

Microsoft Small-Business Productivity Solutions

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Together, the Windows® operating system and Microsoft Office software deliver a series of powerful yet easy-to-use small-business and home-based business products. The solutions are designed to help entrepreneurs maximize their time and resources so they can focus more attention on serving their customers and growing their companies. An effective small-business desktop starts with Windows Vista™ Business, a security-enhanced and manageable platform on which they can build their operations. The 2007 Microsoft Office system build upon that foundation with tools that enable employees to increase their productivity, present a more polished and professional materials, and extend their customer reach to a global marketplace while retaining the personal touch on which they've built their reputations.

Between a new operating system, a redesigned desktop experience and customizable services, Microsoft Corp.'s small-business offerings help entrepreneurs and their employees work more efficiently, market and sell to customers more effectively, stay connected when on the road, and back up and better protect business data. Core products include the following:



Windows Vista Business. Windows Vista Business is the operating system designed for organizations of all sizes. For small businesses, Windows Vista Business will help keep PCs running smoothly and more securely. Windows Vista Business also allows organizations to retrieve older versions of documents accidentally deleted; use a simple wizard to automate backups; work virtually anywhere with **security-enhanced** and dependable remote access; find information and resources faster with Instant Search; and respond more quickly to customers with integrated faxing and scanning.



Microsoft Office Professional 2007 and Microsoft Office Small Business 2007. Office Professional 2007 and Office Small Business 2007 provide a complete set of productivity and business management software. Office Small Business 2007 consists of Microsoft Office Word 2007, Microsoft Office Excel® 2007, Microsoft Office PowerPoint® 2007, Microsoft Office Outlook® 2007 with Business Contact Manager, Microsoft Office Publisher 2007 and Microsoft Office Accounting Express 2007. Office Professional 2007 adds Microsoft Office Access™ 2007.

Microsoft Office Outlook 2007 with Business Contact Manager. Outlook 2007 with Business Contact Manager, centralizes all contact, prospect and customer information — including communications history, marketing campaigns, projected sales value, probability of closing, and tasks — making it easier to manage prospects, respond to customers and get a clear view of the entire sales process in one place.

Work More Efficiently

Above all, small and home-based businesses want to grow their companies and increase profits. As the ultimate multitaskers, they need to save time and get more out of everything they do or use, including their software. Windows Vista Business and Office Professional 2007 help people save time, stay organized and work more efficiently with the information needed to get things done and get on with the rest of their business.

- **Discover time-saving capabilities.** Windows Vista and the 2007 Office releases deliver simplified user interfaces that enable people to focus on what they want to do rather than how they get to the proper command. The new designs help people discover and use features through improved menus that present relevant tools only when they're needed.
- **Find information.** Office Outlook 2007 integrates Instant Search capabilities,* which indexes content and begins delivering results as soon as people start typing a search term. This makes it quick and easy to locate e-mail, calendar items, contact information or tasks. The Instant Search box in Windows Vista enables search by a file name, property or even text contained within a file to help people locate information on their PC in a matter of seconds.

- **Preview and organize documents.** High-resolution document previews with Live Icons let people read Microsoft Office documents, presentations and e-mail messages without having to open them. Search Folders provide a quick and convenient way to find and organize documents, regardless of where they are stored on the computer.
- **Manage tasks and time.** A new Outlook 2007 To-Do Bar provides a unified display of appointments, tasks and e-mails flagged for follow-up, making it easy to track time commitments and open action items.

Market and Sell to Customers

Customers want to grow their businesses, but it takes more than a few sticky notes to accurately keep track of customers and vendors. Some of the best ways to retain existing clientele and attract new customers are through prompt service and professional-looking marketing campaigns. With Office Professional 2007 and Windows Vista Business, small organizations can centralize customer information as well as create and publish a wide range of print, e-mail or Web-based marketing campaigns and business communications for more profitable interactions with those contacts.

Centralize contact information. With Office Outlook 2007 with Business Contact Manager, small and home-based businesses can compile a list of target customers, track important communications and forecast likely sales results. It also enables entrepreneurs to assign business leads, contacts, customers and tasks to other employees, making it easier to manage prospects, respond to customers and manage sales processes in one place.

- **Respond quickly.** Small businesses can respond promptly to customer requests using Windows Vista Business to share information over the Internet and send and receive faxes or scanned documents.
- **Create great-looking documents.** A new graphics and diagramming engine in Office Professional 2007 includes SmartArt Graphics and design templates to help people add professional-quality illustrations, charts, diagrams, formatting and other visual elements to documents, spreadsheets and presentations.
- **Publish professional-looking marketing materials.** Office Publisher 2007 delivers simple and effective tools for creating and distributing a wide range of marketing materials —from e-mails and newsletters to commercial print-ready brochures — for print, e-mail or the Web. In addition, integration with Outlook 2007 with Business Contact Manager makes it easy for small- and home-based business owners to track and manage their marketing campaigns.

Stay Connected

Entrepreneurs know that their workplace isn't necessarily the office; it's wherever they happen to be at the moment. Regardless of location, small-business and home-based business proprietors need to be able to connect to, communicate with, and network with people and information. For mobile workers, Office Professional 2007 and Windows Vista Business are designed to help employees connect relevant people, key business data and new opportunities so they can get more done, even when they are working out of the office.

- **Work on the go.** Office Professional 2007 and Windows Vista Business enable simple information synchronization across PCs, PDAs and mobile phones.
- **Manage mobile settings.** Small businesses can manage their mobile system settings from a single location using Windows Mobility Center in Windows Vista Business. They can also access network information with simplified connectivity through the Windows Vista Network and Sharing Center and get offline access to files** while on the road.
- **Connect with people.** Business Contact Manager takes contact management online and provides everyone in the company with access to the most up-to-date account, contact and opportunity information.
- **Connect to information.** With Windows Vista Business, employees, customers and partners can get information without needing a network, and they only need to sign on once to access shared resources.
- **Understand business data trends.** Small-business owners can use Office Professional 2007 to create intelligent business reports, develop powerful databases, streamline data entry and organize information without extensive training or experience. Office Excel 2007 and Office Access 2007 give entrepreneurs tools to filter, sort, group, analyze and visualize business data in a way that helps them make more informed decisions, even when they're on the go.

Enhance Protection for Business Data

Small businesses can benefit more from focusing on how to get ahead of the competition than worrying about infrastructure. The combined forces of Windows Vista Business and Office Professional 2007 give small and home-based businesses the peace of mind that comes with automated backups, system recovery tools, and advanced protection against spam and spyware without the expense of outside IT support.

- **Manage settings.** Windows Vista and Office Professional 2007 offer one place for customers to manage their privacy and security settings and simplify security prompts and warnings.
- **Guard against junk.** PCs with Windows Vista Business and Office Professional 2007 provide advanced protection to people's data in and out of the office through filters for spam, spyware, virus and phishing.
- **Backup data.** With scheduled backups and data recovery tools, Windows Vista Business can better protect entire hard drives and help people easily retrieve previous versions of a document.
- **Protect sensitive information.** Small businesses can help prevent information from being shared outside the company without consent by setting up password protection for documents and files.
- **Get access to all Microsoft updates.** When businesses validate their genuine Windows Vista Business and Office Professional 2007 software, it's simple to keep their PCs as up to date as they need them be.

More information about how Windows Vista and Microsoft Office products can help serve small- and home-based business needs can be found at these Web sites:

- **Windows Vista Business:** <http://www.microsoft.com/windowsvista/getready/editions/business.mspx>
- **2007 Microsoft Office:** <http://office.microsoft.com/en-au/suites/FX101674111033.aspx>

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* Requires Microsoft Windows Desktop Search 3.0.

** Offline files and folder support is available in Windows Vista Business, Windows Vista Enterprise and Windows Vista Ultimate.

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