<Insert your company’s logo here. Apply your company’s branding (fonts, colors, illustration, or images) to the rest of the document as desired. Text in **RED** below should be modified/customized as needed for your organization; the screenshot can also be replaced with one from your organization.>

**Subject line: Talking Points: Why we are using Microsoft Search in Bing**

As champions and internal sponsors of the Microsoft Search rollout, you should be prepared for questions about why we are making this change. Below are some talking points to help message the benefits of Microsoft Search in Bing:

**First**: **Bing is** **a familiar and easy entry point for using Microsoft Search**

* For most of us, searching the web is already an ingrained habit.
* Access is easy, right from the browser address bar, on any device, if we set Bing as our default search engine.
* If you don’t know where to start, a search engine provides the broadest possible view of the information that’s out there.

**Second**: **Work and web results with every search**

* Research a customer or competitor and get results from both internal documents and info from the web on one page.
* Search for internal support on a technical issue with your work computer, but also find tips and the best self-help recommendations posted online.
* Discover internal resources you didn’t know about. For example, a web search for 'daycare' returns local daycare results—as well as information about the daycare support we provide.

**Third: Security**

* Azure Active Directory (AAD) sign-in required to view enterprise results.
* Privacy is key: Enterprise searches are not associated with a user’s workplace identity
* Ads are never targeted to a user based on their workplace identity

For more, reference the FAQs.

Thank you,

<name>, <title>