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Business Success

Business OS:

The Cloud Operating System for Small Business

SMBs know there is a better way to run their Businesses.

The cloud can help. But how?

SMBs without IT departments and dedicated experts in strategy, finance and operations often get stuck with the status quo and accept that what they're doing today is 'good enough.'

Synthesizing PwC business expertise with Microsoft software, creates the operating system for the modern business. Business OS frees companies from the status quo to give them a new path to success. Together we help them do things a little smarter, faster and easier to take their business to a new level.

For Microsoft and PwC, Business OS represents a unique opportunity to make us relevant to 125,000,000 SMBs worldwide. We increase the value of the PwC, deepening our relationships with SMBs.

Through Business OS Microsoft escapes the desktop to establish itself not just as SMBs first cloud provider, but as the one they grow with.

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Democratizing  
High Performance

Our Vision

Democratizing High Performance

Today's markets are hyper competitive.

Globalization and technology gives small businesses more opportunities than ever to succeed.

Translating

opportunity into reality means navigating

new risks and complexity. PwC believes

success shouldn't be limited by

size or resources. That is why we give

entrepreneurs the critical support and expertise to better manage

and grow their businesses.

Our Mission

Put PwC to work for Small Business

PwC's has a long track record helping companies navigate

changing markets. Our 180,000

business advisors contribute their

collective expertise to our digital tools. Together with our 165 years of

experience, PwC widens

the circle of our relevance deepens the meaning

of our brand to businesses poised to become leaders in the next decades.

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3 years of R&D  
Consulting 2.0 - Reinventing the  
world's (2nd) Oldest Profession

Delivering PwC quality to new customers requires reinventing the experience and delivery models. Over 3 years, PwC has interacted with over 5000 SMBs in 6 countries across all industries. Our understanding of their behaviors, preferences and needs fueled 12 product prototypes and 2 pilot products.

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Insights -  
Template from ARD  
Workbook

SMBs live and die on managing cashflow. Accounts Receivables Diagnostic helps them get paid faster AND easier. Our unique Q&A process scores current practices, benchmarks them against top performing peers.

| The Q&A results in recommendations for improvement. We combine PwC insights and experiences with an understanding of client objectives and the inefficiencies and problems we discover to provide a prioritized plan of action that is ready for execution.

We deliver bottom-line by supporting the implementation of our recommendations. Our tools put best practices into action through templates that integrate with Office 365 to automatically create invoices, dunning letters and other crucial contacts with customers consistently and effortlessly.

#### Collaboration

Success in the future begins with understanding the past. Our products use historical data to show how client SMBs generate cash and track how various drivers impact cash position. We educate, motivate and instill confidence so clients can manage their cash proactively.

Most businesses forecast from the bottom up.

We help clients take a top-down, strategic view of the future of their businesses. PwC workshops empower clients to generate the cash they need in changing conditions.

Translating insight into action is critical for small business. Our cash forecasting tool generates monthly targets embedded in Sharepoint to make it easy for client companies to align on tangible objectives. Access and accountability ensures teams focus on what matters most.

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Apps -

Because SMBs lack workflow automation resources, they spend more time executing common processes than they should.

PwC with Sharepoint help SMBs automate to reduce workload while improving consistency and efficiency .

Success takes more than mere intuition; entrepreneurs need facts. PwC's Capital Investment Analyzer gives our clients a methodical way to anticipate costs and benefits so they can make better, smarter decisions. Our tools integrate with those of potential partners like Citi and ADP to open more opportunities.

Empowering small businesses so they don't need to take the path of least resistance frees them to seize overlooked opportunities to serve their customers better to fuel profitable growth. Using our customer segmentation tool they can analyze payment patterns and customer insights to segment their markets and tailor payment and credit terms.

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Putting 180,000 business advisors to work for small business

Our initial prototypes and pilots focused on finance expertise. The bigger opportunity is to put the collective expertise of PwC's 180,000 experts to work for small business adding tax, advisory and assurance practices to our value proposition.

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There's a gap in the market

Large enterprises know the value of using business knowledge, insights and know-how that are tailored to their business and invest heavily in tools and services. Small businesses have the same need, but lack access to resources to turn generic knowledge into action.

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The value of consulting is a combination of the quality of advice combined with the practicality of putting it into action. For self-service advice to delivery impact, companies need the ability to implement PwC recommendations. Integrating our advice with tools companies can and should use every day turns good ideas into reality.

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PwC Insights

& Advice

Business OS diagnostics  
and dashboards help  
companies identify what matters  
most and offers  
action plans that deliver results.

Collaboration

Tools

PwC insights and  
Advice embedded in collaboration tools  
keep the focus on  
what matters brings teams together  
to do things smarter, faster and  
easier.

MS and PwC

Apps

PwC Apps integrate business know-how with Office,  
Outlook Dynamics CRM and GP  
to improve how clients handle  
everyday tasks.



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Selling Direct to Consumers

Subscription System

Single subscription fee per user  
provides access to all Business  
OS functions from PwC + Microsoft

Subscription Module

Fees are based on  
users selecting specific business  
function areas.

Metered Model

Free access to Office 365 and PwC Apps  
. Fees based on business activity

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Business OS: Fusing the Brains of Business Services  
with the Brawn of Business Software

Creating the

operating system for the modern  
business requires our decades of  
experience working shoulder to shoulder  
with business. We have a deep understanding their  
needs and knowing what really works.

Customers expect

intelligent and proactive software that guides  
them to results with impact.

Relevant services with practical value require advice and ideas integrate  
with the tools they use every day to make  
employees smarter and more agile.

It's an opportunity, imperative and  
mandate only PwC and Microsoft  
can fulfill together.