



**Microsoft®**

# Make IT work for you

A 20-minute guide to technology for growing businesses



# Introduction:

## Business priorities, Microsoft solutions

**Running a small business is like trying to change the engines on a plane mid-flight. There's always too much to do. You have to work 24 hours a day, but at least you get to choose which 24. Technology can help you and your staff to get more done. It can also help you spend less time on mundane distractions and more time on work that really helps your business to grow.**

We know that owner-managers of growing businesses spend too much of their time on low-priority, low-value tasks thanks to a YouGov survey commissioned by the British Chambers of Commerce and Microsoft.

Where does the time go? Managing the workplace, looking for files and records,

dealing with government red tape and fixing IT problems. Businesses across the UK are missing an opportunity to run their operations more efficiently.

- IT security failures are costing two-thirds of the businesses surveyed an estimated £1,259 per annum. We can help you make your IT watertight.
- Loss of data is considered to be one of the key factors contributing to business inefficiency, yet half of small businesses are not backing up their data on a daily basis. We can help you make backups easily.
- Small businesses spend an average of £6,000 to develop marketing materials. We can help you develop these materials yourself at a fraction of the cost.

- 30 per cent of small business managers estimate that they spend between half an hour and three hours a week looking for information. We can help you find what you need.
- 18 per cent of companies surveyed have not embraced the Internet. We can help you get online.
- A fifth of small businesses are not using their PC to manage customer and supplier relationships. We can help you serve your customers better.

This 20-minute Guide to IT shows how Microsoft technology can streamline your business and let you spend more time on important jobs like customer service and winning new business.

## Business priorities



*"My sales executives need to have the most up-to-date price lists and sales collateral but occasionally some of them use the wrong version. It's really embarrassing if a client gets the wrong version."*

**Sarita, Sales Director**

*"I was working on a sales proposal. I accidentally deleted it and now I can't get the original text back. There goes my weekend."*

**Tracy, Marketing Director**



*"I've read about viruses and spyware that attack computers that are connected to the Internet. I'm not a computer geek. How can I be sure that I'm protected?"*

**Joe, Financial Controller**

*"How do I share files with my colleagues without letting everyone see them? It would be a disaster if people saw the payroll, for example."*

**Colin, Financial Director**



*"Every time we hire a few more people, I have to buy another printer and another fax machine and get another phone line for their Internet connection. It's getting ridiculous."*

**Brenda, Office Manager**

*"My assistant keeps a desk diary and I keep a pocket diary which she updates every morning. This is great until she makes an appointment while I'm not there and I go and double-book myself."*

**Kevin, Director**



*"We compete with a lot of companies that are much larger than we are, so it's a bit embarrassing to give a scrappy e-mail address instead of one that has our company name in it."*

**Joanna, Business Owner**

*"We can't afford to have a fancy Web site designed but we need an online presence as soon as possible."*

**Kate, Sales Manager**

*"I spend a lot of time with customers and away from the office. How do I stay up-to-date with what's going on and keep in contact with my colleagues?"*

**Jonathan, Managing Director**



## 15 things Microsoft can do for your business

### Windows® Small Business Server (SBS) 2008

- Mobilise your staff with access to their e-mail, diary and contacts anywhere (even on mobile phones).
- Help teammates work together and avoid duplicated work.
- Make sure everyone has the latest, up-to-date version of important documents.
- View and share diaries, contacts and tasks with 'big-company' e-mail features.
- Save money by sharing printers and fax machines.
- Centralise your company's backup and storage for extra reassurance.

### The 2007 Microsoft® Office system

- Create a smart company image with well-designed documents, presentations, invoices, e-mails and other company documents.
- Manage and track customer relationships better with professional Customer Relationship Management software.
- Help staff be more productive and creative with applications that are easy-to-learn and easy-to-use.
- Analyse and interpret data, such as sales figures, using Microsoft® Office Excel®.

### Windows Vista®

- Find what you're looking for – fast – with desktop search.
- Strengthen your defences against Internet threats.
- Get things done more quickly – searching, filing and viewing files happen much faster.

### Microsoft® Office Live Small Business

- Attract new customers with a free, professional-looking Web site and your own company domain name and e-mail address.

### Microsoft adCenter

- Drive traffic to your site and generate sales leads with affordable online advertising.

## Real businesses, real benefits

*"Like everyone in business, I'm always looking for ways to do things quicker, to do things smarter and produce documents that look more professional. We use Windows Vista and the 2007 Microsoft Office system to give us this advantage."*

**Sarah Tinsley, Managing Director, ...and the kitchen sink**

*"Office Live has been absolutely great for me. I wouldn't have had a Web site without it."*

**Rebecca Swift, founder, RS Training Services**

*"We want to be innovative. We want to do anything that will make us more efficient. Windows Vista and the 2007 Microsoft Office system help us do both."*

**Andrew Bradley, co-founder, Bradley Photographic Designers**

*"Instant access to data improves our ability to get information to customers and dealers quickly," Crist says. "We're a made-to-order company, so we have thousands of options. Fast turnaround is critical to sealing deals."*

**Shawn Crist, Regional Sales Manager, Premier Marine**



# Meet the family

## The business case for investing in IT

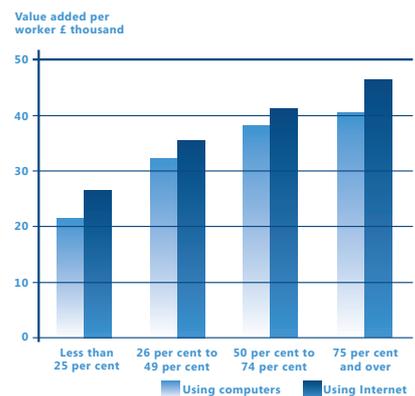
Small businesses already depend on IT but are they getting the best return on their investment?

IT is already at the heart of small, growing businesses. According to Microsoft-sponsored YouGov research, the vast majority of small businesses use PCs for book-keeping (86 per cent), customer communications (85 per cent), storing important documents (80 per cent) or client databases (78 per cent). Only one in a hundred companies don't use computers at all.

However, many companies are not getting the most out of their computer systems.

Our research shows that companies suffer from downtime, lost data, inefficient filing and the inability to access computer files

out of the office. The latest Microsoft technology addresses these problems and can help you reduce computer problems and save time.



Labour Productivity: by employees using ICT in Manufacturing and Services.  
Source: Office of National Statistics

IT is more than a necessary evil. While cutting down IT hassles is important, the right software can accelerate a business. On the most basic level, there is a strong correlation between IT use and employee productivity. According to the Office of National Statistics, the more employees use computers and the Internet, the more productive they are (see graph). The most IT-intensive firms were twice as productive as the least.

The right software can help your business achieve more. For example:

- Improve collaboration and communication.
- Boost marketing and increase sales.
- Increased responsiveness to customers.
- Present a more professional image of the business.
- Cut costs and save time.
- Automate time-consuming, mundane tasks.
- Enable more flexible and mobile working patterns.

Just to take one example: according to a report from the Equal Opportunities Commission half of the working population – 52 per cent of men and 48 per cent of women – say they want to work more flexibly. The right software can allow your staff to access their e-mail, files and diaries remotely; from home, a laptop or even a SmartPhone. This will make it easier to attract and retain staff because it supports a better work-life balance.

This guide contains lots of recipes that can help you achieve these results. Don't take our word for it, though. According to a Forbes.com study, small businesses using SBS 2003, the predecessor to SBS 2008, experienced an average 946 per cent return on investment. In other words, the right technology can pay for itself ten-fold.

## Windows Small Business Server 2008

*The right server software for growing businesses*

Airports need control towers. Offices need post rooms. Banks need vaults and businesses need servers. A server is a special computer that lets users share information; coordinate their work; manage e-mail, contacts and diaries; and safely store company information.

SBS 2008 combines Microsoft's latest high-end server technology into one integrated, affordable package. It includes 'technology building blocks':

- Microsoft® Exchange Server 2007 as an e-mail server.
- Microsoft® Windows® SharePoint® Services to build an in-house Web site for collaboration.
- Windows Server® 2008 to store files, share printers, Internet access and fax machines.
- Microsoft Small Business Server comes with inbuilt SQL Server Standard edition for small business, which provides simple secure storage of your business critical data.

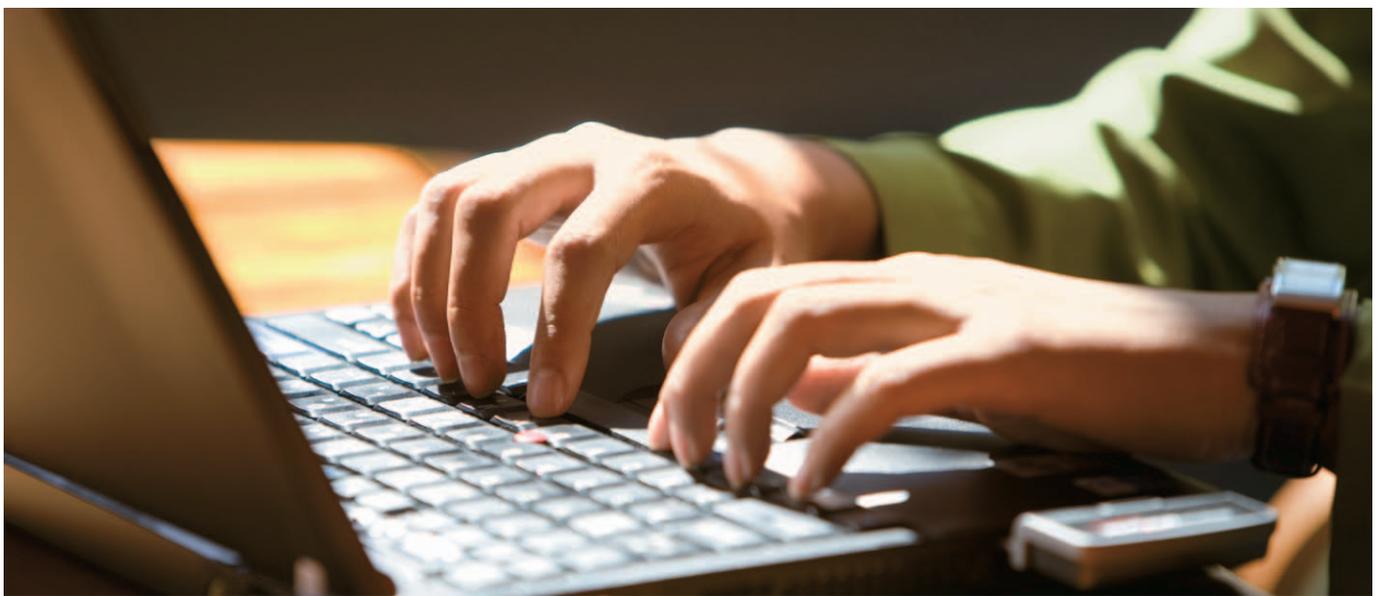
As your business grows, it can work with other servers and there is a seamless upgrade path to the full line of Windows Server System™ products.

The server software of choice for growing companies, it helps them implement remote working with features such as:

- **Remote e-mail.** Remote users can access their e-mail using Outlook 2007 or a Web browser. It will also push incoming mails out to iPAQs and SmartPhone users as they arrive.

In addition, it solves other business problems:

- **Sharing files and information.** It makes sense to keep important files in a shared directory. You can control access, make sure they are backed up and ensure everybody has access to the latest version.
- **Set up an intranet.** Using Windows SharePoint Services, which is included, it gives users a central, Web-based location to collaborate on group projects.
- **Backups.** Losing critical information could damage your business. This is another reason to keep your most important files on a central server. SBS 2008 features automatic backup and restore capabilities.
- **Exchange e-mail.** SBS 2008 manages e-mail but also lets you share calendars, contact lists and other information.



## SBS 2008 feature grid

### Share files

Instead of important files being scattered around the office on different people's computers, a server stores them in a central place but you can access them as if they were on your own computer. For confidentiality, you control who can see which files.

### Share printers

You can attach several printers to one server and everybody on the network can print to them, just as if they were attached to their own computer. This means that you can easily share expensive devices like colour laser printers.

### Automatic updates

Automated patch and update management tools keep your PCs and servers up to date. The server e-mails you (or your IT consultant) a daily report so that you can identify problems before they become serious.

### Send and receive faxes

Isn't it annoying when you want to send a fax and there's a queue? Using SBS 2008, anyone can send faxes from their own computer just like sending a document to a printer. Incoming faxes are delivered to users by e-mail.

### Run a database

Many sophisticated business applications use the SQL database standard and the Premium edition of SBS 2008 includes SQL Server 2008, a top-of-the-line multi-user database server.

### Share Internet connections

Many small businesses connect to the Internet the same way a home user does: with a dial-up account from an Internet service provider. There's a better way. Using a server, you can share a single, fast, broadband Internet connection.

### Exchange e-mail

SBS 2008 handles all your internal e-mail, routing it from one employee to another. As it no longer has to go over the Internet it is more secure. It also sends and receives e-mails over the Internet to outsiders.

### Remote access

Once you have your e-mail and your data on a server, it's easy to access it (safely and securely) over the Internet from home, a laptop with a data card, from a compatible mobile phone or even from an Internet café.

### Host an internal Web site

SBS 2008 lets you create a professional-looking intranet site easily. An intranet site is a Web site, with important documents and information that is only available to employees of your company.

### Stop viruses, spam and hackers

A server also works like an electronic bouncing to keep Internet riff-raff away from your company's network. It can also help you filter out unwanted and junk e-mail.

### Back up your data

Backing up files brings peace of mind. SBS 2008 comes with backup software that makes it simple to set up backups of your key data.

### Keep electronic diaries

Using a server to store digital diaries, address books and task lists makes it easier to organise meetings and coordinate work with your colleagues.

## The 2007 Microsoft Office system

The 2007 Microsoft Office system is designed to help people get more done, quicker.

- **Easier to use.** There's a new user interface for familiar applications. It features a graphical 'ribbon' that makes it easy to make documents look great.
- **Create impressive documents.** It also includes professional-looking document templates that will make your presentations and literature shine without breaking the bank on outsourced graphic design, especially when you add free clipart and designs from the Microsoft Office Online Web site.
- **Improved security.** In Outlook 2007, new spam and anti-phishing filters protect employees from time-wasting and potentially harmful e-mail and attachments. With less junk mail to deal with, they can spend more time on the business.

- **All your information in one place.** Outlook 2007 is also the front-end to SBS 2008. It gives you a single place to view your own diary and your colleagues, send and receive e-mail and manage your contacts and tasks.
- **Keep track of your business contacts.** Besides Microsoft® Office Word 2007, Excel 2007 and Microsoft® Office PowerPoint® 2007, the Microsoft Office Small Business suite adds Business Contact Manager to Outlook. You can use this software to track customer relationships and share customer details between colleagues. It's like big-company CRM (Customer Relationship Management) software but with Outlook's familiar user interface.
- **Create your own marketing collateral.** The Small Business Suite also includes Microsoft® Office Publisher 2007. This is a great tool for desktop publishing. You can use it to create brochures, leaflets, sales collateral, posters and booklets.
- **Enhanced security.** Windows Vista includes advanced security features to protect your company against viruses and other Internet nasties. For example, it includes user account control (which limits which Web sites, programs and files individuals can use and install) and Windows Defender (which blocks spyware).
- **Easier filing.** Windows Vista is just more efficient. It makes searching, filing and viewing files easy because it lets you tag files with reminders and also see instant previews of documents before you open them. The less time you spend faffing around with your computer, the more time you can spend with your customers.
- **Enhanced connectivity.** The Network and Sharing Center in Windows Vista Ultimate makes it easier to connect to wireless networks, so you can stay connected and manage your work wherever you are and troubleshoot connection problems.
- **Built-in diagnostics and troubleshooting.** Windows Vista Ultimate makes it easy for users to find out what's going wrong and make repairs. For example, it can check disks and memory for potential failures.
- **Sync Center.** Synchronising data between a notebook and an office computer or file server can be difficult to manage. Sync Center makes sure you have the latest version of your files wherever you go.

## Windows Vista

*Microsoft's newest, most secure and easy-to-use operating system*

Microsoft's latest operating system is Windows Vista Ultimate. This provides the core software for your computer – the foundations on which every other application is built. Windows Vista includes new technology that helps people work smarter and faster, such as:

- **Desktop search.** Find what you need, when you need it. New search tools bring instant, Internet-like search to your files and documents. The sooner you can get the right data, the sooner you can use it to win business and make money.

## Microsoft Office Live Small Business

*Get a Web site and company e-mail online free, thanks to Microsoft*

Microsoft Office Live Small Business is a set of services and tools designed to get your business online as quickly and easily as possible. It's totally free to use – there are no hidden costs – and Microsoft even provides free support. SBS 2008 is fully integrated into Office Live and before you know it, your business will be benefiting from a professional-looking Web site promoting your products and services, attracting new customers and raising your profile.

Microsoft Office Live Small Business provides:

- Free domain name (e.g. [www.mycompanyname.co.uk](http://www.mycompanyname.co.uk))
- Free fully hosted Web site with easy-to-use Web site design tools
- Free company-branded e-mail accounts
- Free Web site traffic analysis and reporting
- Online secure workspaces for collaborating with customers, business partners or employees
- Small Business applications to help manage business contacts, tasks, team calendars, projects and much more

## Microsoft adCenter

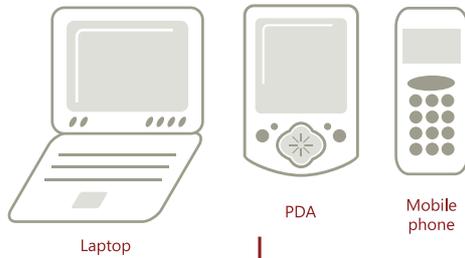
*Advertise online with Microsoft's Live.com and MSN sites*

Search advertising is an effective, low-cost way to get new customers to find your business when they're online looking to buy. Microsoft adCenter can put your advert in front of an audience of millions of MSN® and Live Search users right at the point when they are searching for something you sell.

You can choose what keywords you want to advertise against, target your adverts by time and location, and see detailed reports about how your ads are doing. Best of all, you only pay when someone actually clicks on your ad and visits your Web site.

### Remote access

Once you have your e-mail and your data on a server, it's easy to access it (safely and securely) over the Internet from home, from your SmartPhone or even from an Internet café. This makes flexible working and mobile working much easier.



### Share Internet connections

Many small businesses connect to the Internet the same way a home user does, with a dial-up account from an Internet service provider. However, when you add staff, it becomes very expensive to add new phone lines and new accounts for them. By using a server, you can share a single, fast, broadband Internet connection.

### Stop viruses and hackers

A server also works like an electronic bouncer to keep Internet riff-raff away from your company's network. It can also help you filter out unwanted junk e-mail and streamline the process of updating your other computers with the latest security patches from Microsoft.

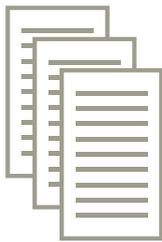
The Internet

### Share printers

You can attach several printers to one server and everybody on the network can print to them, just as if they were attached to their own computer. This means you don't need to buy everyone their own dedicated printer. Not only that but you can easily share expensive devices like colour laser printers.

### Send and receive faxes

Isn't it annoying when you want to send a fax and there's a queue? Using SBS 2008, anyone can send faxes from their own computer just like sending a document to a printer. Incoming faxes are delivered to your computer by e-mail or they can be printed out on any printer.



Database

### Run a database

Many sophisticated business applications use the SQL database Standard and the Premium Edition of SBS 2008 which includes SQL Server 2008, a top-of-the-line multi-user database server.



Diary

### Keep electronic diaries

Using a server to store digital diaries, address books and task lists makes it easier to organise meetings and coordinate work with your colleagues. It also means that all your critical business data is available on your PC, your laptop, your SmartPhone or via an Internet browser.



Customers

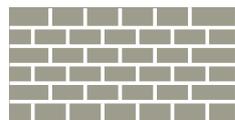
### Customer relationship management

Sometimes the hardest things in business are keeping in touch with customers and following up new business leads. Keeping your customers' information on a central server means that it is available to your sales staff and information doesn't get entered more than once.

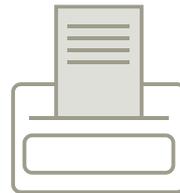


E-mail

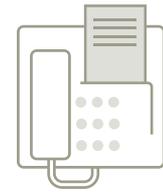
Server computer running SBS 2008



Firewall



Printer



Fax machine

### Host an internal Web site

An intranet site is a Web site that is only available to employees of your company. This means you can use it to share important company information like phone directories, staff photos, documents and company news. SBS 2008 lets you create an intranet site easily.

Intranet



Computer



Computer



Scanner

### Share files

Instead of important files being scattered around the office on different people's computers, a server stores them in a central place but you can access them as if they were on your own computer. You control who can see which files, so confidential files stay confidential.



Tape drive

### Back up your data

Backing up files brings peace of mind. However, if files are kept on different machines, it is fiddly to make sure that are all regularly backed up. On the other hand if they are all stored on a server, it is much easier. SBS 2008 comes with backup software that makes it simple to set up regular backups of your key data.

### Exchange e-mail

SBS 2008 handles all your internal e-mail, routing it from one employee to another. Because it no longer has to go over the Internet it is more secure. It also sends and receives e-mails over the Internet to outsiders. This means that you can have your own company e-mail address. Also, all your e-mail is centrally stored and backed up automatically.

## What is a network?

A network links computers together so that they can access shared resources like Internet connections, files, faxes and printers. Network links are made using wires that are similar to phone cables but increasingly businesses use wireless networks which use radio links instead of physical connections.

Sometimes businesses set up an ad-hoc network without a server, sometimes called a peer-to-peer network. This can work very well when there are only a couple of PCs to connect, but it does not offer the flexibility, ease of management, reliability or security of a server-based network.

A server computer running a network operating system like SBS 2008 sits in the heart of a network and makes it all tick. Without a server, a network is a bit like a motorway system that doesn't go to any cities.

## Ten signs you need a server

1. You spend lots of time searching for files or copying them from one machine to another.
2. Your computers are already networked in some way (perhaps using an ad-hoc 'peer-to-peer' system) but files are scattered across different machines and the whole thing runs slowly.
3. You want to restrict access to confidential files – you are worried that a nosy employee might find sensitive files on your network.
4. You want to accommodate flexible or home-working for your staff – your staff are asking to work from home but you don't know where to start.
5. You would like to centralise key business data like diaries, customer records, accounts, orders etc.
6. You want to be more responsive to your customers.
7. You want your own e-mail address (@yourcompany.co.uk) rather than one available through an Internet provider.
8. You keep buying printers, faxes and Internet accounts as you add new people.
9. You have lots of IT hassle – viruses, network problems etc.
10. You're suffering from paperwork overload.





# Business benefit 1:

## Simplify collaboration

Suffering from paperwork overload? Not sure if everyone has the latest price list? Entering the same information more than once? Don't know who's doing what?

Sportsframe, a Wellingborough company that specialise in framing sports memorabilia, uses SBS to manage a central catalogue of photos. Before they got their new server, they were moving large image files on memory sticks and CDs from one computer to another to scan, store and print them. Now, says Managing Director Adam Gascoigne, everything is on the server. It saves them hours each week and avoids a lot of unnecessary stress.

### Share files

Just as Sportsframe put all their photos on their SBS server, other businesses use SBS to organise marketing collateral, document templates, price lists or any of the thousands of electronic files that businesses use these days.

Not only can you access these files over a network in the office, but they are also available when you are out of the office too. For example, you can copy files and

documents to a laptop and synchronise any changes each time you go back to the office.

You can also control who has access to files so that confidential files stay confidential. Payroll information and confidential personnel records are not for everyone, but are they as safe on your PC as you think? SBS 2008 can make sure that only authorised people see these files.

## Stay up-to-date with documents

Without a server, for example, you might have a price list and a product brochure and different members of staff would take a copy of these files and store them on their own computers or in e-mail folders. That's fine until you need to update one of these documents. Then you need to distribute them again and, of course, if someone is using an out-of-date price list it could cost you real money. Having a single copy of important documents that you only update once is clearly much more efficient. This is where storing files centrally on SBS 2008 is especially efficient.

## Collaborate effectively

Document sharing is only the start. You can use SBS 2008 to share diaries, contacts and tasks. Using the built-in Exchange Server 2007, you can publish your diary on the network and allow other people (by name, if you want to control access) to see it. You can also set meetings with colleagues, see their diaries; even book up meeting rooms and other shared resources.

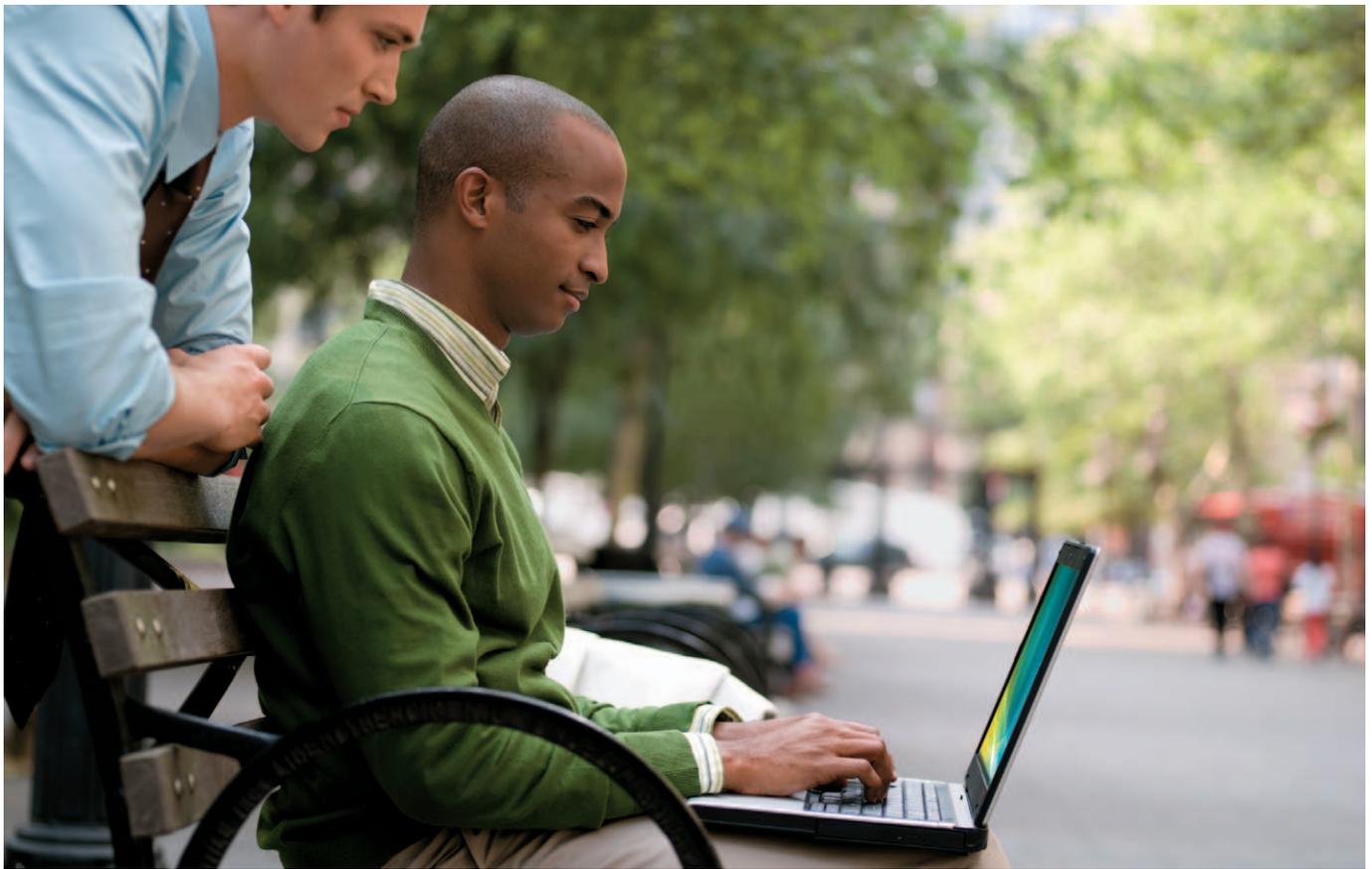
As people can access their e-mail and diaries on SmartPhones and over the Internet, the ability to share diaries is especially helpful for sales people, technicians and anyone else who has to spend a lot of their time away from the office. For example, First Choice Coffee, the UK's fastest-growing national coffee company, uses this feature to book up sales meetings. "We can see where people are," says Elaine Higginson, Managing Director – and if a new lead comes in, "we can slot in a new appointment." It makes the whole sales team much more efficient and responsive.

## Set up an internal company Web site

Having a central place to share company information that combines the file sharing of SBS 2008 and the familiarity of a Web browser interface makes for a great way to improve communication and efficiency. This is known as an intranet site – a secure, private, company-only Web site. SBS 2008 includes a dedicated intranet system called Microsoft Windows SharePoint Services.

Using SharePoint, you can create an intranet site for your business in minutes without any special skills. It's easy for people to use because they can access it using a Web browser, just as if it were a regular Internet site. It's an amazingly flexible tool for communicating with staff with many uses, including holiday calendars, staff surveys, document libraries or picture galleries.

Case Study:  
Big Button Media  
on page 26



## Business benefit 2:

### Work anywhere

Need to implement flexible working? Want to set your staff free from their desks or keep in touch with them when they're with clients? Do you need to get your e-mail on your mobile phone? Find out how Microsoft can help you work anywhere.

#### What are mobile and flexible working?

*New ways to make your staff more productive and happy*

New technology means that people aren't 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, on the train, at a client office, on a mobile phone – in fact, wherever you want. And still have access to familiar applications, your e-mail, diary and contacts. Flexible working means letting

people work non-traditional working hours and/or work from home, while mobile working covers people who work in different locations from day to day. SBS 2008 and Windows Vista make flexible and mobile working a reality, even for the smallest companies.

The business case for flexible working is compelling. According to the Department for Transport's National Travel Survey, the average journey to work takes 27 minutes. By working from home two days a week, staff could save up to 19 working days

a year. Even picking up your e-mail on your phone during dead time between meetings or on the train can save hours each week. More importantly, it can make you and your colleagues much more responsive to your customers.

For some people, flexibility is about more than efficiency. Adam Evans runs Deaf Essential, an agency for sign language interpreters. He uses SBS to stay in touch. He already uses it to send e-mail and text messages (via an add-on SMS gateway). It gives him the ability to work from home.

Adam has a 14-month-old child and SBS means that he can connect to his office via a broadband Internet connection and remotely access his work. "SBS makes it easier for me to manage my business," he says, "and it means I get to spend more time with my family. What's not to like?"

## The right operating system for mobile workers

*Windows Vista is designed to make mobile working easier*

With it, you can get online more easily, communicate with colleagues more efficiently and work better with laptops. Features include:

- **Get connected.** Windows Vista Network and Sharing Center simplifies getting online through wireless networks, so you can use a laptop to get connected in Wi-Fi hotspots. Many cafés, airports, hotels and even trains have Wi-Fi, which means you can pick up your e-mail and get on with your work in more places, more easily.
- **Stay up-to-date.** Windows Sync Center Offline Files feature makes it easy to synchronise files between a laptop and SBS 2008. If you make changes to a file while you are away from the office, those changes will be automatically copied to the master file on the server when you get back (and vice versa).

- **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 café or meeting room; you can share files, pass notes and even give presentations to one another.
- **Get protected.** Windows Vista includes advanced security features such as user account control (which limits which Web sites, programs and files individuals can use and install), Windows Defender® (which blocks spyware) and Windows BitLocker™ Drive Encryption (which, on certain versions of Windows Vista, encrypts the contents of your hard disk to stop thieves reading your files).
- **Simplified backup.** With Microsoft Windows Backup and Restore, you can easily schedule automatic backups of documents, files and even entire hard disks.
- **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.
- **Smart power management.** Windows Vista includes new power management features with more feedback and more control. This extends battery life on notebooks.

## Notebook, Pocket PC or SmartPhone

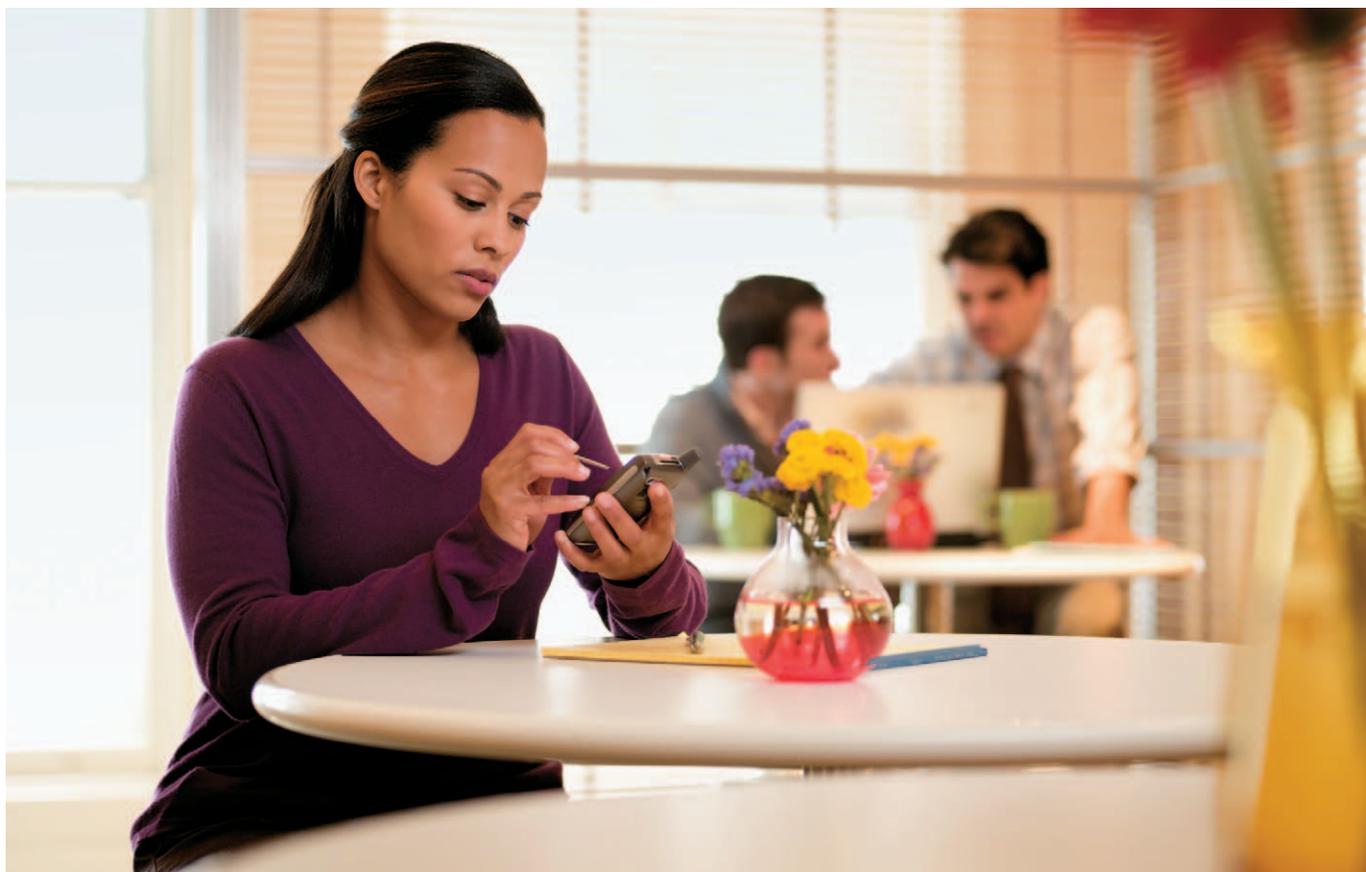
*You have a choice of devices when you are away from the office; from a full-blown laptop to a tiny phone with e-mail. This guide will help you pick the right one*

The device you carry outside the office is a compromise between flexibility, size and weight. A regular notebook PC will give you the greatest flexibility: a full-size screen and keyboard, lots of memory and fully-capable versions of the 2007 Microsoft Office system and Windows Vista.

However, you can also do a lot on a Pocket PC. As the name suggests, these are small enough to fit in a pocket but they are still capable of editing documents, reading and writing e-mail and managing a diary. Some of them have little keyboards while others use handwriting recognition. Some include a mobile phone which also lets you pick up e-mail anywhere. The trade-off for their small size is reduced functionality. For example, they typically have less memory and simpler software than a PC.

The third option, a SmartPhone, is even smaller. The latest models are the same size as normal mobile phones. However, they let you read, write and send e-mails, manage your diary and contacts and synchronise it all in real time with SBS 2008. In fact, SBS 2008 and a SmartPhone gives small businesses the same kind of e-mail everywhere capability as large firms, but for a lot less money. Some SmartPhones have little QWERTY keyboards while others rely on SMS-style text entry or voice recognition.

You can also review Word or Excel files on a SmartPhone on the way to a meeting.



	SmartPhone	Pocket PC	Notebook
Portability	***	**	*
Screen size	*	**	***
Data entry	Voice dictation or SMS-style text entry	Handwriting recognition or thumb keyboard	Full-size keyboard
Flexibility	*	**	***
Run Office applications	* (Runs a cut-down mobile version of Excel, Word and PowerPoint)	** (Runs a cut-down mobile version of Excel, Word and PowerPoint)	***
E-mail on the move	***	***	*
Access the Internet	*	**	***
Built-in phone	Yes	Yes (On some models)	No
Runs a wide range of programs	*	**	***
Connect via Wi-Fi, Bluetooth or mobile data connection (depending on model)	Yes	Yes	Yes
Access to your e-mail, diary and contacts	Yes	Yes	Yes
Ideal...	If you need to stay in touch all the time, wherever you are. Typically, a SmartPhone complements but doesn't replace a laptop.	Ideal if you need maximum portability and still need to edit documents occasionally or write longer e-mails. For some users, a Pocket PC can substitute for a laptop.	Maximum flexibility for people who need Windows applications or a full-size screen and keyboard. Can be used to work in the office, at home and on the move.

\* good

\*\* better

\*\*\* best

## How remote access works

Whatever hardware you have and however you want to connect, SBS 2008 has the technology built-in to make it easy.

There are several ways to connect to SBS 2008 when you're out of the office. This means that whether you are using a SmartPhone with a cellular connection, a laptop in a Wi-Fi hotspot, a friend's PC or your own home computer, you'll be able to access your information.

- **Outlook Web Access** gives you most of the functionality of Outlook – e-mail, calendar, contacts and tasks – in a Web browser. All you need is an Internet-equipped PC and you can connect to the e-mail server in SBS 2008 anywhere.
- **Outlook Mobile Access** lets Pocket PCs, SmartPhones and laptops synchronise diaries, contacts and e-mails with the server in an efficient and secure way over the Internet. You can connect using a mobile phone network like Orange or Vodafone or using a wireless network such as a café Wi-Fi hotspot.
- **Remote Desktop** gives you remote control of your office PC over the Internet from any PC using Internet Explorer® 7, a standard Web browser. Imagine if your keyboard and monitor at home had a really long lead that ran all the way back to the computer in your office. That's what accessing a remote PC with remote desktop is like.
- **SharePoint** lets you access your company intranet Web site remotely.

## Top tips for mobile working

1. Mobile technology makes it easier to allow flexible working patterns and letting employees who are out of the office stay in touch.
2. Remember to insure phones, Pocket PCs and laptops.
3. Security is important: use strong passwords, encrypt sensitive data and keep backups.
4. Use remote e-mail to be more responsive to customers.
5. Pick the right gadget for the job – sometimes a Pocket PC is a better choice than a laptop.
6. Just because you can answer e-mails 24/7 doesn't mean you have to.
7. Manage the impact of new technology on company culture. Set an example, as boss, of responsive but responsible use.
8. Train staff to use new technology and develop their skills on an ongoing basis.
9. Consider using an IT partner to provide technical support.
10. Look into the different connection options: what works for sales people doesn't always work so well for home-based workers, for example.

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MulliganWilliams  
Chartered Accountants  
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## Business benefit 3:

Case Study:  
Ramsbottom Kitchens (CRM) on page 26

## Better sales and marketing

Do you sometimes forget to follow up on a promise to a client or prospective customer? When different employees deal with clients, do things slip between the cracks? Microsoft software can enhance your sales and marketing and solve these problems.

### What is Business Contact Manager?

*Keep track of your clients and share information efficiently*

Outlook 2007 with Business Contact Manager (BCM) is an add-on to Outlook that adds a suite of customer relationship management functions using the same familiar interface as Outlook. BCM is part of the Microsoft Office Small Business 2007 suite.

BCM tracks prospects, customers and sales opportunities. Each time you send an

e-mail, 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 it ensures that nothing falls through the cracks.

You can synchronise the customer information with a Pocket PC or with a laptop so you can take it with you and update it in the field. You can also share information with colleagues so

that a team can work together using the same database.

BCM generates reports that help you keep track of your sales pipeline, account history, neglected contacts, opportunities and most valuable customers. These results will help you direct your efforts towards the best prospects.

As your business grows, BCM provides a smooth upgrade path to Microsoft Dynamics™ CRM, its most sophisticated CRM software.

## Sales and marketing campaigns

*Simplify fax, e-mail and printed marketing campaigns*

Use Word 2007 to create professional looking letters and e-mails and simplify the process of mail merging to e-mail or to a shared printer. Using the Mailings tab in the new ribbon user interface, it's 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.

Office Publisher 2007 is a desktop publishing program which can help you create a wide variety of high-quality publications and marketing materials – from single-page flyers to more complex brochures, catalogues and e-mail newsletters. Easy-to-use tools and a familiar user interface guide you through the process of compiling a mailing list as well as creating, publishing, distributing and printing your materials. Integrating with Outlook 2007 with Business Contact Manager helps you track and customise your marketing materials – in-house.

Because SBS 2008 can send faxes, e-mails and share printers, it's very easy to run sales and marketing campaigns using different forms of communication. You can fax targeted customers with a special offer, send a mail-merged introductory letter to new prospects and follow-up on existing opportunities with an e-mail campaign.

## Smart documents, faster

*Produce professional-looking documents without hiring designers*

"With the 2007 Office system, there's a ribbon bar that prompts you and the icons are clearer," says Jason Logan, General Manager of Housecall Care and Support. This means that the employees of the firm, which provides on-call nursing care, can produce great-looking documents without extensive training. The 2007 Office system is about helping users to deploy the full power of Word, Excel, PowerPoint and the rest, rather than the 20 per cent that they know well.

The new user interface works with you, not against you. When Word for Windows first appeared some 17 years ago, it had

fewer than 100 features. The last version, Word 2003 used a similar menu structure but crams in 1,500 features. In the latest version, a new ribbon interface shows you the tools that you need, when you need them. It's much easier to navigate and much easier to find what commands you want. It's the same story with Excel 2007, PowerPoint 2007 etc.

The concept of 'what you see is what you get' also takes a step forward with the 2007 Office system. Galleries and Live Preview show users how different commands will change their document. It's more a case of 'what you see is what you're going to get'. It cuts out a lot of trial and error for users.

The upshot of these changes – and the new high-quality templates – is that companies can produce professional-looking documents in-house. For example, Portfolio Communications is a PR and marketing company based in London's Covent Garden piazza. They use Word 2007 to produce client newsletters in-house. Previously these would have gone out to an external designer, adding time and cost to the process.

## Impress potential clients with PowerPoint

*Make your point clearly in client meetings*

PowerPoint 2007 makes it very easy to create compelling presentations. The new SmartArt feature helps you create impressive designer-quality diagrams. New themes, layouts and Quick Styles turn everyday presentations into impressive designs that have consistent colour schemes and layouts. You can also create custom templates, which incorporate your own logos and other elements, for your staff to use as the starting point of their own creations. If you use your laptop to give presentations on a large screen, the new presenter view turns your laptop into a presentation control centre with large-type speakers' notes, thumbnails of your slides and a preview of the next slide. It puts you in control of the presentation while making sure that the image on the main screen stays constant. Finally, you can save presentations in PDF format which makes them easier to e-mail and to share with people who don't have PowerPoint on their own computer.

## Advertise using adCenter

*Find out how online advertising can boost your business*

It takes ten minutes and costs just £5 to register for Microsoft adCenter, but once you're set up you can create adverts that appear online whenever anyone uses MSN or Live.com search to look for something that matches the keywords you select. You only pay for your advert if someone actually clicks on it and comes to your site, so it's one of the most effective forms of advertising available.

You can set budgets for campaigns and monitor the status of each advert as you go along, so you can fine-tune your advertising to your budget and any special offers you are running. It's an easy, online, user-friendly way to reach millions of potential customers right at the moment that they are searching the Web for the thing you sell.

## Ten tips for CRM

1. Have a strategy for CRM. Installing the software is only the first step.
2. Make sure contact details are kept accurate and comprehensive.
3. Make sure contacts aren't duplicated.
4. Categorise your contacts: hot prospects, regular clients, slow payers etc.
5. Use BCM to track all your interactions with clients.
6. If other people are going to use the system, train them.
7. Save time and effort by storing all your data together on a server and entering it once and once only.
8. Use the system to cover for holidays and absence – if everything about a client is stored in the system, anyone can help them.
9. Don't forget the Data Protection Act if you're storing personal information.
10. Find more marketing tips on [www.microsoft.com/uk/smallbusiness](http://www.microsoft.com/uk/smallbusiness)



## Business benefit 4:

### Get online

Does your company need a Web site to find new customers online? Is your e-mail address marking you out as a small business? Does your dial-up Internet connection slow your business down? The Internet is a powerful business tool. Microsoft can help you make the most of it.

#### Your own site and domain with Microsoft Office Live Small Business

*Get a free, easy-to-build Web site with Microsoft Office Live Small Business*

Office Live Small Business is a set of services and tools designed to get your business online as quickly and easily as possible. It's totally free to use – there are no hidden costs – and Microsoft even provides free support. Before you know

it, your business will be benefiting from a professional-looking Web site promoting your products and services, attracting new customers and raising your profile.

Microsoft Office Live Small Business provides:

- Free domain name (e.g. [www.mycompanyname.co.uk](http://www.mycompanyname.co.uk))
- Free fully hosted Web site with easy-to-use Web site design tools
- Free company-branded e-mail accounts
- Free Web site traffic analysis and reporting
- Online secure workspaces for collaborating with customers, business partners or employees
- Small Business applications to help manage business contacts, tasks, team calendars, projects and much more

## Get your own e-mail address

*Look like a big business with your own company e-mail address*

Most home users connect to the Internet using an Internet service provider (ISP). They use an e-mail address that is a combination of their name and the name of the ISP, for example joe.bloggs@isp.net. Other people use Web-based e-mail systems like Hotmail®. Either option is fine for private e-mail but if you send out e-mails for your business it looks unprofessional. Much better to have your business name as your e-mail address.

The solution is to get your own Internet domain ('yourcompany.com') and set up a mail server that will act like your own private e-mail post office. All outgoing e-mail will use the new domain name – just like a big company – and the server will pick up incoming mail and route it directly to your employees.

Microsoft Office Live not only lets you create your own Web site, it also gives a free Internet domain for it and for your e-mail. As your company grows, you may consider switching to an in-house e-mail server. This is where SBS 2008 comes in. It includes Exchange Server 2007 which is the same high-powered mail server used by multinational companies all over the world. It will deal with your incoming and outgoing mail. It will also filter out unwanted 'spam' e-mail before it even reaches people's inboxes.

## Share a broadband Internet Connection

It isn't very economical to pay for multiple ISP accounts to let different employees get online when you can pay for a single broadband connection and use SBS 2008 to give everyone access to it. Think of it as a kind of telephone switchboard for the Internet. All your office computers connect to the server and it connects them to the Internet. Everyone can be online at the same time, but you only pay for one connection.

## Blogging for business

*A post a day can generate good PR*

Increasingly, companies use blogs for marketing. A blog is a kind of Web site where someone posts a regular diary-like column. There are blogs on almost every topic, and there is an avid community of bloggers and blog-readers out there. Microsoft has a blogging service, Windows Live Spaces, where you can start up your own blog for free. The site is www.spaces.live.com. It's easy to start and no special skills or technical knowledge are required. Blogging can also be a smart way to boost the search engine position of your Web site.

Word 2007 has a special feature which allows you to write blog posts for many common blogging platforms, including Windows Live Spaces, just as if they were regular word processing documents. Writing blog posts in a familiar environment like Word 2007 makes blogging much more user friendly and efficient

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Rebecca Swift  
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## Business benefit 5:

### Cut security stress

A YouGov survey of small businesses found that 14 per cent had seen one of their computers stolen and 32 per cent had lost data to a computer virus. Securing company data is a top priority. SBS 2008 and Windows Vista can help.

Security is a key concern of businesses today. Internet crime affects nearly two thirds of British firms, according to the DTI's latest Information Security Breaches Survey. A serious incident can cost a business between £8,000 and £17,000, and the total cash loss to the UK economy from security breaches is a staggering £10bn a year. Online criminals don't care how big your company is, and neither do viruses. No wonder businesses are paying more attention to online security than ever before.

#### Back it up

A surprising number of businesses believe that bad things only happen to other people. Surprisingly few small businesses take enough care of their data.

This suicidal optimism can turn a drama into a crisis. Imagine what would happen if you lost, say, your stock records, payroll information and customer data to fire or theft? Even businesses with insurance sometimes go bust after a major loss

because they don't have a reliable backup of their critical information.

Keeping all your data on a central server is the first step. This means that it is all in one place ready to be backed up.

SBS 2008 includes backup software that will make copies of your files onto USB backup drives.

## Extra peace of mind with Windows Vista

Windows Vista includes new, advanced security features that help you protect your business against Internet threats such as viruses and fraudsters. These features include: Web browser warnings about dangerous 'phishing' sites; protection against spyware from Windows Defender; an enhanced firewall to block outside access to your PC; User Account Controls which stop unwanted software from getting control of your system; automated updating; and a Security Center where you can manage everything and check the status of your system.

## Encrypt laptop data with Windows Vista

Every year businesses across the UK lose thousands of laptops to theft or absent-mindedness. This is why Windows Vista 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.

## Protect your documents with the 2007 Office system

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

## File access control with SBS

You wouldn't leave confidential pay or personnel records, cash flow forecasts or business plans lying around on your desk for anyone to read. However, storing digital versions of those files on your computer or sharing them over an ad-hoc, peer-to-peer network offers little control over who might have access to them.

SBS uses the same industrial-strength Windows Server software that multinational companies and governments use. This means that it can securely and safely control access to sensitive files. However, it adds an easy-to-use administration program which helps small businesses add and delete users from the system and change their access privileges.

## Get Safe Online's top 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. For more information visit: [www.getsafeonline.org](http://www.getsafeonline.org)

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 pinched than hacked.
3. Control access. Data theft is more common than outsiders hacking in.
4. Get good advice. Find a trustworthy IT consultant to 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 thieves.
7. Keep out Internet nasties with a firewall.
8. Every computer needs anti-virus and anti-spyware software.
9. Make sure you have installed all the latest updates and patches for your software.
10. Back up all your critical files regularly.

Case Study:  
...and the kitchen sink  
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# Where next?

## How to buy

There are four main ways to buy Microsoft software for your business.

1. **Software in a box.** This is the most familiar way to buy software. You go to a shop or an online store and buy a box containing a disc. This is ideal for one-off purchases and small organisations. However, if you are buying software for more than a couple of PCs, you may be missing out on Volume Licence discounts. This is a common way to buy the 2007 Microsoft Office system and upgrades for Windows.

However, if you are buying SBS, you may want to work with your local Microsoft Small Business Specialist. SBS does require some technical expertise to install and configure. Small Business Specialists can provide

you with the technical expertise, strategic thinking and hands-on skills to get your system up and running. To search a directory of Microsoft Partners see: [www.microsoft.com/uk/smallbusiness](http://www.microsoft.com/uk/smallbusiness)

2. **With a new computer.** Many people buy software at the same time as they buy a new computer. This can be particularly cost effective. The 2007 Office system is often available as an add-on when you buy a new computer and, of course, most computers come with Windows Vista pre-installed. The downside of this kind of licence is that you can only use the software with the computer you bought.

3. **Open Value or other Volume Licensing agreement.** If you need to buy multiple copies of a program, you can get a better deal and avoid software piracy

with a Volume Licence. For more information see:

[www.microsoft.com/uk/smallbusiness](http://www.microsoft.com/uk/smallbusiness)

4. **A hosted solution.** Some Microsoft products, such as Microsoft Office Live Small Business, are only available online. This model is also known as 'software plus services.' Exchange Server and CRM are also available as hosted solutions.

It is important to buy genuine software. Besides 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 personally liable if pirated software is used in their business; with unlimited fines and up to ten years imprisonment.

## How to choose a partner

Finding the right technology partner to advise you can be hard work, but it is important to get it right. A good supplier will help you make the most out of your IT investments and can help with other IT challenges.

## Make a shortlist

Ask your colleagues, suppliers and peers who they use. Ask the local Chamber of Commerce for their input. There is a searchable directory of Microsoft-approved Small Business Specialists on: [www.microsoft.com/uk/smallbusiness](http://www.microsoft.com/uk/smallbusiness)

Small Business Specialists are Microsoft partners who specialise in helping start up and growing businesses tackle their business challenges with the best use of IT. To become a Small Business Specialist our partners need to achieve a level of understanding and qualification that demonstrates that they can fulfil the needs of their customers and prospective clients.

Many companies consider Microsoft Small Business Specialist partners as their IT department and therefore you'll find that working with one of them means you'll be investing your IT budget wisely.

So, if you are a start up, a small or medium-sized business we recommend that you speak to a Small Business Specialist partner – look out for the blue badge.

## Choose the right partner

You're looking for someone to help you now but who can also be a long-term partner, so look for evidence that they can grow with you. Use this checklist to select the right company:

- Do they understand your systems? Look for evidence that they can support the hardware and software you use now and that they have worked with similar kit before.

- Are they sufficiently well-qualified? Check their credentials, references and qualifications.
- Do they talk your language? While it is important that they understand the technology, they need to be able to communicate it to you in everyday language and justify themselves in business terms. When you ask them a question, do you understand the answer? Do their proposals ring true? Do they understand the needs of growing businesses?
- Can they cope with your needs? Do they have the resources to meet your needs now? Can they commit to a specific schedule and budget for a given project? Will they be able to do the work with their own staff or will they have to sub contract? Will they have the resources to grow with you in the future?
- What levels of support will they provide? Look for a service level agreement that sets out how quickly they will respond to problems and the level of after-sales support they offer.
- Ask about training. Can they provide it or recommend reputable partners?
- Are the responsibilities clear? Can they give a clear breakdown of what they will (and will not) do? Can they explain the step-by-step process by which they will complete a given project? Is everyone clear on what you have to provide?
- What is their fee structure? Depending on the project, it is possible to agree a flat fee, an hourly or daily rate or an ongoing retainer. Are they willing to break down their cost structure and allocate costs to different stages or activities?
- Is there appropriate documentation? They should supply you with a proposal for the work, including a budget, timetable and a reasonable specification. It should be in plain

English. If this is satisfactory, you should have a written contract specifying all the details. Even if you do not have a formal contract drawn up by lawyers, make sure that the details of the work are written down and agreed in some form.

## Useful Web sites

For more information about Microsoft products and small businesses, see:

- Small Business Advice: [www.microsoft.com/uk/smallbusiness](http://www.microsoft.com/uk/smallbusiness)
- The 2007 Microsoft Office system: [www.microsoft.com/uk/office](http://www.microsoft.com/uk/office)
- Windows Vista: [www.microsoft.com/uk/vista](http://www.microsoft.com/uk/vista)
- SBS 2008: [www.microsoft.com/sbs](http://www.microsoft.com/sbs)
- Microsoft Office Live: [www.officelive.co.uk](http://www.officelive.co.uk)

For more information on starting and running a small business:

- Business Link: [www.businesslink.gov.uk](http://www.businesslink.gov.uk)
- The British Chambers of Commerce: [www.britishchambers.org.uk](http://www.britishchambers.org.uk)
- The Federation of Small Businesses: [www.fsb.org.uk](http://www.fsb.org.uk)

For advice about IT security:

- Microsoft UK's security home page: [www.microsoft.com/uk/security](http://www.microsoft.com/uk/security)
- Independent, objective advice: [www.getsafeonline.org](http://www.getsafeonline.org)

For information on software and the law:

- Business Software Alliance: [www.bsa.org/uk](http://www.bsa.org/uk)
- Federation Against Software Theft: [www.fast.org.uk](http://www.fast.org.uk)

## Case Study:

# Big Button Media

Business benefit 1:  
Simplify collaboration

Big Button Media is a corporate television and multimedia company. The 12-person company specialises in creating videos and streaming them over the Internet, but they also do a wide variety of video production work, from scripts to special effects.

The company was growing fast. Unfortunately, its IT systems were struggling to keep up – like driving a sports car that is stuck in second gear. As the company grew, it moved into four separate rooms spread across the delightfully-named Custard Factory – an old industrial building that has been turned into offices. “It was getting to the stage where we couldn’t shout across the room and find out what everyone

was doing,” says Creative Director Mark Burgess.

The answer lay in SBS. They also equipped their staff with SmartPhones running Windows Mobile®, which gave them access to e-mail and diaries on the move.

“Straightaway, SBS helped us enormously,” says Burgess. He can check colleagues’ diaries instantly using Outlook. “When someone phones in, I can schedule an appointment while they are on the phone.” It no longer takes three calls to check everyone’s availability. The overall benefit has been a huge boost to productivity while retaining the close communication that is characteristic of a small, friendly company.

## Case Study:

# MulliganWilliams Chartered Accountants

Business benefit 2:  
Work anywhere

“I use Remote Desktop to catch up on e-mail or a few bits of work in the evening,” says Luke Mulligan, a partner at MulliganWilliams Chartered Accountants. “I have a wireless network and I can sit at the kitchen table and just do an hour of admin. I find it really productive – it helps things tick along.”

Mulligan is one of three partners in MulliganWilliams Chartered Accountants, a Leicestershire general practice firm with particular expertise in corporate finance.

They run SBS to give the small firm ‘big company’ e-mail and remote working capabilities.

Not only can Luke work from home easily as a result, he also has a SmartPhone. SBS has a ‘push e-mail’ feature using Outlook Mobile Access that sends incoming e-mails straight to his phone when they arrive. It also keeps the diary on his SmartPhone constantly synchronised with his office diary.

## Case Study:

# Ramsbottom Kitchens

Business benefit 3:  
Better sales and marketing

Tracey Peace was looking for a way to automate customer service at Ramsbottom Kitchens, her kitchen company. As Managing Director, she wanted to give her customers the best possible service. “The problem I had was that if a customer rang into the showroom and the person dealing with the customer was away or on holiday, the rest of the team couldn’t answer the question,” she says.

To solve the problem, she installed SBS to provide a central store for information and Outlook 2003 with BCM. “Now whenever a customer contacts the showroom, staff can see exactly what’s going on. BCM lets us give a superior customer support with professional results.”

## Case Study: Rebecca Swift

### Business benefit 4: Get online

Rebecca Swift is a sort of one-woman Open University. She designs courses that range from criminal law to child development. Many of her courses are for distance learning but she also offers in-house training for businesses and home tuition.

She started the business at the end of 2005. As a 24-year-old single parent, she admits that she faced significant challenges. "I ran it on a part-time basis and built it up." It was a flexible alternative to a part-time teaching job.

Rebecca wanted to take her business online. Her competitors already had professional-looking Web sites and, if she wanted to be taken seriously, she needed one too. It's simply a case of looking professional. She also hoped that a Web site would attract new business through search engine marketing – people looking for the kind of training she provides online and finding her site. No site, no search engine hits.

She faced two problems. First, she couldn't afford to pay a professional Web developer to build a site for her. Second, she didn't have enough technical skill or time to do it herself. She put the idea of a Web site on the shelf. Then she heard about Office Live.

Rebecca created her site, [www.rebecca-swift.co.uk](http://www.rebecca-swift.co.uk), in a few hours one evening. She found it easy to do and making improvements and adding new content is just as straightforward. One of Office Live's features is the ability to add keywords to pages to make them easier to search. "The next thing you know you're on the top of search page results," says Rebecca. She's already had new leads from the Web site and her customers tell her that they also use the Web site to decide which course they want to study before calling her.

"Office Live has given my business an online presence and a whole new lease of life," she says, "which I just couldn't have afforded otherwise – I can't thank Microsoft enough."

## Case Study: ...and the kitchen sink

### Business benefit 5: Cut security stress

Sarah Tinsley is Managing Director of ...and the kitchen sink. She helps charities and companies find venues for training events, dinners, conferences and other events. She switched to SBS and Windows Vista to keep her data safe. She had been using a regular PC to store files, but one day it crashed and destroyed much of her data. "We don't realise how much we rely on IT until it goes wonky," she says.

The extra security features built into Windows Vista – the improved firewall and protection against spyware and viruses – and the resilience and reliability of SBS help her sleep better at night. Her advice? "Having had experience of a computer crash, I realised that you're never too small to have reliable IT. If it's your only source of income, you're up a gum tree if it fails."

The definitive online resource for small business, Microsoft Small Business Centre is a free, comprehensive online destination offering you advice, ideas and support across a range of business areas.

[www.microsoft.com/uk/smallbusiness](http://www.microsoft.com/uk/smallbusiness)