

## Checklist

Here's a list of all the information that you will need to have available when completing the online Solution Profiler form. It will be easier to collect this information before starting your profile. The list guides you through each of the five tabs that you will need to complete.

### Tab 1: Basic Information

- Product name
- The size of business it targets—for example, small, mid-market, or enterprise
- The vertical industry it targets—for example, retail, or finance
- Key product capabilities—for example, targeted Web tracking or data storage
- Key product benefits, at least three—for example, improved supply chain management, increased customer satisfaction, or improved inventory turn
- Proven, quantifiable benefits—these may describe a cost saving, for example, or the speed of a particular process when using the solution
- Awards won by your company or solution, or any other industry recognition
- Points of differentiation—what makes your solution different to similar products offered by your competitors, for example, price, service, or expertise?
- Details of current special offers, if applicable
- A Web page URL that customers can use to find out more about your solution
- A solution image or logo, in .jpeg or .gif format, maximum 50KB, 300dpi resolution

### Tab 2: Solution Overview—multiple choice

- Solution type—for example, software offering
- Products supported by your solution, including version numbers—for example, Windows Vista<sup>®</sup>—Windows Vista Business
- Hardware details, if applicable
- Service details, if applicable
- Sales channel—only if your product is a software delivered as an online service or “software offering”
- Number of successful implementations completed
- Relevance to Microsoft technologies—three ways in which customers can use your solution with relevant Microsoft technologies. For example, increases productivity for Microsoft solution users
- Solution price in US dollars.

**Tab 3: Customers and Capabilities—multiple choice**

- Horizontal solution areas—what customer needs does your solution address? For example, Customer Relationship Management—Account Management.
- Industry and vertical target market and solution areas. For example, Manufacturing—Customer Care Framework
- Standard Industrial Classification System (NAICS) Code, if applicable
- The size of business that your solution targets—as in Tab 1

**Tab 4: Countries and Regions Served—multiple choice**

- The countries and regions where your solution is available
- The languages that your solution supports

**Tab 5: Contact Information and References**

- Contact name
- Contact e-mail address
- Contact telephone number, including country code and area code
- Customer references—the references displayed here will be imported from the Microsoft Partner Membership Center. You will need to check that your customers have approved these references—only approved references are displayed for inclusion in your profile