

What is a Solution?

Examples of solutions that you can enter into Solution Profiler include:

- Hardware offering
- Hosting service
- Microsoft® Volume Licensing package
- Service offering
- Software delivered as an online service
- Software offering
- Training offering

A Solution Profile consists of six sections, which you can complete by filling in information about your solution in Tabs 1 to 5. You can then preview and publish your profile in Tab 6.

1. Basic Information—text-based
2. Solution Overview—multiple choice
3. Customers and Capabilities—multiple choice
4. Countries and Regions Served—multiple choice
5. Contact Information and References—multiple choice
6. Preview and Publish

Additional Information for ISVs Publishing Profiles of Office-Based Solutions

When you publish an Office-based solution in Solution Profiler, you will be able to import your profile into Office Systems Solution Directory (OSSD). This gives you additional exposure through customer-facing sites, Solutions Connect, and Office Business Applications (OBA) Central. Please see the last page of this guidance document for detailed instructions on this.

Six Steps to Profile Your Solution

1

Preparations

Read this document, watch the Preparations presentation, and download the Checklist from this Web site. These steps will help you to gather the information you will need to complete the Solution Profiler form.

2

Write description for Tab 1

See below—"How to Complete Tab 1."

You can also watch the Writers' Tips presentation for a summary of how to write effective entries.

3

Sign in

Sign in to Partner Solution Profiler using your Windows Live™ ID and password.

4

Profile solution

Complete all five tabs on the form by following the field descriptions and tips provided in this guide. You must complete all fields marked on the online form with a red asterisk to publish your solution.

5

Review, edit, and publish

In Tab 6, you can review your whole profile, edit if necessary, and publish.

6

Repeat

Repeat the process for as many solutions as you like.

How to Complete Tab 1

Writing Tips

As part of the content review process, your Microsoft partner and solution profiles are checked to ensure they meet Pinpoint content guidelines. This process can take up to three business days. If your Pinpoint profile does not pass the review, the Pinpoint team will notify you and give you recommendations on how to revise your profile.

To make sure that your profile has the best possible chance of being approved, we recommend that you follow the guidelines below. You will also need to refer to the 'Best Practices' document, which you can download from the Guidance Page of this Web site.

- Use correct grammar and spelling.
- Write in the present tense.
- Mark entries in lists with dashes: "-".
- In a sentence listing a series of three or more elements, separate the elements with commas, and use a comma before the conjunction (for example: A, B, and C).
- **Avoid** exclamation marks.
- **Avoid** repeated or unnecessary use of punctuation and symbols.
- **Avoid** capitalization of entire words unless they are normally written that way.
- **Avoid** repetition of words.
- Include enough information about your product or service to describe all primary features and benefits.
- Remember your audience—the people reading your profile will be business decision makers, not technical people.
- Focus on what your product does, rather than its technical features.
- Concentrate on how your product addresses specific customer challenges.
- Always spell out acronyms in full. For example: *Customer Relationship Management (CRM)*. This will help to avoid confusion and ensure that potential customers clearly understand the features and benefits of your solution.

The following information will help you to write entries for Tab 1 that will increase your chances of reaching the right customers with your profile. Base your entries on the examples that follow each section.

Solution name: Enter the name of the product or service that you would like to profile.

Length: Up to 250 characters with spaces.

Short description: Enter a short description of what the product or service does, and then use dashes (-) to create a list of features/benefits. You can enter up to four features/benefits.

These should be short statements that clearly explain what the product or service does and why it is valuable to customers.

Length: Up to 300 characters with spaces.

Example 1:

XYZ Tracking System

Effectively locate, track, and optimize your most important resources.

- Integrates with your existing computer system and reduces time-consuming data entry*
- Tracks your order end-to-end with detailed shipment and delivery information*
- Contains integrated GPS solutions*

Example 2:

Generation 2.0 Workflow Product

A comprehensive workflow and data management system appropriate for any industry.

- Provides accurate real-time information to and from the field*
- Streamlines business processes*
- Improves productivity and safety of field employees*

Long description: This section consists of a headline, a description that expands on the short description (above), and a list of key benefits. Please note: Short and long descriptions can be very similar. Words and phrases can be repurposed for use in either section if they succinctly describe the solution and the benefits for customers.

Headline: This should state the benefits or value of the product or service.

Length: Up to 60 characters including spaces.

Description: For this section, you need to write one or two sentences that state what your product or service does, and why customers should consider using it. You then need to support these statements by providing details of specific features and functions. Identify the specific industries or operations that your product supports.

Length: Up to 900 characters including spaces.

Example:

Effectively Track and Optimize Your Most Important Resources

The XYZ Tracking System provides accurate delivery and scheduling information to dispatch, sales, and management organizations, allowing you to more effectively manage daily operations. This information is available to anyone within your organization, eliminating the need to call the dispatch office to determine delivery status.

The system combines powerful Global Positioning System (GPS) tracking technology with the flexibility and affordability of leading edge Sprint and Nextel handsets, plus a wide variety of black box and fixed mount vehicle options. This solution offers a cost-effective option for real-time tracking and management of your organization's mobile resources, such as delivery vehicles and personnel.

Solution benefits: In this section, you will need to provide more detail on the key benefits. Use the active voice, rather than passive. It's best to use a list for this section, although you can use paragraph format if you feel that it's more appropriate. Use the same structure for each item, as in the example below, but try not to start each item with the same word.

Length: Up to 1,200 characters including spaces.

Example 2:

Generation 2.0 Workflow Product

A comprehensive workflow and data management system appropriate for any industry.

- Automates business processes to improve operational efficiency.*
- Integrates with your in-house computer system.*
- Gives everyone in your organization immediate access to the current status of all orders.*
- Provides detailed shipment loading and delivery tracking statistics.*
- Captures complete order life cycle tracking—from order creation through to delivery.*
- Provides immediate improvement of loading efficiency and production processes.*
- Offers integrated GPS solutions, allowing for accurate fleet- tracking directly related to delivery information.*
- Shows vehicle position relative to destination.*
- Offers great flexibility, customized to fit your current business processes and help improve workflows.*
- Gives dispatchers an easy-to-use system that allows them to focus on delivery issues.*
- Reduces the need for time-consuming data entry and manual, paper-based systems.*

Language/Region

Verify that Partner and Solution profiles are written in English. Only products and services that are offered in the United States, and described in English, will be featured on Pinpoint at this time.

Solution Web page URL: Enter a URL that customers can use to find out more about your solution. You can also provide a list to indicate the type of information the user will find at the site.

Solution image: When submitting graphic files for your company logo and for your solution screenshots, please submit graphic files in GIF or JPEG file formats and in the following file sizes:

- Company logo file: Pixel dimension at least 100 (width) x 100 (height)
- Solution (product or service) screenshot: Pixel dimension at least 640 (width) x 480 (height). You will complete these tabs by selecting items from multiple-choice lists

How to Complete Tabs 2–5

Read the following sections to make sure you have all the information required for Tabs 2–5. You will complete these tabs by selecting items from multiple-choice lists.

Tab 2: Solution Overview

Solution type: This classifies your solution, not your company. Select up to two types.

Example: Software Offering.

Tested products: Select all products that apply to your solution. This information is populated with the data you entered into the Partner Marketing Center. If no data appears, you will still be able to publish your profile.

Products: Select the products that are supported by your solution. Even if your company has multiple products and solutions, it is important that you limit your answers to the one you are profiling.

Products are listed in groups.

Example: Windows Vista®

- *Windows Vista Business*
- *Windows Vista Home Basic*

When you select a group, click on the expand button next to it to see the items within it. You must select:

- Between one and three groups
- Between one and two items within each group

Hardware detail: This field will only appear on the form if you have selected “Hardware Offering” under Solution type. Select up to five types.

Example: Networking.

Service detail: This field will only appear if, under Solution type, you selected “Hosting Services,” “Microsoft Volume Licensing Sales and Service,” or “Service Offering.”

Example: Install business software.

As with the “Product” field, this field consists of groups that you can view and select using an expand button. You must select:

- Between one and five groups
- Between one and three items within each group

Sales Channel: This field will only appear if you selected “software delivered as an online service” or “software offering” under solution type. This describes the ways that you sell your solution.

Example: Direct from organization.

Implementations: Select the number of successful implementations of this solution since it was launched.

Relevance to Microsoft technologies: Select up to three ways that customers can use your solution with relevant Microsoft technologies.

Example: Increases productivity for Microsoft solution users.

Solution price: Enter either the retail price or the price of a typical installation. Stating the true price of your solution will help you find customers who match your criteria and could shorten the sales cycle, since customers know what to expect in terms of cost.

Tab 3: Customer and Capabilities

Horizontal solution areas: Select the customer needs served by your solution. These selections will tell customers which business areas your solution addresses, regardless of vertical market.

Example:

- *Customer Relationship Management*
- *Account Management*

Industry and vertical target market and solution areas: Select the vertical markets that your solution serves. A vertical solution refers to a product that is designed for a specific market.

Example:

Manufacturing

- *Consumer Packaged Goods*
- *Customer Service*
- *Customer Care Framework*

Standard Industrial Classification (SIC) or North American Industry

Classification System (NAICS) code: If applicable, enter the SIC or NAICS code for the solution you are profiling.

Size of customer organization: Select the types of customer organization that would be appropriate for the solution you are profiling.

Example: *Mid-market, Enterprise, or Consumer*

Tab 4: Countries and Regions Served

Country/region availability: Select the countries and regions in which your company is able to provide this solution. Check all that apply. This information matches the customer's geographic preferences to the preferences of the solution you are profiling.

Languages supported: Select the language(s) in which your solution is available. Check all that apply.

Tab 5: Contact Information and References

Solution contact: The primary contact name for customers interested in your solution. Customers are more likely to contact you if they have a name they can refer to.

Solution contact e-mail: The primary contact e-mail address for customers interested in your solution. This is the address that will be listed on the Web site, so make sure it is checked regularly.

Solution contact phone: The primary contact phone number for customers interested in your solution, including area code and country/region code. Ensure that you add a reliable phone number and extension where customers can reach you.

Associated customer references: The references displayed here are imported from the Microsoft Partner Membership Center. Only approved references are displayed for you to select. Once a reference has been approved by the customer, it may take up to 24 hours for it to appear in Partner Solution Profiler.

You may add your references in the Partner Membership Center by choosing the “Manage Your Profile” option from the left navigation menu.

Tab 6: Preview and Publish

This tab allows you to:

1. **Review** your solution profile by section
2. **Edit** your solution profile by section
3. **Publish** your completed solution profile to the Partner Solution Profiler directory

Items displayed on the form with a red asterisk are required fields. You must complete these correctly to publish your profile.

Keeping your profile up-to-date

To ensure that customers are receiving the most up-to-date information for each of the solutions you profile, please update your information at least once a year. Customers will use the Microsoft.com search engines to find partners to serve their needs. We will monitor partner solution profile submissions, and may contact you with some helpful information that could improve the quality of your profile and increase your opportunities to connect with customers.

Extending your Office-based Solution Profile into the Office Systems Solution Directory

Once you have submitted your profile in Solution Profiler you will receive a message saying: "Congratulations Office Partner! You have been identified as a partner taking advantage of the Microsoft Office system. Gain additional exposure for your Office solution here." You will also see a link that takes you to the OSSD Web site (www.iwsolve.com).

Once you arrive at the OSSD site, follow the steps below:

- Sign in.
- Click the "Import Solutions Created in Solution Profiler" link under the "View Solutions Imported from External Systems" dashboard.
- Pick the profile that was imported from Partner Solution Profiler and click the "Promote" button next to the entry. This information will pre-populate the majority of the fields.
- Fill in any required fields with the additional information necessary to take advantage of exclusive Office directories.
- Click on the "Save and Continue" button at the bottom of the page to proceed to the next section.
- Click the "Submit Solution" button under the "Review & Submit" tab to complete your profile.

Upon completing these steps, opting in to show your solution publicly, and having your profile approved, it will be available to customers in partner solution directories worldwide.
