





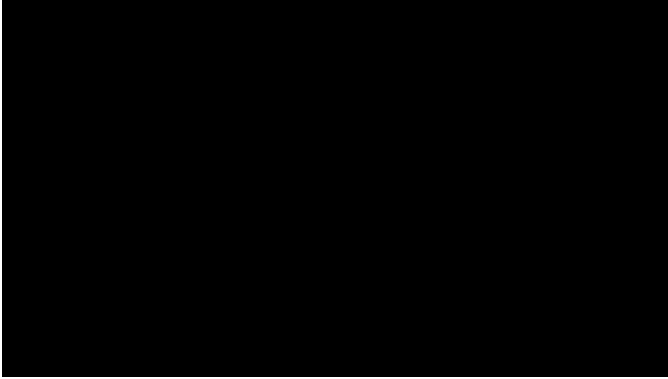


The Millennials and their view on Technology

The Millennials

- Also known as the Y Generation
- Born early 1980s to early 2000s
- Oldest are in their early 30's and the youngest are just hitting college!
- This is YOUR staff!!
- Also known as "Generation We", "Global Generation", "Generation Next", "Echo Boomers"





Millennials expect technology to simply work – so you'd better make sure that it does.

They've grown up with digital devices that bundle communication, entertainment, shopping, mapping and education all in one. From an early age, smartphone use has been the norm. Millennials have always had Internet at home and in school. MP3 players have long offered them ubiquitous music options.

Millennials are a social generation—and they socialize while consuming (and deciding to consume) your products and services.

Millennials are a sociable generation. And for Millennials, this sociability is expressed online as well as in real life ("IRL"), particularly in the many arenas where online and offline activities and circles of friends overlap. Offline, Millennials are more likely than other generations to shop, dine and travel with groups, whether these are organized interest groups, less formal groupings of peers or excursions with extended family, according to Boston Consulting Group data. Online, their sharing habits on Facebook, Snapchat and other social sites, and the opinions they offer on Yelp, TripAdvisor and Amazon reflect their eagerness for connection, as do their electronic alerts to friends and followers (via Foursquare et al.) that show off where they are, where they're coming from and where they're headed—online alerts that reflect and affect behavior in the physical world.

The Most Surprising Group They Socialize With? Their Parents

Here's a revolutionary fact about Millennials: They get along with their parents. Teenagers today get into fewer fights with their parents than Mom and Dad did with theirs as teens. Six out of 10 teens eat with their family four or more nights per week. Incredibly, 85% of teens name one of their parents as their best friend, rather than naming a peer. And more than a third of Millennials of all ages say they influence what products their parents buy, what shops and restaurants they visit and what trips they take.

They collaborate and cooperate – with each other and, when possible, with brands

Millennials have a positive, community-oriented "we can fix it together" mindset. Millennials want everyone to get along, and they think everyone should be able to. Parents and educators throughout their childhood emphasized collaboration and cooperation, as did even the shows they grew up with: Millennials cut their TV teeth on the collaboration-themed educational television shows *Bob the Builder*, *Blue's Clues* and *Barney and Friends*.

They're looking for adventure (and whatever comes their way)

Millennial customers crave the joy of adventures and discoveries, whether epic or everyday. Millennials often view commerce and even obligatory business travel as opportunities rather than burdens, due to the adventures that can be had along the way. I'm reluctant to chalk up this phenomenon to youthful wanderlust alone, because the breadth of experiences this generation craves suggests there's something more at work:

- When shopping, they prefer an "experiential" retail environment, where shopping is more than a transaction and the pleasure of being in the store isn't limited to the goods that customers take home.
- Far more Millennials than non-Millennials report a desire to visit every continent and travel abroad as much as possible.
- More than twice as many Millennials as those in other age brackets say they are willing "to encounter danger in pursuit of excitement."

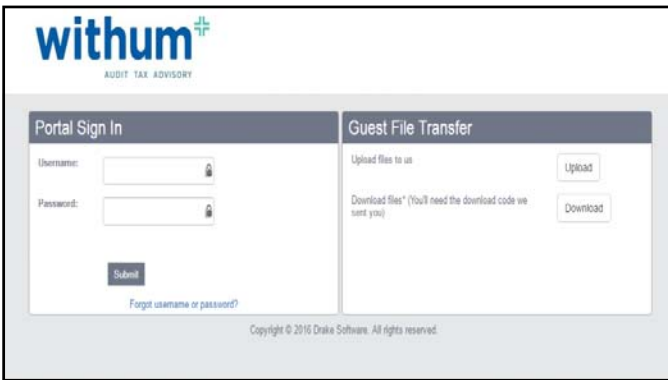
They're passionate about values—including the values of companies they do business with

Millennials are a highly values-driven generation, specifically in terms of the values... the values that relate to good citizenship. This can be attributed to their upbringing. While growing up, "young Millennials were revered, praised, sheltered, befriended and carefully guided by their parents to lead well-structured lives based on adherence to clear and mutually agreed-upon rules. This has produced a generation of young people that is, by most measures, accomplished, self-confident, group-oriented and optimistic." Boomer parents have taught their children that every voice matters, that bullying is bad and equality is worth fighting for, **and it takes a village**. In large part, this generation polls as a gentle, loving generation; specifically speaking, polls conducted at a similar age with previous generations displayed less of these civic-values inclinations.



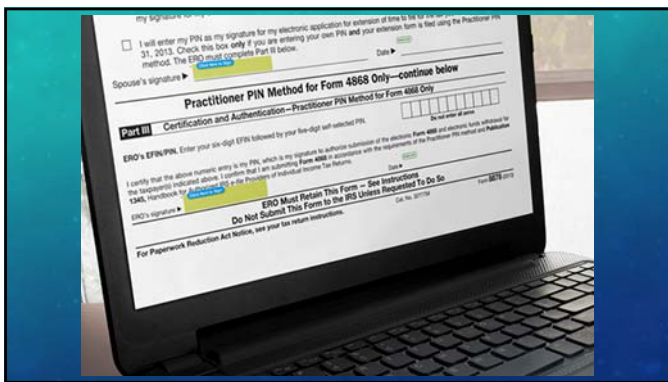


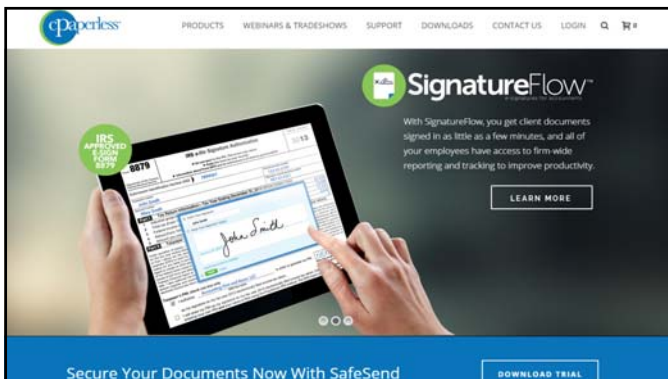






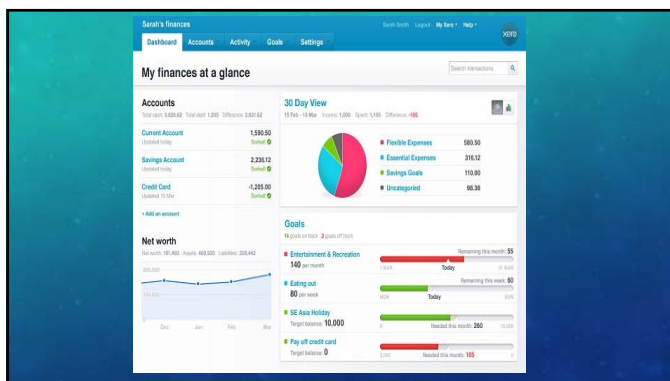












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CONTENT MANAGEMENT IN THE CLOUD





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COST	PAY A SINGLE, ONE-TIME COST	PAY A SMALL MONTHLY FEE, OR SAVE BY PAYING FOR A FULL YEAR
Office applications	Get Office 2016 applications, like Excel, Word, and PowerPoint. Your apps won't be updated when new features are released.	Get the latest version of Office applications, like Excel, Word, PowerPoint, and Outlook. Right now that's Office 2016, but your version will continue to receive new feature updates. PC users also get Access and Publisher.
Feature updates	Security updates are included, but you won't get new features that are added to Office 2016. Upgrades to major releases are not included.	Your version of Office will always be improving. Get the latest features and updates from Microsoft. Major upgrades to future versions are included.
Install Office on more than one computer (Mac or PC)	One-time purchases are designed for a single operating system, so your copy of Office is good for either one Mac or one PC.	With Office 365 Home, you can install Office desktop applications on up to 5 computers, which can be a combination of Macs and PCs. If you don't need all of those installs, share them with members of your household.



