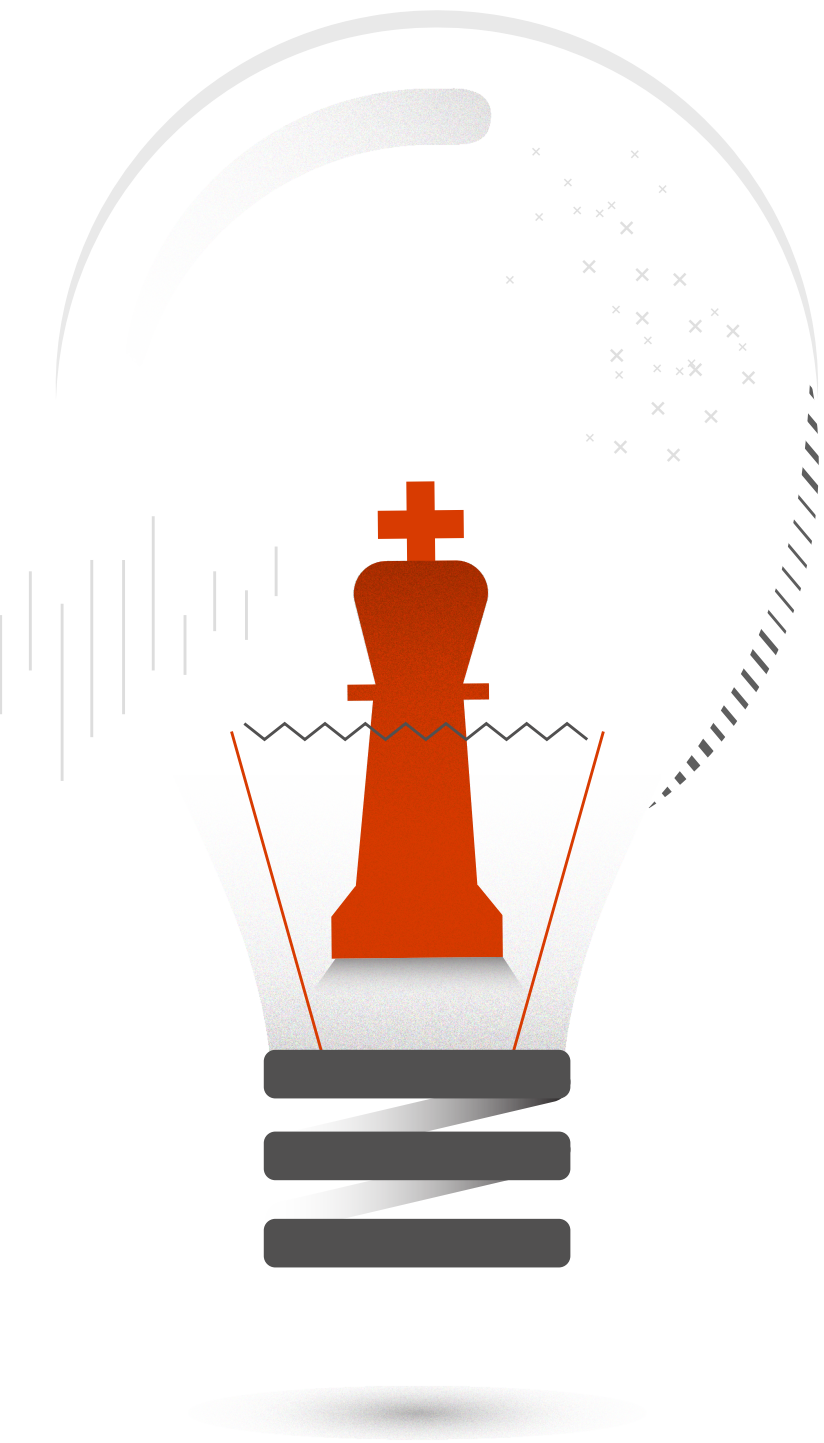


# Innovation is a Team Sport





66% of CIOs from top-performing enterprises consider collaboration as key to driving innovation.

## Win or lose

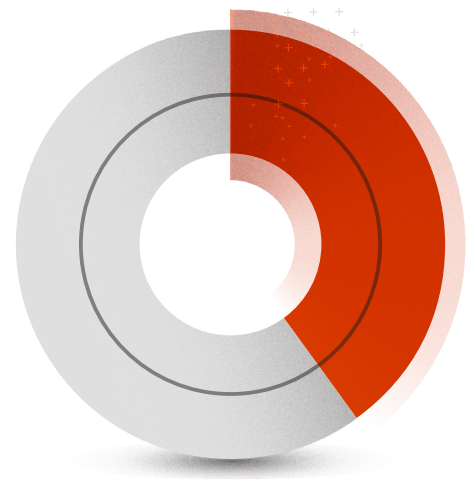
Jack Welch, former chairman and CEO of General Electric, put it best: "If the rate of change on the outside exceeds the rate of change on the inside, the end is near."

With winning and losing at stake, innovation is one of the primary drivers of growth and profitability in business today, sitting at the top of many executive agendas. Why? Most companies recognize that efficiency, cost-cutting, and world-class operational performance alone don't differentiate them from competitors in the eyes of customers. They don't provide a competitive advantage in today's challenging global markets, either. The fact is, consumers and businesses alike reward innovation. Plus, businesses that fail to innovate run the risk of losing ground to competitors, losing key talent, or simply operating inefficiently.

# There is no “I” in team. Winning is a team effort.

Innovation is rarely the product of solitary thinkers. Instead, it is highly dependent on corporate culture and the people involved. Whether you are launching new products and services or adapting new business strategies, innovation emerges from the interactions of members of a team, community, or ecosystem, who extend and build on one another's ideas. Innovation is powered by high-performing and often virtual teams that collaborate effortlessly and effectively.

Unfortunately, geographic, functional, and information silos continue to persist throughout the enterprise, making it hard for knowledge workers to collaborate—both internally and externally. To tear down organizational silos that have traditionally blocked innovation and its execution, you must start with the daily connections that your employees and teams require to work better together. Modern collaboration enables your cross-geography and cross-departmental teams to work better together and in a secured environment with trusted partners and invested customers. When teams can communicate better, conduct more effective virtual meetings, share files more securely, crowdsource new ideas, and problem solve issues faster, your organization can widen the ideation pipeline, identify the right ideas, and accelerate higher quality products and services to market.



40% or more of the U.S. workforce is expected to be made up of contingent or independent workers by 2020.

People are increasingly forming virtual teams fluidly around projects, driving the need for effective communication and collaboration tools.



**“Office 365 facilitates the exchange of information internally and with our customers and partners to make our business processes more efficient and more agile.”**

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Joachim Jaeckle  
Senior Corporate  
Vice President,  
Integrated Business  
Solutions, Henkel

# M

## Microsoft's productivity platform



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Microsoft Office 365 can help you achieve real gains in innovation by strengthening the connections that your employees have with one another, with partners, and with your customers. Employees seamlessly connect to information and move between all types of communications, from virtually anywhere, on all your favorite devices. This flexibility is absolutely critical to enable collaboration in context as your employees work together to achieve more.

# With Microsoft's collaboration solution delivered to you as a cloud-based service, you can:



## Engage.

all facets of the business, including trusted partners, in a highly collaborative open-discussion forum to identify new ideas.

## Deploy.

collaborative workspaces with virtual teams and research partners to reduce ramp-up costs, co-create proposals, and fast-track innovation, while protecting company IP.

## Conduct.

effective virtual meetings, while reducing travel costs.

## Uncover.

and share business insights to improve decision-making and produce better products and services.

## Enable.

seamless project collaboration to optimize project portfolios and manage costs against the budget.

**“As we bring in younger employees, we want to meet their expectations of having access to just about everything at their fingertips. We believe that technology choices like Office 365 will help us attract and retain new talent to continue the Kennametal tradition of innovation.”**

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**Steve Hanna**  
Chief Information  
Officer, Kennametal

# Why Microsoft?



These best-in-class solutions are delivered on a single cloud-based platform. Employees seamlessly move between document collaboration, IM, email, and video conferencing. They access these capabilities from virtually anywhere, across your devices, which is critical to collaborating on day-to-day tasks.

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Technology research company Gartner Inc. has recognized Microsoft as a “leader” in several of its Magic Quadrant reports for 2013 and 2014 related to business productivity. No other vendor appears across so many Magic Quadrant reports in the business productivity space.

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Office 365 is the only commercial-grade cloud productivity solution in the market that can fulfill your needs of security, privacy, and compliance while providing the expected IT controls.



# Benefits

## IT

**Accelerate** new capabilities to users, while reducing time spent on admin and upgrades

Use **consistent, familiar, and intuitive tools** to reduce training costs and minimize disruption

Help keep your data and devices safe with enterprise-grade security and IT controls

## Business

**Widen** the ideation pipeline

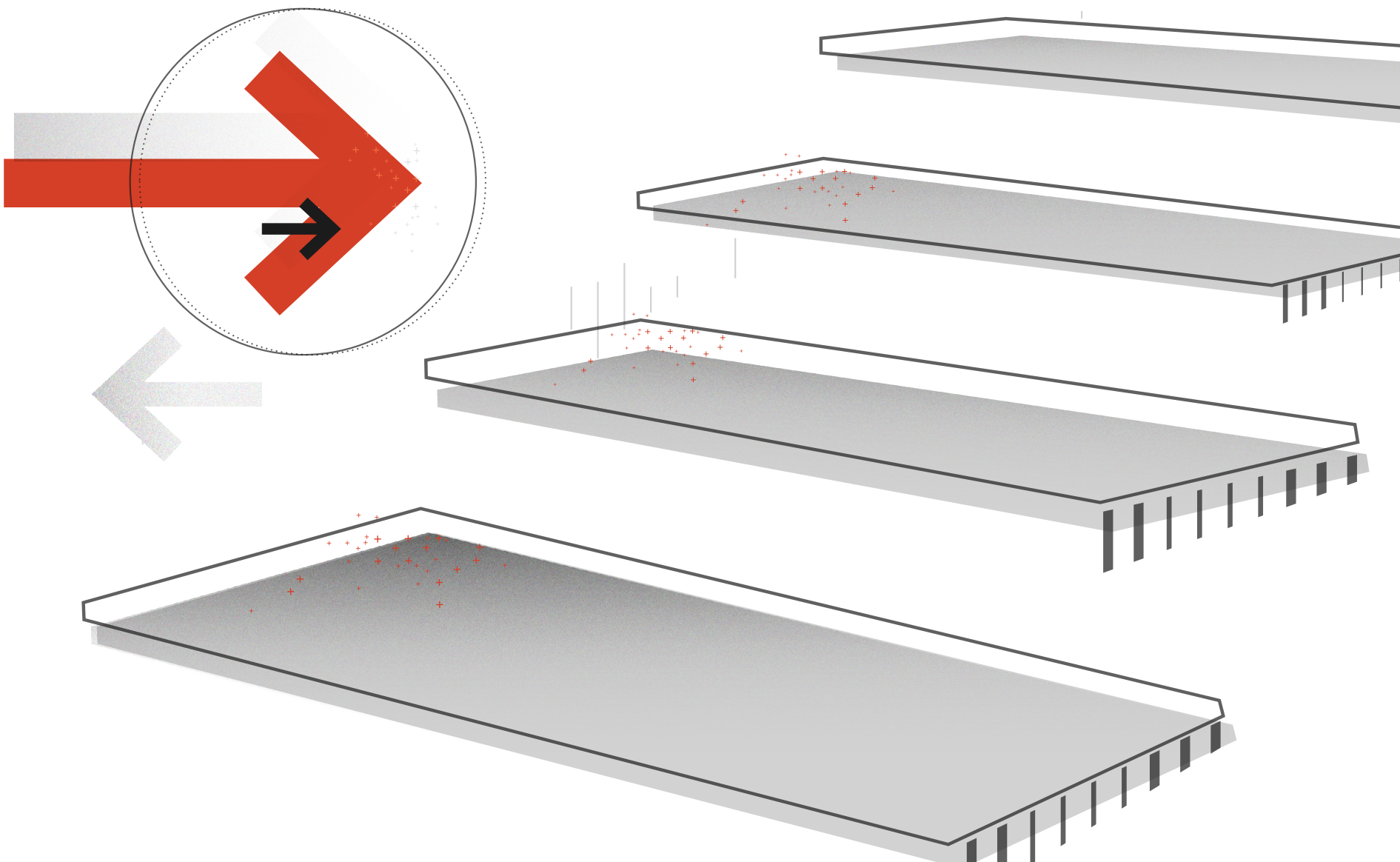
**Accelerate** time to market

**Deliver** higher quality products and new customer experiences

**Reduce** costs

Onboard acquisitions **faster**

**Attract** new talent (Millennials)



# Build a winning culture.

Innovation can be a key differentiator between market leaders and their rivals. Microsoft connects your workforce so you can transform your organization's culture into one that is more agile and better equipped to innovate.

**Microsoft is here to help.**

Learn more at [aka.ms/innovatewithconnectedcollaboration](http://aka.ms/innovatewithconnectedcollaboration)

Ready to get started <http://www.microsoft.com>