✓ extensive marketing communications performance profile
- ✓ deep Microsoft IT and marketing communication know-how



SHAREPOINT BUSINESS DEVELOPMENT SOLUTION NO.1: BRANDING STRATEGY.



"SharePoint Visibility Generation" with Branding Strategy: A and O for successful SharePoint business development is **branding, brand awareness**, of the company, products and services on the SharePoint market: **BRANDING STRATEGY IS THE GUARANTEE FOR "VISIBILITY" OF THE COMPANY ON THE MARKET.**

Here are the 6 Steps of **MOYCOM.DE Strategic Alliances** for the implementation of a successful **Branding Strategy** for **Building an Enhanced Brand** with establishment and expansion of awareness on the market:

1. Develop **Partner Strategy** and Business Plan
2. Pursue and Close Targeted Partner Agreements
3. Lead Partner Enablement and Development
4. Drive Lead Generation Process with **Communication Strategy**
5. Deliver Incremental Sales with Additional Sales Channels
6. Measure Outcomes and Optimize Programs

SHAREPOINT BUSINESS DEVELOPMENT SOLUTION NO.2: PARTNER STRATEGY.

The SharePoint **Partner Strategy** is the solution for identifying, cultivating, and bringing to fruition of new business opportunities that facilitate the long-term growth of the company.

The **Partner Strategy** relies heavily on developing strategic partnerships in the five key areas:

1. **Product / Service** (existing and new products to existing and new markets, expansion of product range)
2. **Sales / Distribution** (expanding the range with direct sales, Service Provider (SP) and merchant network, Value Added Reseller (VAR) partnerships and OEM sales)
3. **Marketing** (increasement of visibility - brand awareness -, go-to-market and sales referral programs, trade fairs and events as well as co-marketing projects)
4. **Technology** (optimization of product management, business process & marketing strategy, customer needs and problem-solving process)
5. **Finance** (investors and banks)

An effective **Partner Strategy** will build off the company's existing strengths and a network of contacts. The **Partner Strategy** will target critical areas to develop new ones, and commit the necessary resources to building key relationships in pursuit of the business opportunities identified in the **SWOT Analysis** [*Strengths, Weaknesses, Opportunities, Threats*] portion of the **Situation Analysis**.



SHAREPOINT BUSINESS DEVELOPMENT SOLUTION NO.3: COMMUNICATIONS STRATEGY.

"When the going gets tough, the tough get going."

That's the motto of strongly resilient and clever CEOs - and marketing professionals adopt, because in difficult economic times, the SharePoint Business Development Solution **Communication Strategy** - consisting of **Advertising and Marketing Communication** - is the right answer to realize business growth and basis for a successful **Branding and Partner Strategy**.

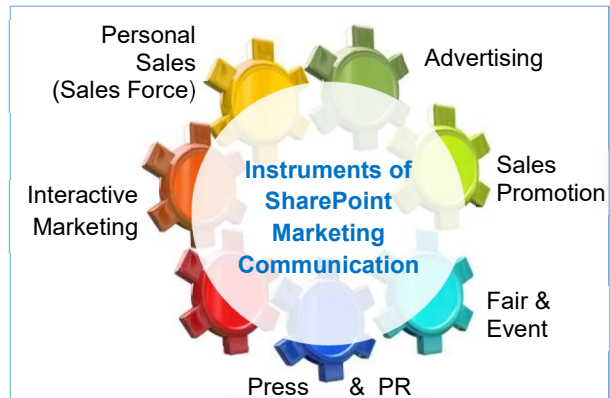
The positive accompanying factor:

The **Communication Strategy** with its visually appealing **Advertising Design Elements**, is the most obvious solution and on the surface **with a visible signaling effect** for customers, partners and competitors.

Advertising Communication signalizes: **"A healthy and successful company on growth track."**

The prerequisite for the implementation of a successful Communication Strategy:

Revision of the existing Marketing Strategy according to the definition of business development: "...with the two main ways of thinking, 1. creativity and 2. willingness to question existing structures..." for responding to new and unforeseen challenges - **inexpensive, easy and quickly**.



The magic word here: **"Multi-Channel Marketing"** with the current technical tools for **accurately success measuring** of each selected **SharePoint Strategic Communication Instrument**.

MOYCOM.DE Strategic Alliances is with MOYPPS.DE eCom "Multi-Channel Marketing Specialist" !

MOYCOM Strategic Alliances supports Microsoft directly and partner companies with development and implementation of **Communication Strategies**, with **Multi-Channel Marketing**: revision of marketing plans, choice of proper media, coordination of media production, event organization, execution and moderation.
www.moycom.de

MOYPPS.DE eCommunications (MOYCOM.DE sister) gladly takes over the **Media Production** - everything from one source, made of one cast - holistically and customer CI/CD-conform.

MOYPPS.DE eCommunications supports companies across all industries and their divisions, advertising, marketing, sales and promotion, trade show & event, press & PR for corporate, image, product and service campaigns with **Digital Advertising Media Production**: print media, e-media and cross-media with consulting, conception, design & implementation, creation & layout and language localization service.
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