

THE
BOSS

Business
BOOK OF SMALL SOLUTIONS



Microsoft®

Meet the **BOSSSES.**

BRENDA

42-year-old owner of a small retail store called Funky Fashion.

Ambitious, Chic, Creative.

She employs 6 people and does her own marketing material.



OLIVER

27-year-old owner of a security installation business.

Confident, Hands on, Practical.

He employs 3 teams of 5 people and spends most of his time supervising his teams in the field.

SUE

35-year-old owner of a small events management company.

Go-getter, Efficient, Demanding.

She employs 5 assistants and has alliances with many speciality service organisations.



SAM

39-year-old owner of a promotional gift company.

Focused, Curious, Driven.

He employs a sales team of 10 people and spends a lot of time actively sourcing new business.

Microsoft® is committed to helping small businesses succeed!
Visit the Small Business Centre to see how technology
can help drive your business success.



www.microsoft.com/uk/smallbusiness

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BOSS



Introduction.

Running a small business can seem like a never-ending job. There is always too much to do. Workdays run into work nights and weekdays merge into weekends. Although being your own boss means your time is your own, there is ironically simply never enough of it.

Do you find that as an owner/manager of a growing business, that much of your time seems to be spent on mundane, low-value time-consuming tasks? It's midday and you're only halfway through point two on your fifteen point to-do list for the day. The other things you've been busy sorting out all morning, were never on your to-do list to start with!

Sound familiar? It's a common scenario in the world of small business (SB). So much valuable time is taken up by managing the workplace, phone calls, admin and fixing IT problems among other things.

There is no quick way to changing this, but there are a number of ways in which you can take on the challenges you're faced with everyday and start to work smarter.

Technology is available, to help you and your staff get more done and get it done faster and more efficiently. Technology will help you to really take charge and focus on making your business grow.

The Book of Small Business Solutions will show you how Microsoft® technology can streamline your processes, letting you spend more time on important jobs like customer service and growing your business.

“I think it's fair to say that personal computers have become the most empowering tool we've ever created. They're tools of communication, they're tools of creativity, and they can be shaped by their user.”

Bill Gates

Microsoft®



78% SBs realise customer management and loyalty is their number one strategy.

Microsoft will show you how to serve your customers better.

39% of SBs don't have a basic website.

Have you? Microsoft will show you how to get online and on track!



SMALL BUSINESS SHORTCOMINGS

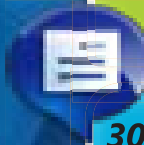

Do any of these stats relate to your business?

40% of SBs want to bring production of sales and marketing material in house.

Microsoft can show you how to do it yourself, with a huge cost-saving benefit.

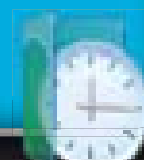
Loss of data is one of the key factors contributing to business inefficiency.

Do you back up your data daily? Microsoft will show you how, it's easier than you think.



30% of small business managers spend up to three hours a week looking for information.

Microsoft can show you how to find what you need, quickly and efficiently.



Estimated average cost to a company of a security breach and/or data loss is £8,647.

Are you at risk? Microsoft can help make your IT infrastructure watertight.

MICROSOFT CAN HELP! This guide will shed some light on these and other key areas that can help small businesses run smoother and smarter. **Read on...**

Back to Basics.



Buying a New PC?

It's important to understand the lingo.

Whether you're in the market for a new PC, or if you're wondering if you really need one, here are some points to consider and some common terms 'translated'.



Learn the lingo and what it means in the bigger scheme of things, so that you can make a more informed decision when making your next hardware purchase.

CPU (Central Processing Unit)

Unit of measurement: GHz (Gigahertz)

The speed of a PC's Central Processing Unit (CPU) will affect how fast your PC runs. The speed is measured in Gigahertz (GHz). The higher the GHz your CPU specification is, the faster your PC will be. *If your processor speed is less than 1.0GHz you're definitely in the market for a new PC!* Operating systems and application software demand a great deal from your system, so a fast processor will make browsing the net and running programmes a pleasure.

To check on the processor speed and RAM of a PC, click the Start button, then 'Control Panel' and finally 'System'.

RAM (Random Access Memory)

Unit of measurement: GB (Gigabytes)

RAM is the temporary working memory that your PC needs while you work on your files. Here's why you need it: when you open a document, it is copied from the hard drive into RAM. While you work on a file, the modified copy exists only in RAM until you save it. When you save, it goes from the RAM back to the hard drive.

Most desktop computers now use a type of memory called DDR3. Memory speeds impact on performance. The faster the memory, the better the performance will be. When buying memory keep in mind that buying as few DIMMs (Dual In-line Memory Modules) as possible will allow for future memory upgrades. 4GB of RAM is recommended for optimal experience.



A PC which has DDR2 listed in its RAM specifications is probably a budget system and is not recommended. Make sure you get DDR3.



Hard drives

*Unit of measurement:
GB (Gigabytes)*

A hard drive is the mass storage device in your PC and is the place where you store data like your PC's operating system, applications and user documents. The hard drive is a 'non-volatile' storage device (unlike RAM), which means it doesn't need a constant power supply in order to retain the data stored on it. Hard drives basically come down to size and speed. The larger and faster the drive, the better the performance and capacity. For a desktop PC Microsoft suggests at least 500GB (half a terabyte) or more of storage space. In terms of speed, most run at 7200rpm (revolutions per minute).

Monitors

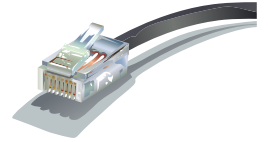
Unit of measurement: Inches



When it comes to monitors, size counts. Don't look at anything less than a 17" (43.2cm) monitor. 17" (43.2cm) is considered entry level size, but larger monitors offer a better experience, less scrolling when browsing the web and are easier on your eyes. Of course, what you plan to use your PC for will also play a big role. If you're using it for graphic design or video editing for example, your entry level monitor should be *at least* a 22" (55.9cm) or higher.


Network connections

Ethernet and Wireless LAN



A network is a collection of computers and devices connected together to facilitate interactions among users and allow them to share resources with each other. The two most common connection methods that you'll come across in the small business environment are Ethernet and Wireless LAN (Local Area Network).

Ethernet uses physical wiring to connect devices using hubs, switches, bridges and/or routers. Wireless LAN technology is designed to connect devices without wiring and these devices use radio waves or infrared signals as a transmission medium.



When setting up a small office, wireless technology is often sufficient for small-to-moderate usage, but wired networks are faster and more stable. The latter should be the preferred choice for desktops networked together, especially in an environment that needs to cater for growth.

Operating system

Windows® 7



Whether you're buying a new PC or upgrading an old one, Windows 7 is a must. In comparison to Windows 7, old versions of Windows simply don't have the same high-end security features and technological advances that ensure safe computing and the ultimate user experience.



You can buy a brand new PC with Windows 7 pre-installed. If you do, it is very important to make sure that the edition installed is WINDOWS 7 PROFESSIONAL.

This guide will give you a concise but well-rounded overview of Windows 7 Professional, its capabilities and benefits, as well as some useful guidance on which version is best for your business.



Antivirus software

Essential protection



Antivirus software is a must on all PCs. It is a computer program that detects, prevents, and takes action to disarm or remove malicious software, such as viruses and worms.

There are many products on the market, including Microsoft Security Essentials, which provides real-time protection. Microsoft Security Essentials is free for businesses with up to ten PCs and can only be used on PCs installed with a genuine Windows operating system (Read more about Genuine software on page 16). If you have more PCs, consider upgrading to Microsoft Forefront® Endpoint Protection or Windows Intune.

Server

Centralised efficiency



A server is a system where a central server provides data to a number of networked workstations.

Some small businesses may think that servers are only for large organisations, but this is not so. A server can be a beneficial addition to the small business environment. The next section takes a look at servers in a bit more detail.

Computing Devices.



Laptop/notebook

Versatile and comprehensive

A laptop computer is a battery- or AC-powered PC. Smaller than a briefcase it can easily be transported and conveniently used on the move, such as on airplanes, in libraries and at meetings etc. Laptop computers generally cost more than desktop computers with the same capabilities. A laptop can effectively be turned into a desktop PC using a docking station (a hardware frame that supplies connections for peripheral input/output devices such as a printer or larger monitor).

SmartPhone

Work and talk



Although there is no industry-standard definition for a SmartPhone, it is in essence a mobile phone offering advanced capabilities, often with PC-like functionality. It runs complete operating system software providing a standardised interface and platform for application developers. It also has advanced features like email, Internet and ebook reader capabilities, and/or a built-in full keyboard or external USB keyboard, and Monitor connector. In other words, it is a miniature computer that has phone capabilities.



Netbook

A nifty companion

Netbooks are a branch of sub-notebooks. They are a rapidly evolving category of small, light and inexpensive laptop computers convenient for general computing and accessing web-based applications. They are often marketed as 'companion devices', intended to complement other computers.

Servers at Your Service.

Life before a server

Small businesses often startup from scratch, with one or two computers making up the extent of the office PC requirements. As a business grows, there is a tendency to simply add more workstations to their old **peer-to-peer network**, without considering the value that implementing a client/server-based network could add.

Peer-to-peer networks are fine for two or three workstations, but they really don't give you much in the line of security and resource sharing. Once your business grows to about five or more workstations, it's a very good idea to consider investing in a network server.

Microsoft makes the transition to your first server easier than you might think. You may be hesitant because you don't have the benefit of a specialised IT department. Concerns around the cost of maintaining a complex IT infrastructure can be quite daunting. The reality is that network servers don't have to be overly expensive or complex for your business to benefit from them.



Making use of servers is not something reserved for big companies. Moving to a server marks a change in operating methods that is the first step towards a more professional, organised and secure office setup. Also, network servers don't have to be overly expensive or complex to be beneficial, especially when you're just starting out.

While converting from peer-to-peer to a centralised network server is by no means a small undertaking, the benefits you will gain will far outweigh any shortcomings.

More than just a PC

A server is not just another PC. It is designed to manage, store, send and process data 24-hours-a-day and for this reason, it has to be completely reliable. A server has features not generally found in a regular desktop PC. For example, some servers have dual processors that are capable of supporting redundant hard drives or power supplies, and they have the ability to process data faster and more efficiently.

What Can a Server Do for You?

A server running Microsoft Small Business Server 2011 Standard (SBS 2011) acts as a central hub for communications, collaboration, remote access, information storage, reliability and security. As your company grows, an investment in a server will pay big dividends.

Improved communications

Because all your computers are linked to the server, it helps improve communications. You get a central email system plus shared diaries, contacts and task lists. This makes it easy to see when your colleagues are free and book meetings. You can also use it to send and receive emails using your own company's address. A central server can also give everyone in the company access to shared resources like printers and fax machines.

Enhanced collaboration

With your own server, you can set up your own internal company website. Only employees can access it so you can use it to store and share important documents. You can use this to make sure that everyone has access to the latest version of key documents such as price lists.

File storage

You can also store files on the server's hard disk(s) and access them over the network. You get central control over who can see different files, making it much easier to prevent unauthorised access. For example, you can ensure that only you and the HR department can see personnel records.

Reliability and backups

Keeping all your files in one place, rather than scattered around on different people's PCs makes it much easier to keep them safe. SBS 2011 includes backup software that ensures regular, secure backups. Many servers use RAID storage, which divides your data over multiple drives, reducing the risk that a hard drive failure will damage your files.




Remote access

One of the biggest business benefits of your own server is the way it supports remote and flexible working. For example, with SBS 2011, you can access your email, diary and contacts via a laptop using a Wi-Fi connection, via a smart phone or even using a web browser on any internet-connected PC. You can also access your computer remotely from another PC, for example, you can see use your work PC over the internet from a PC at home. It's almost like sitting at your own desk.

Enhanced security


A central server gives you (or your IT partner or system administrator) greater control over all your other PCs. For example, SBS 2011 lets you check that all your computers have up-to-date anti-virus protection and the latest patches and updates from Microsoft. It can also warn about potential problems before they happen, such as a disk drive that is nearly full. In addition, if there's a problem, you can use your server to access any other computer remotely and fix it.



How often do you backup your data? If you lost all your data right now, where would that leave you?

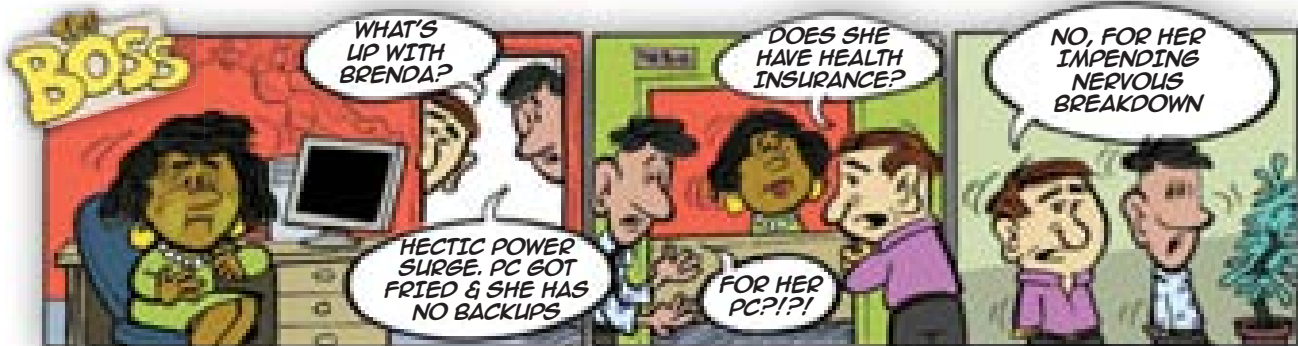
A server helps to simplify and automate the backup process, which means you can take this very important task off your daily to-do list.

BACKUP OR BEWARE!



For more information on servers we recommend you speak to a small business specialist partner.

www.microsoft.com/uk/smallbusiness





Buying Windows Small Business Server 2011 is very easy. It comes pre-installed along with your server hardware, saving you the effort of separately procuring and installing it. Small Business Server 2011 is supported by an extensive network of trusted Microsoft partners, so you can relax knowing that there is plenty of expert help available whenever you need it.

Make it Happen!

A proper server operating system makes all of the things discussed here possible. If you're convinced, and are going to make the move, you're going to need to invest in a good one to get the most out of your new hardware. Microsoft recommends Windows Small Business Server 2011 (SBS 2011). It gives you dependable and affordable technology for collaboration, communication, mobile working and security. It's big company IT for a small company price.

A server is an investment. Start simply and flexibly and make sure that your server software can grow with you.

Small Business Server 2011 is built on Windows Server® 2008 R2 and contains the latest versions of Microsoft's enterprise server software, including Microsoft Exchange Server 2010 SP1, Microsoft SharePoint® Foundation 2010, and Windows Software Update Services. It's like getting a corporate data centre in a single server computer.

In fact, it's the most cost-effective way to deploy this technology for growing businesses to get a competitive advantage over companies without access to the latest IT.

SBS 2011 is ideal for your first server but you can upgrade it to support up to 75 users and a second server if required, giving you maximum flexibility.

Alternatively, you may want to consider a cloud solution. See page 41.



Been There. Done That. Got the PC/Server.

So what's next?

We've covered some basics around what you should bear in mind when making your hardware purchases. We now move on to the exciting and extremely important topic of software. The right software can make the difference between pleasure and pain, and one universal rule to always adhere to is: **make sure it's genuine!**

Avoid nasty surprises! – get genuine software

Each year, millions of consumers worldwide are victims of software piracy, you could be one of them. You can be a victim by purchasing what you think is genuine from an unscrupulous reseller or being conned by high quality counterfeit software. Properly licensed software gives you what Microsoft calls the **Genuine Advantage** for a number of reasons:

- You enjoy features, options and performance to maximise your productivity
- Authentic, properly licensed software is supported by a trusted partner
- You have access to ongoing improvements, additional value enhancements and product innovations
- You can access the genuine downloads available from Microsoft.com and complimentary offers

Is *your* software genuine?

If you think that you are possibly running machines with non-genuine software, you should find out for sure. This involves a quick and easy validation process, **visit www.microsoft.com/genuine/** and follow the validation links for Windows and Office.



FAST FACTS.

Volume licensing confusion

Your PCs are not properly licensed if...

...your organisation ever acquired PCs without operating systems pre-installed, and then used its Volume Licensing Agreement to install the initial Windows licence on those PCs.

COA (Certificate of Authenticity)

Your PCs are running non-genuine software if...

...your computer doesn't have a Certificate of Authentication (COA). When buying a PC, look for the COA sticker on your computer to guarantee that genuine Windows is installed. The COA is a visual identifier that determines if your software is genuine. Without it you won't have a legal licence to run Microsoft software or you may have bought counterfeit software.

Ineligible operating system upgrades

Your PCs are not properly licensed if...

...your organisation acquired PCs with Windows 7, Windows Vista®/XP Home versions pre-installed, and then used its Volume Licensing Agreement to install Business or Ultimate versions on those PCs.

Counterfeit software

Your PCs may be running non-genuine software if...

...your organisation downloaded and installed software from online or unknown sources.

Hard disc loading

Your PCs are not properly licensed if...

...you purchased a genuine version of software and then loaded it on to multiple machines.



The importance of genuine software cannot be stressed enough!

Apart from the fact that it is the right thing to do, pirated software can pose a security threat to businesses because much of it contains viruses. What's more, **company directors can be held personally liable with hefty fines that can be crippling if pirated software is used in their business.**



What if it turns out not to be genuine?

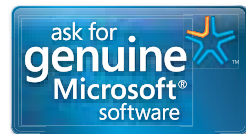
Microsoft is here to help, and suggests you investigate the **Get Genuine Windows Agreement (GGWA)**, an agreement specifically designed to assist you with ensuring your software is genuine. Simply contact your local Microsoft partner and ask about GGWA licences.

www.microsoft.com/genuine



Avoid nasty surprises!

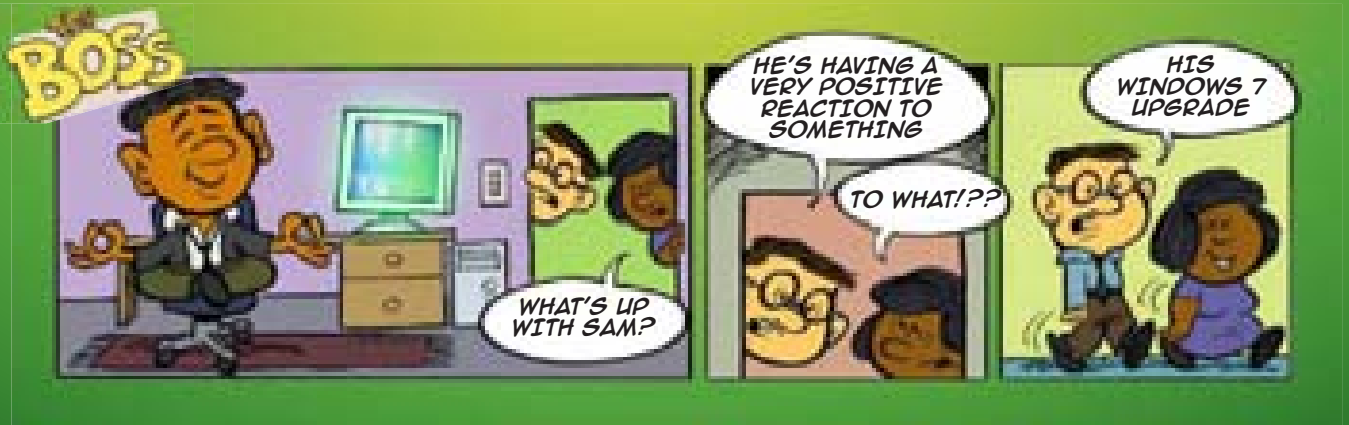
If you understand that non-genuine software could yield nasty surprises in the future, choosing to Get Genuine will be a welcome and obvious choice.



Get genuine and you have the peace of mind that you are operating legally and safely, and can get down to business. The next chapter looks at essential Microsoft software that can positively contribute to the running of your business.



Windows[®] 7



Windows 7.

The ultimate operating system

Microsoft designed Windows 7 to simplify the things you do every day – work the way you want – and make some exciting new things possible. When it comes to business, Windows 7 is the ultimate power tool exposing you to the latest innovations in search, ease-of-use, mobility, networking and security.



So much more in it for you:

- Compatibility with a broad set of devices and applications
- Windows XP Mode facilitates the running of older Windows XP applications
- Make the things you do every day easier with improved desktop navigation
- Faster, easier and safer web experiences with Internet Explorer® 8
- Easily create home and company networks
- Full-system backup and restore functionality
- Protect data on your PC and portable storage devices with BitLocker®.
- Simplified, easily understood product line of Windows 7 editions
- Enjoy long battery life on your mobile PC running Windows 7



Fun factor!

Among the fun elements of Windows 7 are **Gadgets!** They put information and fun – like news, pictures, games, and the phases of the moon – right on your desktop. In Windows Vista, gadgets were grouped in the sidebar, but Windows 7 sets them free on the screen, where you can move and resize them as you like. Gadgets can be downloaded for free. *They also offer possibilities for innovative custom development. Why not turn the fun factor into a revenue-generating opportunity?*



Calling all loyal Windows XP users!

Windows 7 Professional, Ultimate and Enterprise offers you a fantastic feature called Windows XP Mode - it is literally the best of both worlds! It enables you to run older Windows XP business software right on your Windows 7 desktop. Designed primarily with small and medium-sized businesses in mind, Windows XP Mode comes as a separate download AVAILABLE FREE on the Microsoft website.

Extra Peace of Mind.

Security is a key concern of businesses today. Serious internet crime can cost your business a fortune. Online criminals don't care how big your company is, and neither do viruses, so if you haven't already, it's time to start taking IT security very seriously.

Reduce IT costs and risks: back it up!

Do you take sufficient care of your data? Imagine what would happen if you lost your stock records, payroll information and customer data to fire or theft? Even businesses with insurance sometimes fail after a major loss because they don't have a reliable backup of their most critical information.

Windows 7 strong security foundation and features help protect users and systems against malware (malicious software) and other forms of security threats. When spyware and malware infect PCs, they drain system resources and compromise private information.

Encrypt laptop data

Every year businesses across the UK lose thousands of laptops to theft or absent-mindedness. This is why Windows 7 Ultimate includes BitLocker® Drive Encryption. This encodes the contents of the hard disk so that it is unreadable to unauthorised users, even if the hard disk is removed and plugged into another machine.

Windows 7 is Simply BETTER!

Here's why:

✓ = Included in this version of Windows ✓+ = Improved in Windows 7

MAKES EVERYDAY TASKS SIMPLER AND EASIER	WINDOWS XP	WINDOWS VISTA	WINDOWS 7	
Multi task more easily	✓	✓	✓+	Windows Taskbar
Communicate and share with free photo, email, and IM programs	✓	✓	✓	Windows Live® Essentials
Browse the web easily and more safely	✓	✓	✓	Internet Explorer® 8
Find files and programs instantly		✓	✓+	Windows Search
Open the programs and files you use most in just a click or two			✓	Pin Jump Lists
Navigate lots of open windows more quickly			✓	Snap, Peek, Shake
Easily share files, photos, and music among multiple PCs at home			✓	HomeGroup
Print to a single printer from any PC in the house			✓	HomeGroup
Simplify managing printers, cameras, music players, and other devices			✓	Device Management
Organise lots of files, documents, and photos effortlessly			✓	Libraries
Connect to any available wireless network in just three clicks			✓	View Available Networks
WORKS THE WAY YOU WANT	WINDOWS XP	WINDOWS VISTA	WINDOWS 7	
Personalise your desktop with themes, photos, and gadgets	✓	✓	✓+	Performance Improvements
Connect to company networks securely	✓	✓	✓+	Domain Join
Run lots of programs at once with better performance on 64-bit PCs	✓	✓	✓	64-bit Support
Built-in protection against spyware and other malicious software		✓	✓+	Windows Defender
Help keep your data private and secure		✓	✓+	BitLocker
Manage and monitor your children's PC use		✓	✓	Parental Controls
Run many Windows XP productivity programs	✓		✓	Windows XP Mode
Designed for faster sleep and resume			✓	Sleep and Resume
Improved power management for longer battery life			✓	Power Management
MAKES NEW AND EXCITING THINGS POSSIBLE	WINDOWS XP	WINDOWS VISTA	WINDOWS 7	
Watch and record TV on your PC	✓	✓	✓+	Windows Media® Center
Create and share movies and slideshows in minutes		✓	✓	Windows Live Movie Maker
Get the most realistic game graphics and vivid multi-media		✓	✓	DirectX® 11
Stream music, photos and videos around your house			✓	Play To
Connect to music and photos on your home PC while away from home			✓	Remote Media Streaming
Touch and tap instead of point and click			✓	Windows Touch

Choose the edition of Windows 7 that will best suit your business

Historically, it has always been a bit confusing trying to decide which edition of operating software was the right one to use. With Windows 7 it's easy. All Windows 7 editions simply offer a more complete set of features than the edition before.



Features

Feature	Windows 7 Home Premium**	Windows 7 Professional	Windows 7 Enterprise*/Ultimate
Make the things you do every day easier with improved desktop navigation		✓	✓
Launch programs and find the documents you use most often – quickly and easily	✓	✓	✓
Make your web experience faster, easier and safer than ever with Internet Explorer 8	✓	✓	✓
Watch, pause, rewind, and record TV on your PC	✓	✓	✓
Easily create a home network and connect your PCs to a printer with HomeGroup	✓	✓	✓
Connect to company networks easily and more securely with Domain Join		✓	✓
Automatically send your documents to the right printer, whether you're at work or at home, with LocationAware Printing		✓	✓
Schedule a periodic backup to save an entire system to a network location or a local drive		✓	✓
Recover your data easily with automatic backup to your home or business network		✓	✓
Encrypt your files and folders to help protect confidential information		✓	✓
Run many older Windows XP productivity applications in Windows XP Mode***		✓	✓
Help protect data on your PC and portable storage devices against loss or theft with BitLocker Drive Encryption			✓
Work in the language of your choice and switch between any of 35 languages			✓

* NOTE: Windows 7 Enterprise edition is only available through a Volume Licensing agreement with Software Assurance.

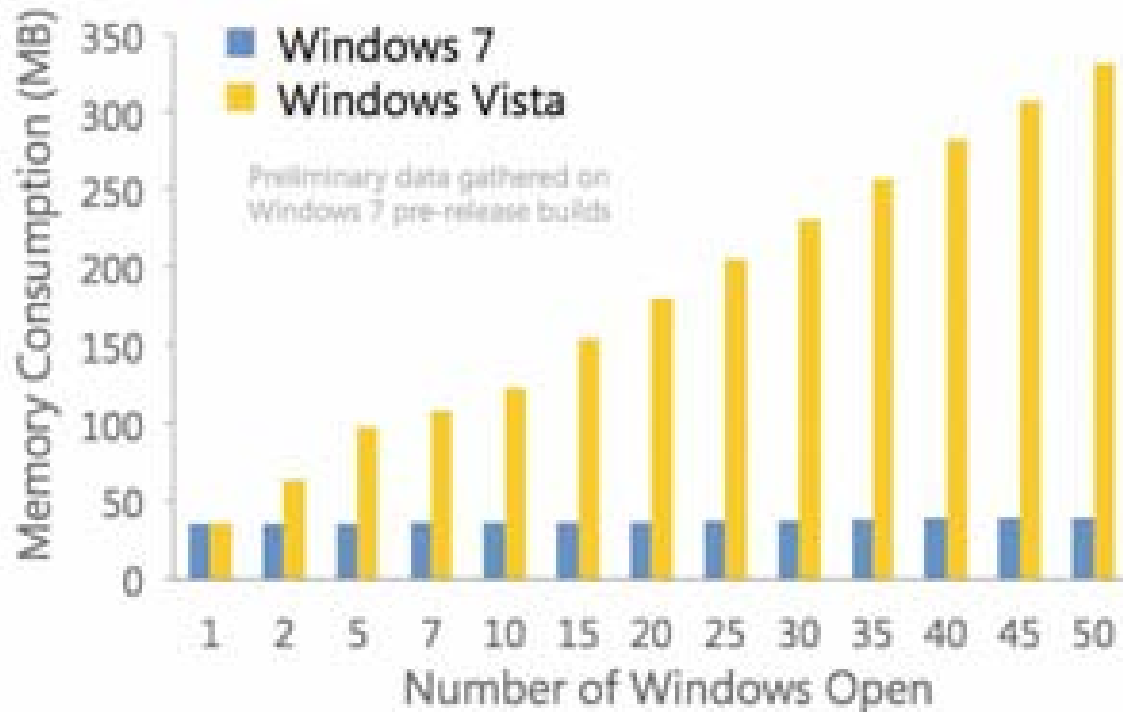
** NOTE: Windows 7 Home Premium is not a qualified OS for Volume Licensing.

*** Windows XP Mode requires either original equipment manufacturer (OEM) pre-installation or post-purchase installation of Windows XP Mode (which runs on Windows 7 Professional or Windows 7 Ultimate) and a virtualisation technology such as Windows Virtual PC. Windows XP Mode requires a PC with 2GB of RAM (32-bit) or 3GB RAM (64-bit), 15GB available disk space, and a processor capable of hardware virtualisation, with Intel VT or AMD-V turned on. Both Windows XP Mode and Windows Virtual PCs can be downloaded from the Windows Virtual PC site. For more information on system requirements, go to the Windows Virtual PC site.

Vista vs Windows 7.

Memory consumption comparison *(Lower bars are better)*

Often there is a perception that when upgrading operating systems there is going to be a simultaneous need for upgrading hardware too. With Windows 7 this is not the case. In fact, **Windows 7 will improve the performance of your current machine!** The table below shows memory consumption of Windows 7 vs Windows Vista. Windows 7 uses the same memory as the number of windows open increases whereas Windows Vista drains the machine's resources.



Windows 7 memory consumption is independent of the number of open windows.

Make the Change, Reap the Rewards...



Encrypt laptop data with Windows 7

Every year businesses across the UK lose thousands of laptops to theft or absent-mindedness. This is why Windows 7 Ultimate includes BitLocker Drive Encryption. It encodes the contents of the hard disk so that it is unreadable to unauthorised users, even if the hard disk is removed and plugged into another machine.



Advanced Backup*2

Advanced Backup*2 lets you schedule a periodical backup to save your data or your entire system image to a network location or a local drive.



Protect your documents with Microsoft Office 2010

The latest versions of Microsoft's main business applications include features that let you control who can change your important documents. For example, Document Inspector will check documents and presentations for hidden metadata and personal information. Add a digital signature to a document to prevent unauthorised alterations.



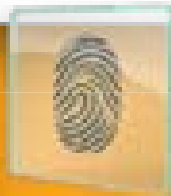
Restore files

Restore previous versions of files that you've accidentally deleted or changed.



Defend your organisation from unauthorised practices

Defend your organisation from unauthorised printing and forwarding of email messages and attachments. Microsoft Office 2010 enables you to identify authorised email recipients and restrict the actions they can take.



Protect your intellectual property in documents and email

Microsoft Office 2010 offers information rights management policies across all applications.

Encrypting File System (EFS)*2

Encrypting File System (EFS)*2 lets you encrypt a file or folder that has sensitive information, such as credit card numbers or employee information.



TOP 10

Business Security Tips



Microsoft is a founder sponsor of GetSafeOnline.org, an independent, government-backed source of advice about IT security for consumers and small businesses. Here are ten tips for growing businesses:

1. **PLAN, DON'T REACT.** Write a security plan and make sure it is implemented
2. **STRENGTHEN PHYSICAL SECURITY.** Computers are more likely to be stolen than hacked
3. **CONTROL ACCESS.** Use strong passwords. Limit access to critical files
4. **GET GOOD ADVICE.** Choose a trusted Microsoft Partner for extra help
5. **TRAIN STAFF.** Policies, procedures and training are as important as security software
6. **ENCRYPT DATA ON LAPTOPS.** Don't make life easy for data thieves
7. **WATCH OUT FOR FRAUD.** Companies can suffer from internet fraud and identity theft too
8. **PROTECT.** Protect every computer with anti-virus software and a firewall (Windows 7 has one built-in)
9. **STAY UP TO DATE.** Install the latest updates and patches for your computers and anti-virus software
10. **BACK UP** all your critical files daily and test the backups to make sure they're working

www.getsafeonline.org

Microsoft®

Security Essentials

*PROTECT YOUR PC
FROM VIRUSES, SPY-
WARE & MOREFOR
FREE!*



Microsoft Security Essentials provides real-time protection for your home PC that guards against viruses, spyware and other malicious software.

Microsoft Security Essentials is a free download from Microsoft that is simple to install, easy to use and always kept up to date so you can be assured your PC is protected by the latest technology. It's easy to tell if your PC is secure - when you're green, you're good. It's that simple.

http://www.microsoft.com/security_essentials/

Microsoft



Getting things done

So you've got your PC with Windows 7 installed, and now you're ready to start working. The most common software tools used in the office environment are word processing (Microsoft Word), spreadsheets (Microsoft Excel®) and presentation software (Microsoft PowerPoint®).



New PC owners sometimes confuse having Windows, with automatically having access to programs like Word, PowerPoint and Excel. This is not the case. Microsoft Office is a separate suite of programs that must be purchased and installed on your computer before you can start creating documents like those described above.



How to get Microsoft Office

The most cost-effective way to acquire Microsoft Office is by purchasing it pre-installed on your new PC. You can then use a Product Key Card to unlock the product. All PCs pre-installed with Microsoft Office 2010 will also have Microsoft Office Starter. This has reduced-functionality versions of Microsoft Word and Microsoft Excel. This is great as it lets you test out some of the functionality. You then have the opportunity to upgrade from Starter to the complete Office suite.

**Talk to your
reseller today.**

Discover Office 2010

So you've got your PC with Windows 7 installed and now you're ready to start working. The most common software tools used in the office environment are word processing (Microsoft Word), spreadsheets (Microsoft Excel) and presentation software (Microsoft PowerPoint).

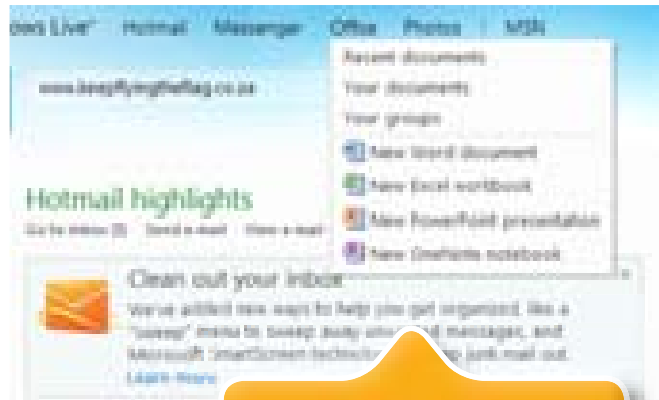
Office Web Apps for FREE

Extend your Office experience to the Web. Whether you're in the office, at home, or on the road, Microsoft Office Web Apps help you get more things done virtually anywhere and any time. These convenient online companions to Microsoft Word, Excel, PowerPoint and OneNote offer you an easy way to access, view, and edit documents directly from your Web browser*.

* Office Web Apps require SharePoint Foundation 2010 for business use or a free Windows Live ID for personal use, as well as an appropriate device, an Internet connection, and a supported Web browser. Supported browsers include Internet Explorer 7 or later for Windows, Safari 4 or later for Mac, and Firefox 3.5 or later for Windows, Mac, or Linux. There are some differences between the features of Office Web Apps and the Office 2010 programmes.



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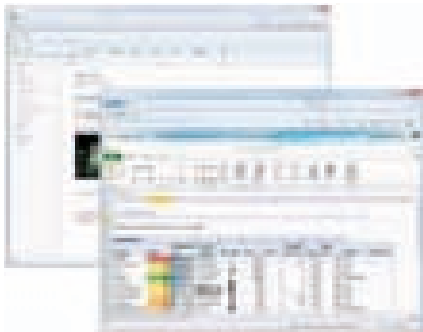


To access Web Apps simply Login to your Windows Live account and click on the Office link from the top navigation bar

Five Top Reasons why you should be using Web Apps

1 Create and edit documents from virtually anywhere

The Microsoft Word Web App, Excel Web App, PowerPoint Web App and OneNote® Web App let you edit your documents in a Web browser when you're away from your office, home or school without compromising the high-quality viewing experience you're used to.



2 Work across platforms

Office Web Apps support a wide range of browsers (Internet Explorer, Safari and Firefox) and Office versions (2003, 2007, 2010 and Microsoft Office 2008 for Mac) so that users can be assured that they and the people they share with can access and work with their Office documents across platforms.

3 Easily share documents

Easily share documents in password-protected folders and assign view-only or view-and-edit permissions to individuals or groups that you choose. You also may share with everyone so that no password is required to view documents that you specify.

4 View files online with high fidelity

View your documents online in the Web browser on your PC or Mac with the kind of clarity that is similar to what you get when viewing them on your desktop or laptop with the Office client software. Documents created with Office applications and viewed online with the Office Web Apps retain the formatting and data the author intended.

5 Simultaneously work with others

With co-authoring, you can edit papers and share ideas with other people in real time. Excel Web App and OneNote Web App enable multiple people to edit the same document simultaneously from within the browser.

Web Application Overview

Microsoft Office Web Apps are convenient online companions to Word, Excel, PowerPoint and OneNote that give you the freedom to work with your Office documents from virtually anywhere with a supported browser.



Word Web App

Need to make a quick change to a report or print a document on the go? Microsoft Word Web App makes it easy, with familiar tools that you'll recognise from Microsoft Word, such as AutoCorrect, spell-checking as you type, and font and paragraph formatting right from your browser.

Excel Web App








With Microsoft Excel Web App, anything from updating a budget with team members to tracking your exercise routine on the road is a snap. Simultaneously edit the same workbook with others across the hall, or across the globe. See charts and conditional formatting update as you sort columns and edit formulas. Plus, you can use IntelliSense lists to create many of the same functions that you know and use from Excel.

PowerPoint Web App

Be prepared to deliver your presentation any time with Microsoft PowerPoint Web App. Whether you're on the road or just away from your PC, you can run your slide show in high fidelity and make last-minute edits directly from a Web browser.

OneNote Web App

Microsoft OneNote Web App gives you one convenient online place to keep all of your ideas and information. Work more effectively with your team by enabling everyone simultaneously to edit a shared notebook using OneNote Web App and OneNote 2010. See who made the last change and even view previous versions of notebook pages. It's easy to stay on top of your important information.

Office 2010 suites		New PC only	Pre-installed on PC or Retail Packaged Product		
		Starter	Home and Student	Home and Business	Professional
 Word	Limited Functionality	✓	✓	✓	
 Excel	Limited Functionality	✓	✓	✓	
 PowerPoint		✓	✓	✓	
 OneNote		✓	✓	✓	
 Outlook®			✓	✓	
 Publisher				✓	
 Access®				✓	

Remember, DO NOT buy the Home and Student Edition of Microsoft Office, because this edition will not suit the needs of your business.





What's New in Office 2010?

Rise to the challenge of today's demanding business environment

Microsoft Office 2010 helps you rise to the challenge of today's business environment without losing sight of what's needed for IT success. The people in your organisation can now work in ways that are faster, easier, and more intuitive. What's more, your IT staff can take advantage of a set of smart, security-enhanced, easy-to-integrate tools, so you can grow your business instead of your budget.

Microsoft Office has been the productivity standard for a long time. Features like Copy and Paste and the Ribbon toolbar – which were breakthroughs when they were introduced – have now been enhanced. New capabilities have also been added that will become the new standards for productivity in the future.

A cartoon illustration of a woman with dark skin, curly hair, and large yellow hoop earrings. She is wearing a green dress and brown shoes. A large speech bubble is positioned to her left, containing the text "WITH OFFICE 2010, PRODUCTIVITY KNOWS NO BOUNDARIES!".

*WITH OFFICE 2010,
PRODUCTIVITY KNOWS
NO BOUNDARIES!*

Microsoft Office 2010 can keep your employees in touch and working effectively no matter where they are. They can use the same applications from their PCs, smartphone, or web browser – and even switch between modes of access without losing a thing. And now that Office Web Applications are available as lightweight companions that can be hosted on your premises, your IT staff gain more manageability and control. All these reasons make Office 2010 a 'must have' productivity tool for any organisation.

Microsoft

Better Sales and Marketing.

Even though as a small business owner you are by nature organised and on the mark most of the time, you are also human. Forgetting to follow up on a promise to a client or prospective customer, or having a job slip through the cracks are things that sometimes do happen. Microsoft software can enhance your sales and marketing and solve these problems.



Business Contact Manager

Keep track of your clients and share information efficiently

Outlook 2010 with Business Contact Manager (BCM) is an add-on to Outlook that adds a suite of Customer Relationship Management (CRM) functions using the same familiar interface as Outlook. BCM is included in Office Standard 2010 suite.

BCM tracks prospects, customers and sales opportunities. Each time you send an email, post a letter or make a phone call to a customer it gets logged in the database for future reference, so you can build up a complete picture of what's going on. This lets you focus your attention on the most promising prospects and your best customers, and ensures that nothing falls through the cracks.

As your CRM needs grow, BCM provides a smooth upgrade path to Microsoft Dynamics CRM Online. Microsoft Dynamics CRM Online gives all your staff the tools to develop faster, more profitable sales and happier customers. Hosted in the cloud, there's no new in-house IT or admin hassle. Switch on for a simple monthly tariff can take advantage of the following features:

- Improve sales planning and management
- Automate your lead system
- Manage opportunities effectively
- Streamline account management
- Boost sales productivity
- Enhance pipeline management
- Simplify workflow processes
- Gain visibility and improve decision making

Sales and Marketing Campaigns.

Simplify fax, email and printed marketing campaigns

Professional presentation

Produce professional-looking documents in-house and save the expense of outsourcing

Office 2010 helps users deploy the full power of Word, Excel, PowerPoint and the rest, with a user interface that shows you the tools that you need, when you need them.


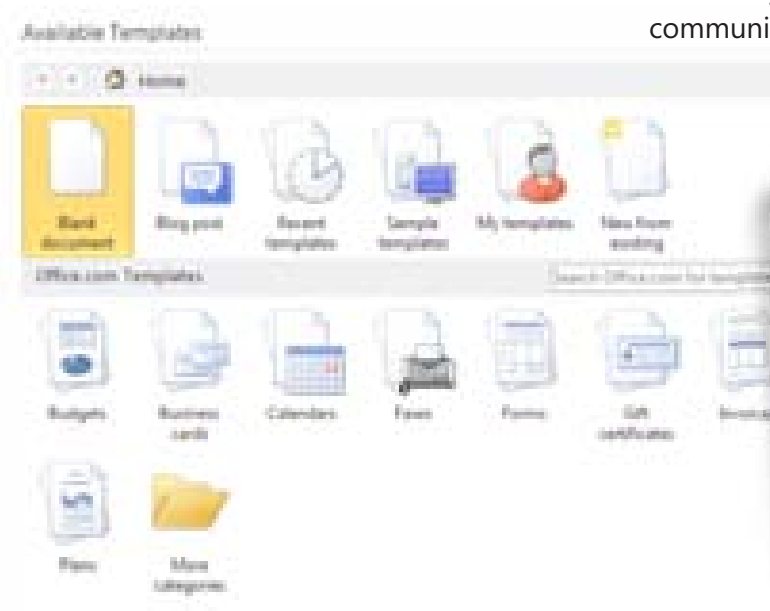
It's much easier to navigate and much easier to find the commands you want. The same usability applies to other programmes in the Office suite.



Spreading the Word

Professional, personalised and targeted communication with Microsoft Word

Use Word 2010 to create professional looking letters and emails, and simplify the process of mail merging to email or to a shared printer. Using the Mailings tab in the new Ribbon user interface, makes it easier than ever to create and manage the mail merge process. Using shared contacts or information stored in Business Contact Manager, you can easily create personalised and targeted communications.



Free templates that are available in all the Office suites allow you to quickly, easily and professionally create many commonly used documents. In Word, select File >>New>> to see all the templates available. Click on 'more categories' to download additional templates.



Push your point

Impress potential clients with PowerPoint presentations

PowerPoint 2010 makes it very easy to create compelling presentations. The SmartArt feature helps you create quality diagrams, new themes and layouts. Quick Styles turn everyday presentations into professional designs with consistent colour schemes and layouts. You can also create custom company templates, incorporating your logo and other elements. The new presenter view turns your laptop into a presentation control centre with large-type speaker's notes, thumbnails of your slides and a preview of the next slide. It puts you in complete control of the presentation. You can also now save presentations in PDF format which makes them easier to email and to share with people who don't have PowerPoint on their own computer.



Power in Numbers

Microsoft Office Excel 2010 is a powerful tool you can use to create and format spreadsheets.

With the Microsoft Office fluent user interface, rich data visualisation, and PivotTable views, professional-looking charts are easier to create and use. PowerPivot for Excel 2010, a free add-in available for download, provides calculations of sets of hundreds of millions of rows of data from multiple sources at lightning speed.

Also in Excel 2010, Sparklines save on-screen real estate by charting trends in a single cell right next to the corresponding data. New conditional formatting options support greater insights with increased icon set flexibility, enhanced data bar length, gradient fills with borders and more.



Do-it-yourself publishing

The tools to create professional looking material yourself

Office Publisher 2010 is a desktop publishing program which lets you easily create a wide variety of publications and marketing materials (from simple flyers to more complex brochures, catalogues and email newsletters). The familiar user interface will guide you through the process of compiling a mailing list as well as creating, publishing, distributing and printing your materials. Publisher comes as part of Office 2010 Standard edition.

Understanding Software Licensing.

A simple guide

No matter what business you're in, the chances are that you rely on software to run your operation. Running software means you need software licences. The licence gives you the legal right to install, use, display, run and interact with software on your computer.

There are different types of software licences available and the option that's right for you will depend on the unique needs, size and purchasing preference of your organisation.

There are four main ways to purchase software licences – Full Packaged Product (FPP), Original Equipment Manufacturers (OEM), Volume Licensing and Hosted Solutions.

This guide gives you an introduction to the types of licensing options available. It is recommended that you contact your local Microsoft partner for more information on the licensing options that will best suit your business.

Full Packaged Product (FPP)



FPP is software that you buy off-the-shelf from a retailer and is the most expensive of the three options. FPP is ideal for customers that have between one to five computers or who need less than five software licences.

Each box contains a copy of the software that you manually install on your computer and one licence. This type of licence is perpetual. This option is ideal for home use and for small businesses that need less than five software licences and the minimal user rights associated with the software.

FPP Advantages

Software can be purchased from a retail outlet or online, and can be installed quickly and easily

Some software programs offer complimentary technical support from the Microsoft help desk

FPP Disadvantages

This is more costly than Volume Licensing if your business is growing. Managing multiple PCs running FPP is not practical

You're limited to installing your software on a single computer only. Installing on more than one computer is illegal

Original Equipment Manufacturers (OEM)



With OEM, you buy the hardware (PC or laptop) with the software already installed. The software licence is attached to the computer, which means the software cannot be transferred to another computer. This option is best suited to home users and small businesses with minimal IT requirements.

OEM Advantages

The software is pre-installed and ready to use

Software Assurance can be added at the time of system purchase or within 90 days of the purchase

OEM Disadvantages

OEM licences are not transferable (except for applications and server products for which Software Assurance has been obtained)

You're limited to installing your software on a single computer only. Installing on more than one computer is illegal



Volume Licensing offers volume discounts and flexible payment plans

Volume Licensing

Microsoft Volume Licensing is a simple and cost-effective way to purchase multiple licences under a single agreement. It offers volume discounts and flexible payment plans, and provides an effective way for you to add the latest Microsoft products and upgrades to your business. This option is best suited to businesses that plan to grow



because it provides them with a seamless management and procurement process. Licences can be transferred from one computer to another, and organisations with as few as five PCs can benefit from this option. There are two types of Volume Licences available for businesses with less than 250 computers: Open Business and Open Value. It is important to note Windows Volume Licensing is upgrade only.

Open Value

Open Value is a single agreement that offers a three-year term allowing you to spread your payments over three-years. It lets you add Microsoft licensed products throughout the agreement term with an annual fee structure.



This makes it easy to manage your cash flow.

Open Value also provides options for you to acquire additional services, tools, support and training to help you maximise your software assessment. Open Value is designed for businesses that require more than five software licences and want the option of spreading payments over time plus the added benefits offered by Software Assurance.

Benefits of Volume Licensing

Flexibility:	Volume Licences can be tailored to suit the size and type of any business.
Transfers:	Software Assurance: When you purchase Software Assurance, you gain access to a comprehensive set of benefits designed to help you stay current, manage costs, and increase productivity. Benefits include: help with your IT maintenance, additional technical support and training, deployment assistance, software upgrades, home-use rights, and more. Open Value includes Software Assurance and it is optional with Open Business.
Volume discount:	Businesses with as few as five PCs can acquire licences with discounts. Lower pricing is also available for eligible government and academic organisations.
Control:	Volume Licences serve the needs of organisations that acquire multiple licences, but do not need numerous copies of the media and the documentation.

In the Cloud.

Do you want to increase teamwork, improve customer service and cut IT costs and hassles?

Introducing Cloud services

Information technology moves forward in bursts of innovation. First, there were mainframes and mini computers and then in the 1980s, IBM created the first Personal Computer and it ran Microsoft DOS. And now, the latest wave of change is cloud computing. It promises to revolutionise the way businesses use information technology.

Essentially it means delivering software, services, infrastructure and storage over the internet. All you need is a PC and an internet connection – there's no hardware to buy or software to install and update.

Benefits of Cloud

- Lower costs overall
- Regular payments, not up front costs
- Use the latest Microsoft technology
- Reliable and secure
- Less hardware and software onsite



Cloud technology, sometimes known as software as a service or online services means that you can use the latest Microsoft technology over the internet rather than buying expensive in-house hardware and software. It also lets you pay for what you need on a per-user, per-month basis rather than tie up valuable capital.

Going into the Cloud

There are two main ways to get Microsoft software as a service:

- **Direct from Microsoft.** Examples include Microsoft Office 365 and Microsoft Dynamics CRM Online
- **Partner-hosted.** Many Microsoft partners and resellers have their own hosted versions of Microsoft technology, such as hosted Exchange for email services

In addition, of course, you always have the option to buy our software and install it on your own on-premise hardware.



Introducing Microsoft Office 365

When you need professional, business class tools, such as your own email server or collaboration tools, but you don't want to buy your own in-house server, Microsoft Office 365 could be your shortcut to new technology. It is an easy to use set of web-enabled tools that let you access your email, important documents, contacts and calendar from almost anywhere and any device. It includes three powerful components:

- **Exchange Online.** Built on the same technology as Microsoft Exchange Server 2010, which is used in hundreds of thousands of businesses worldwide, Exchange Online lets you send and receive emails using your own internet address (domain name), share calendars, tasks and contacts between colleagues and access your information via Microsoft Outlook on your PC, smart phones or even any computer with a web browser.

- **SharePoint Online.** Imagine your own, private company internet site where you can share files and information with your colleagues – that's SharePoint Online. Create team and personal sites to share information with people with full security and access control.

- **Lync Online.** Use instant messaging, web conferencing, internet audio and video to communicate more efficiently with colleagues, customers and partners. Turn the internet into your meeting room and use Lync Online to find out what your colleagues are doing and see when they're available.

Whether you have one user or hundreds, there's an Office 365 plan to suit you and prices start from £4 per user, per month, with no hardware or software to buy. It gives you and your staff access to big company technology for the price of a posh cup of coffee each month.

More about Hosted Solutions.



For more information visit:

www.microsoft.com/uk/smallbusiness

What can it do for your business?

Choosing a cloud solution means that Microsoft or one of our hosting partners will host Microsoft software on your behalf. This gives you access to on-going support and security as well as reliability knowing the software is being hosted by an expert. Here is a brief outline of how cloud solutions can benefit your business:



Increased productivity. With the knowledge that your software is always available and online, you can maximise productivity and stay focused on business-critical needs without having to invest in expensive IT infrastructure or additional staff.



Minimal up-front payments. Rather than paying for your IT in bulk payments, you can spread the costs over time and pay on a regular basis – which means you can accurately forecast your future costs, and have more cash now, when you need it.



Cost savings. Removing the need for hardware and on-site data centres, hosted Microsoft Software can decrease your capital expenditure. Your operating expenditure is also reduced as hosted services relieve administrative burden. Plus, you gain access to the latest and best software without the need to deploy and migrate to new solutions.



Enhanced tools. Your employees get access to email and powerful resources for information sharing and collaboration with colleagues and customers.



Support. Along with your hosted solution, your Microsoft partner will provide you with an individual Service Level Agreement – meaning you can be confident that your IT will be up and running when you need it, and that your questions will be answered quickly.



Flexibility. As your needs change, you can scale your subscription accordingly.

Going Online.

If your business is not yet online and you are not making full use of the Internet to complement the running of your business, you are doing yourself an injustice. Here are some simple but important tips to note when going online.

The power of your email identity

Electronic communication is so much a part of running any business that most of us wonder what we ever did without it. Your email address is a lot more than a few characters joined together with the faithful @ sign. It is a reiteration of what your company is. In many ways, your email address should become a hard-working, subtle brand builder.

Sending a prospective new client an email from *brenda@funkyfashion.co.uk* for example, is far more powerful than *brenda@hotmail.co.uk*.

Not only does this create a professional impression, it also makes a new contact immediately associate you with the image of a *business* as opposed to an *individual*.

Manage perceptions

Some Internet users connect to the Internet using an Internet Service Provider (ISP). With this service they are provided with an email address that is a combination of their name and the name of the ISP, for example oliver@isp.net

Other options include web-based email systems like Hotmail®. These are great for private email but using these for business is unprofessional and can influence the perception prospective clients will have of your company.




Make your business name your email address. It's a simple but important step in creating a professional identity for your business.

Get a Company Email Address.

Here's how to do it

First you need to check on the domain name availability. The domain is the bit that sits between the **www.** and the **.co.uk**. Ideally, you'll want a domain that is your company name, or as close to it as possible. You cannot register a domain name that is already being used, it needs to be unique.



Avoid using acronyms, dashes (-) or underscores (_) in your domain name.

A website, email and more from Office 365

Microsoft Office 365 is an easy-to-use set of web-enabled tools that let you access your email, important documents, contacts and calendar from almost anywhere and any device. It features an entry-level template-based website that you can use for a basic web experience. As your web needs grow, then consider a web hosting company and a web designer.

Office 365 is designed to meet the needs of a diverse range of small businesses, it lets you choose to use only the tools you want. Office 365 works seamlessly with the programs you know and use most, including Microsoft Outlook, Word, Excel and PowerPoint. It's easy to try out, simple to learn, and works with your existing hardware.

Promoting yourself online

Making yourself more discoverable in search engines is an important strategy to reach your customers. With Bing, we have made this easy for you by following three simple steps.

1. **Update your business details** to appear correctly in our local listings
2. **Register your website** and upload your site map to rank higher in our pages
3. **Try Pay-Per-Click (PPC)** with adCenter

Using the online search with PPC advertising is one of the most cost-effective and efficient ways to reach new customers. You reach your customer at a more relevant or 'actionable' time in the purchase lifecycle. For example, placing your sponsored adverts alongside organic search results when users are proactively searching for the types of products or services you offer increases the chances of them clicking on your advert.

Email Management.

Ready for business-class email? Looking to upgrade your existing email server?

Microsoft Exchange Server 2010 gives you advanced technology for managing business email and collaboration. With your own email address, you can send and receive messages to clients, suppliers and colleagues. You can also share your diary, contacts and tasks with colleagues and it filters out unwanted 'spam' email.

It gives you business-class technology that is used by hundreds of thousands of companies worldwide.

You can install it on your own server, let a Microsoft partner host it online for you or you can use Microsoft Office 365 to get hosted Exchange Server (and other business tools) direct from Microsoft. The choice is yours. For more information see: **www.microsoft.com/uk/email**.



Exchange will allow you to do the following:

- Manage email, calendar, tasks, and business contacts from one place
- Share your calendar with anyone within or outside your organisation
- Access email, calendar and contacts from virtually anywhere, at any time and on any device
- Hosted solutions mean reduced IT risks and costs, 24x7 support and predictable monthly costs



Email on the move

Part of efficiently running your own business involves not being hindered by the fact that you're on the move a lot. Flexible working is imperative for efficiency. Being able to access email on your mobile phone is a key factor in this equation and an absolute must for any small business boss.

POP3 vs IMAP

If you are a very small organisation and you are not interested in getting your own mail server, be sure to set your email accounts up on your desktops and mobile devices as IMAP (*Internet Message Access Protocol*) accounts and not POP3 (*Post Office Protocol*). IMAP allows an email client to access email on a remote mail server. Mail messages remain on the server until the user explicitly deletes them. This and other facets of IMAP operation allow multiple email packages from different locations to access the same mailbox.



Be mobile and flexible

New technology means that people are no longer tied to an office to do their job. With the right hardware, software and data connection, it's just as easy to work from home, at a client office, or on a mobile phone and still have access to familiar applications, like your email, diary and contacts.



Flexible working facilitates working outside of normal hours and from different locations. Mobile working relates to people who work in different locations from day-to-day.

Anywhere Access.

Stay connected and up-to-date

Embracing the Internet means having the opportunity to get business done while you're in the office, at home, or on the road. Microsoft Enhanced Communication and Collaboration solutions delivers business class email, remote access to personal and customer information, and online work spaces with enhanced security, so you can stay productive and efficient wherever your business takes you.

Introducing Windows Intune

If you have more than a handful of PCs in your company, you already know that it can be a chore keeping them secure against viruses and ensuring that they have the latest software and updates.

This is where Windows Intune™ comes in. It provides cloud-hosted PC security and management. It helps you keep all your computers (and their users) running smoothly. It lets you:

- Manage updates
- Protect PCs against malware
- Monitor PCs for problems
- Track hardware and software inventory
- Give remote assistance if something goes wrong
- Set consistent security policies for your PCs

It is also very helpful if you work with an IT partner for technical support. You can give them access to Intune and they can use it to monitor your PCs and fix problems remotely. It also comes with a Windows Client Enterprise Licence, which allows you to upgrade from business editions of Windows XP, Vista or Windows 7 to Windows 7 Enterprise and gain access to additional security features such as disk encryption and enhanced search capabilities.

Prices start at £7.25 per PC, per month, which compares favourably with the price of a conventional but standalone anti-virus program.

Windows 7 is Designed to Make Mobile Working Easier.

Get online more easily, communicate with colleagues more efficiently and work better with laptops



Get connected. Windows 7 Network and Sharing Center simplifies getting online through wireless networks, so you can use a laptop to get connected in Wi-Fi hotspots. Many cafes, airports, hotels and even trains have Wi-Fi, which means you can pick up your email and get on with your work in more places, more easily.



Stay up-to-date. Offline Files enables you to work offline while you are on the road and automatically synchronise between your PC and the network content.



Instant online meetings. Windows Meeting Space lets you set up ad-hoc online meetings with other users in your immediate vicinity. For example, several of you meet up in a cafe or meeting room; you can share files, pass notes and even give presentations.



Be protected. Windows 7 strong security foundation and features help protect users and systems against malicious software and other forms of security threats. Unwanted spyware and malware can infect PCs, draining system resources, compromising private information and hurting your bottom line. Windows Defender helps protect you from spyware and other forms of malicious software.



All-in-one Mobility Center. The new Mobility Center lets you adjust all your settings – volume, screen brightness, power settings, connectivity and so on – as you move your laptop from place to place. It puts everything you need to manage your PC in one easy-to-use control.

Windows phone

Solutions for your business

Your work may take you out of the office, but that doesn't mean you have to stop running your business. Whether you need to manage email, juggle your calendar, draft client proposals, or update sales spreadsheets, you'll have access to the information you need by using an all-in-one Windows Mobile device.

Mobile email for small business

Designed to grow with your small business, Windows Mobile offers email solutions that range from fantastically simple to more sophisticated. Each option has been fine-tuned to deliver the ease, familiarity, and mobile messaging features that your business needs.

Out-of-the-box solutions

Windows Mobile phones support web-based and Internet Service Provider (ISP) email accounts right out-of-the-box, which means you can access Windows Live Hotmail, Gmail, Yahoo!, AOL, Comcast, custom domains and more. These solutions will allow you to easily get started with a set-up wizard and pre-configured settings, access email and attachments in their original format, and organise your email into folders, just as you do on your PC.



Introducing
**Windows[®]
phone.**



OUTLOOK[®]
MOBILE



POWERPOINT[®]
MOBILE



WORD MOBILE



EXCEL[®] MOBILE



Windows Live Messenger[™]
MOBILE



MY PHONE



INTERNET EXPLORER[®]
MOBILE

Useful Tips for Newcomers to New Technology.



REMEMBER TO INSURE

Always insure phones, Pocket PCs and laptops as these items are most at risk for loss, theft and damage.

SECURITY IS IMPORTANT

Use strong passwords, encrypt sensitive data and keep backups. Strong passwords include upper- and lower-case and make use of numbers, letters as well as symbols wherever possible.

PICK THE RIGHT GADGET FOR THE JOB

Sometimes a Pocket PC is a better choice than a laptop. Weigh up the pros and cons before making a choice.

USE REMOTE EMAIL

This allows you to be more responsive to customers.



MANAGE YOUR TIME

Just because you can answer emails 24/7 doesn't mean you have to! Remember, balance is key to a healthy lifestyle.

MANAGE THE IMPACT OF NEW TECHNOLOGY ON COMPANY CULTURE

Set an example, as the boss, of responsive but responsible use of technology.

TRAIN STAFF

Correct training is imperative in order to use new technology and develop staff skills on an ongoing basis.

CONSIDER USING AN IT PARTNER

The right IT partner can take a load off your shoulders. They provide technical support when you need it most.

INVESTIGATE CONNECTION OPTIONS

Find the most suitable options on offer to see what works for different people.

E.g: Sales people vs staff needing to work from home, 3G cards vs ADSL.

Top Tips for CRM.

Customer Relationship Management

A successful Customer Relationship Management (CRM) strategy will always mean that you put your customers at the centre of everything you do

To do this properly, you have to know what your customers really want and how they perceive your business. You can then use this to deliver better products and services to your client base, improve client service and increase sales opportunities. Implementing new business strategies needs proper change management practices to reduce the risk factors.

Have a strategy for CRM

Installing the software is only the first step.

Choose the right CRM partner

The best CRM solutions are flexible and can be fully integrated with other systems in your business.

Invest in training

Training is essential to ensuring user acceptance.

Understand the technology

CRM is not just an IT project, it is a business initiative. The business has to understand the technology and what it can and cannot do. The greatest success will come from the coordinated efforts between business users, IT and supplier.

Categorise your contacts

Identify hot prospects, regular clients, slow payers etc, and ensure data is kept accurate, comprehensive and not duplicated. Use BCM to track all your interactions with clients.

Consolidate data

Save time and effort by storing all your data together on a server and entering it once and once only.

Make the system work for you

Use the system to cover for holidays and absence – if everything about a client is stored in the system, anyone can help them.

Data Protection Act

If you're storing personal information, you need to be aware of the legalities surrounding this.



Useful Microsoft Links.

TEST DRIVE WINDOWS 7

www.microsoft.com/windows/business/windows-7-test-drive/

MICROSOFT UK

www.microsoft.com/uk

SMALL AND MEDIUM BUSINESS

www.microsoft.com/uk/smallbusiness

LATEST PROMOTIONS

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NEED HELP? FIND A SMALL BUSINESS PARTNER

www.microsoft.com/uk/sbspecialist

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