

# BEYOND THE TIP OF THE ICEBERG:

The Ultimate Guide to Get More Out Of  
Your Business's Microsoft 365 Suite

**Is your business using the Microsoft 365 suite, formerly known as Microsoft Office?**

The answer is probably a yes: nearly every US business relies on either Microsoft 365 or its biggest rival, Google Workspace, for basic office productivity apps. **Email, document creation, spreadsheets, presentations: you get the idea.**

Statistically speaking, if you're using Microsoft's business productivity suite, you're mainly using it for the Big 5: **Word, Excel, PowerPoint, Teams, and Outlook.** And that makes sense: those five apps power quite a lot of what we call everyday office work.

But here's the thing: if you're **only** using the Big 5, **you're using a fraction of what you're paying for in Microsoft 365.**

Maybe that's enough to justify the cost of the subscription, **but it's possible you're missing out on a metric ton of value wrapped up in Microsoft 365!**

If you've only explored the tip of the Microsoft 365 iceberg, it's time to dive a little deeper and explore life beyond the Big 5.

Below, we'll cover **18** of the additional apps and tools you already have access to with your Microsoft 365 subscription: **what they are, how to use them, and what they can accomplish for your business.**



# How To Use This E-Book

We recommend using this E-Book in a couple different ways. **Start by reading through, start to finish.** But don't stop there: keep the E-Book handy as a reference tool. As you start experimenting with the other tools in Microsoft 365, you can use the find function (control + F on PC, command + F on Mac) to search for terms, actions, or the names of tools or apps. **Using the E-Book this way will help you keep learning as you explore better, more powerful, and more efficient ways to work.**

## Microsoft 365 Apps for Productivity

### 1. To Do

**This one isn't hard to guess: it's a simple to-do list app.** Use it to track the things you have to do. Create daily, weekly, or untimed to-do lists and share them with others if you want. This app isn't exactly revolutionary: you've probably seen something similar already. But it's free (with a 365 license), **and already integrated with the rest of the suite.**

**Use case:** *Personal task tracking, simple team-based collaboration. If you'd write it down on a sticky note, you can probably track it using To Do.*

### 2. Lists

Lists is a powerful list-making and information tracking tool businesses use to create searchable, sortable lists (including grid-style lists that start to look a little like a Trello board). There's a surprising amount of depth here, and of course the kicker is the way Lists integrates with the rest of the suite. **Pull lists into Teams, export them as .csv, or turn them into insanely powerful automations with PowerApps.**

**Use case:** *Anything list-like that's more complicated than what To-Do can do. If you need something simpler and lighter-weight than a big project management suite, Lists might do the trick.*

### 3. OneNote

OneNote is a supercharged note-taking app: **anything you can type, grab, screenshot, or draw, you can store in a OneNote Notebook.** In some ways OneNote was the predecessor to Teams, but there's still a lot you can do in OneNote that you can't do directly in Teams. (Of course, you can create or open a OneNote Notebook within Teams, which is likely how most office-dwellers use it today.)

**Use case:** *Personal note-taking is easier in OneNote, and the same is true for either individual or collaborative note-style business tasks. If you need a place for a knowledge dump before that information goes into a more polished, permanent form, OneNote might be the answer.*



## 4. Planner



Microsoft Planner is a lightweight task management app in the same vein as Trello. **It's a powerful way to track tasks, assign them to users, and understand where various pieces of a project are at a glance.**

Just like Trello, Planner has limits: complex projects with dependencies, subtasks, parallel processes, and the like will need a more robust tool (and for that, Microsoft Projects might be the right call).

**Use case:** *Teams can use Planner to do project management on **smaller, simpler projects.***

## 5. MyAnalytics



**Do you ever get to the end of a workday and wonder where the heck your time went?** (Or does one of your employees seem to struggle with time management?) MyAnalytics is a confidential tool that uses AI to understand where a user is spending work time. The tool can generate an automated email each day or week showing what the user spent time on, giving the user a chance to understand and make adjustments to how they spend their time.

**Use case:** *A company might implement MyAnalytics to help team members identify **how much time they're spending on email or web-browsing in an effort to focus their work.***

# Microsoft 365 Apps for Collaboration

Teams may be the ultimate collaboration tool for the modern Microsoft 365 user, but the company offers several other collaboration tools worth exploring.



### 1. Forms



If you've seen Google Forms, then **Microsoft Forms will be extremely familiar.** It's a great way to collect data from groups of people (**without endless email threads gumming up your inbox**). Results can be exported to Excel or other apps for further analysis, too.

**Use case:** *Collect feedback from department members or beta testers; create a sign-up for an office party; build a customer survey.*

### 2. Whiteboard



If OneNote is like Word and a digital whiteboard had a baby, meet the proud (non-word-processor) parent.

**Whiteboard is a digital whiteboard application that allows for mouse, stylus, or finger inputs from multiple devices and locations.** If the collaboration features in Teams or OneNote weren't powerful or flexible enough, then Whiteboard can likely give you the boost you need.

**Use case:** *Free-flowing brainstorming sessions; initial product sketches or process maps.*

# Microsoft 365 Apps for Publishing and Display

When you're ready to create attention-grabbing visuals, **Microsoft 365 offers more than just PowerPoint.**

## 1. Sway

Sway is a seriously underutilized resource: it enables you to create presentation-worthy documents (including interactive documents) without the need for serious design skills. It's like PowerPoint, but for documents too (like newsletters or brochures). **Sway is also highly automated and template-based, and the digital documents you create are responsive, adapting to the size and format of the user's device.**

**Use case:** *Creating a responsive digital newsletter without heavy coding or design skills.*

## 2. Publisher

So what if you do have those professional design skills, and you need to create pro-quality print materials? Neither Word nor Sway can do everything you need but Publisher can. **(And even if you aren't a pro, you'll find strong templates here that can make you look like one!)**

**Use case:** *Creating sales brochures, professional printouts, posters, and so on.*



# Microsoft 365 Apps for Power Users

The Power trio isn't for casual users, but in the right hands, **these apps deliver insane value.**

## 1. Power BI

Power BI is for analyzing data for business intelligence. If your business is collecting data into a database, Excel file, or a few other types, you can route that data into Power BI and do some pretty amazing things with it. **Data visualizations, sales and marketing insights, consumer trends, and more can all be explored using Power BI.**

**Use case:** *Turning customer data into business insights.*



## 2. Power Apps

If you know your way around the digital landscape but can't (or don't have time to) code your own apps from scratch, then Power Apps could be the powerup you need: **Power Apps offers a graphical user interface where users can build simple mobile and web apps for business use.** It's a low-code environment that can save tons of time and empower users to punch above their weight.

**Use case:** *Building simple internal apps to streamline tasks and remove manual steps.*

## 3. Power Automate

Formerly known as Microsoft Flow, **Power Automate helps businesses automate repetitive tasks and processes.** If you find yourself repeating monotonous tasks like approval workflows or data collection, Power Automate might be able to make all of that go away.

**Use case:** *You can set up a time-off approval workflow using Power Automate, eliminating manual email back-and-forth.*

# Microsoft 365 Apps for Storage and Knowledge Management



## 1. Stream

**Think of Stream like your own internal YouTube: it's where internal videos go to live in the cloud.** If you record video calls or company-wide virtual meetings, those recordings automatically go to Stream. You can also upload training videos or any other video-based content to Stream and then make those videos available to the right mix of users.

**Use case:** *Create a training repository or share the latest company update with users who missed the all-hands.*

## 2. OneDrive

OneDrive is your cloud-based storage solution: **all your digital files can live on OneDrive rather than on your local hard drive or network server.**

**Use case:** *Migrate storage to the cloud and enjoy better rights management, smoother collaboration, and version control.*

## 3. SharePoint

**SharePoint is an intranet creation tool:** it can be used to create a company intranet, knowledge base, document management system, and other similar concepts. It's really powerful, but does have a pretty stiff learning curve.

**Use case:** *Creating a company intranet for corporate communication and document storage.*

# Other Microsoft 365 Apps Worth Exploring

There's so much more to explore in Microsoft 365, but we're nearly out of space for this ebook. **Here are three more quick hits that didn't quite fit in other categories:**

## 1. Windows Defender

Every type of Microsoft 365 license comes with some form of security software. Windows Defender is the basic version, and we'll use it as a stand-in for the rest. Now that you're operating in the cloud, you want to be sure your security tools are cloud-ready, too. **Windows Defender (and the rest of Microsoft's security tools) help ensure you're staying protected from risk and keeping up with industry standards.**

## 2. Project

Microsoft Project is Microsoft's full-octane project management software suite. **Task management, project planning, dependencies and milestones, Gantt charts, and more are all here.** Compared to Planner, Project is advanced: maybe even overwhelming. But for complex projects, you'll need an advanced solution.

## 3. Bookings

**Bookings is an online customer scheduling tool similar to Calendly, included in your M365 subscription.** Just set your availability and then send an invite via Bookings, and your customers can select a meeting time that works for both of you.

**With the close integration with Teams, virtual bookings are seamless, too.**




Reach Out  
Today!

Microsoft 365 comes packed with numerous features, yet harnessing its full potential can be daunting. **Hopefully this E-Book has shown you how much it value it can add to your business!**

If you need an M365 help, please contact our team. **We are eager to assist!**



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