



Microsoft Compass Program

Connect. Learn. Create.

Program Overview for
M365 **Small Business** Customers
Updated: August 2022

Pete Card,
Principal UX Research Manager/Compass Lead



Compass is a unique and premium program for select customers



Microsoft Compass Program

Connect. Learn. Create.

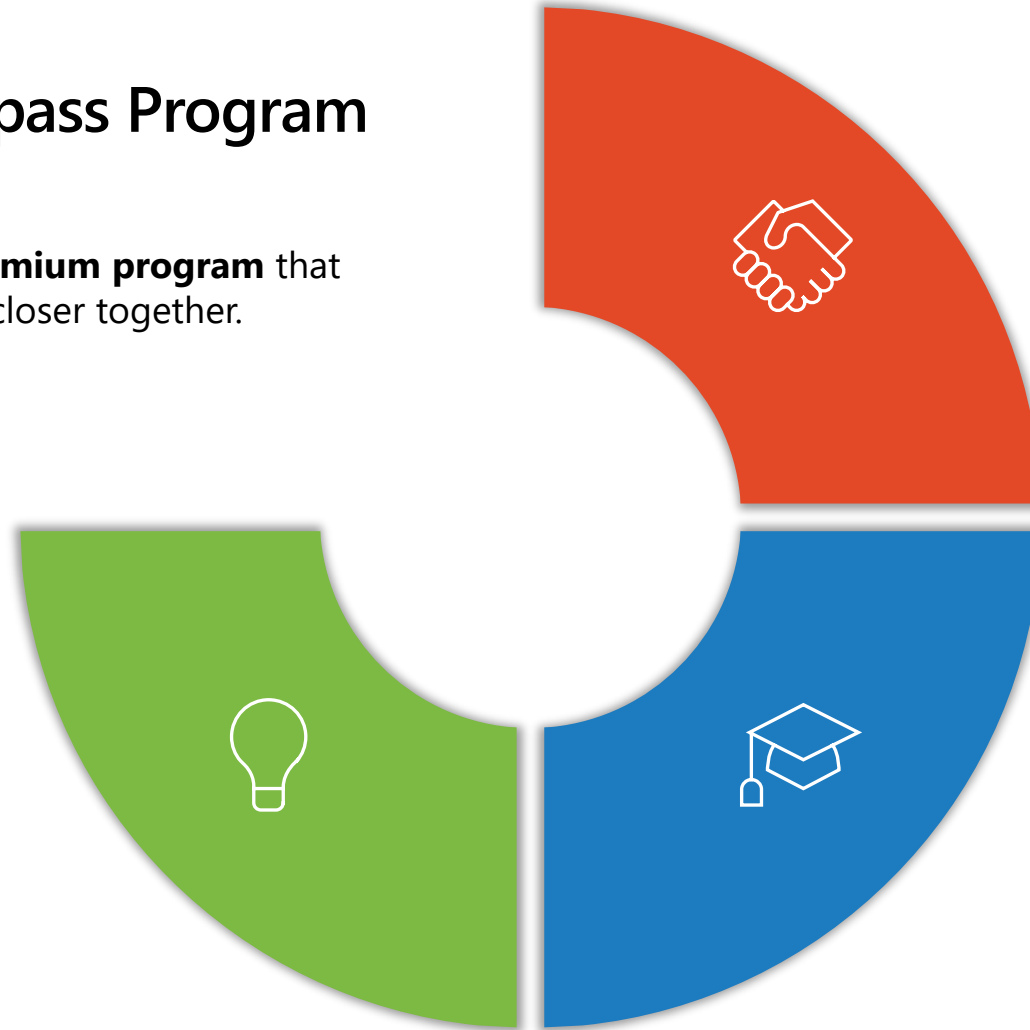
Established in 2012, **Compass is a premium program** that brings customers and product teams closer together.

Create.

Compass research and events provide opportunities to **share ideas, co-create and co-develop products.**



Microsoft Compass Program



Connect.

Compass membership is a premium, **invitation-only program offered at no cost** to Microsoft 365 customers enabling them to connect with engineering and design teams.

Learn.

Compass **provides a safe, confidential forum in the development process** to voice unmet needs, preview product roadmaps and share feedback.

Microsoft Confidential

Microsoft Compass Program Charter



Microsoft Compass Program

Connect. Learn. Create.

Our Mission

Enable Microsoft 365 Customers to achieve more by connecting directly with Experiences + Devices teams.

Experiences + Devices Charter

Compass includes products from our Experiences + Devices division; our focus is on Modern Workplace and collaboration



Compass Enterprise Customers

Compass members comprise of organizations of all sizes, sectors and geos.



Compass Higher Education Customers

Compass higher education members represent public, private and specialty schools including Historically Black Universities & Colleges (HBCUs).



EMORY
UNIVERSITY



KENNESAW STATE
UNIVERSITY



COPPIN
STATE UNIVERSITY



SMU

MISSOURI SOUTHERN
STATE UNIVERSITY



Northeastern
University

Southern
New Hampshire
University

Northwestern
University



The University of Vermont



Aalto University

iu
INTERNATIONALE
HOCHSCHULE



King Abdullah University
of Science and Technology



Microsoft Compass Program



HUMBER



Hochschule Düsseldorf
University of Applied Sciences

HSD

Microsoft Confidential

We are seeking small business customers to join us!

Why SMB and why now?

- **We need diverse perspectives!**
- **Your needs are different from huge corporations!**
- **We are investing in ATL!**



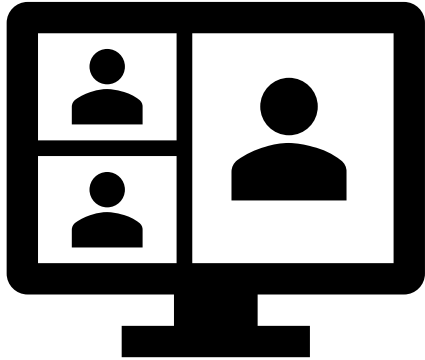
What is in it for you?

What can Compass uniquely offer SMB customers?

- Special product previews and pilot testing opportunities
- Access to special events, research activities and conferences that reveal M365 product roadmap, exclusive feature previews and more!
- Community network of SMBs to share best practices and grow their businesses
- Small incentives (gift cards, SWAG)
- Small Business Advisor Badging as public recognition



How to participate



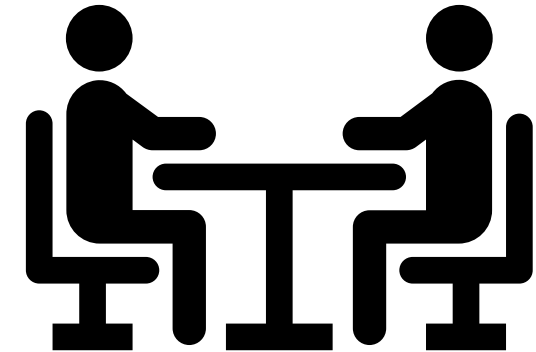
Online interviews

We may ask you about the work you do, how you use technology, or ask for your opinions on product under development



Online surveys

Typically, these take about 10 minutes and ask about your technology use



Visits

If you are open to it, we may ask to visit your work location to meet in person and learn more about how you do your job.

How to join

Compass Advisors for startups and small businesses is open to:

1. Any business in the USA with under 300 employees
2. Those who influence or decide on technology (PCs, phones, software, services) for your business
3. Those who are open to one short research activity per month
4. You may include up to 3 participants per organization

Contact compassteam@microsoft.com if you have any questions.
Learn more about the Microsoft Compass Program at <https://aka.ms/CompassGroup>.



How to join

To join, please review the Compass Program Agreement here

[Join Microsoft Compass Advisors for startups & small businesses under 300 employees! \(office.com\)](#)

You will be contacted once your request has been approved.



Microsoft Compass Program

Microsoft Confidential