

THE

# BOSS

*Business*

BOOK OF SMALL SOLUTIONS



JUNE 2011

**Microsoft**

## MEET THE BOSSES



### BRENDA

42 year old owner of a small retail store called Funky Fashion. **Ambitious, Chic, Creative.** She employs six people and does her own marketing material.



### OTTO

27 year old owner of a security installation business. **Confident, Hands on, Practical.** He employs three teams of five 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 five assistants and has alliances with many speciality service organisations.



### SAMMY

39 year old owner of a promotional gift supplying company. **Focused, Curious, Driven.** He employs a sales team of 10 people and spends a lot of time actively sourcing new business.

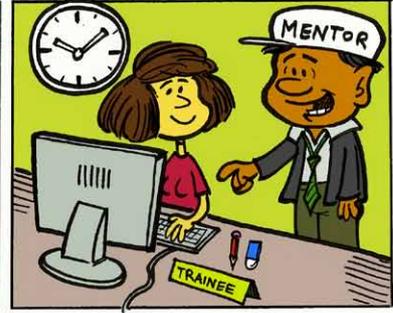
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**Microsoft is committed to helping Small Businesses succeed!**  
*Email us and we'll put you in touch with a Microsoft Partner who will give you professional guidance relating to your specific needs.*

[mssatalk@microsoft.com](mailto:mssatalk@microsoft.com)



# The BOSS



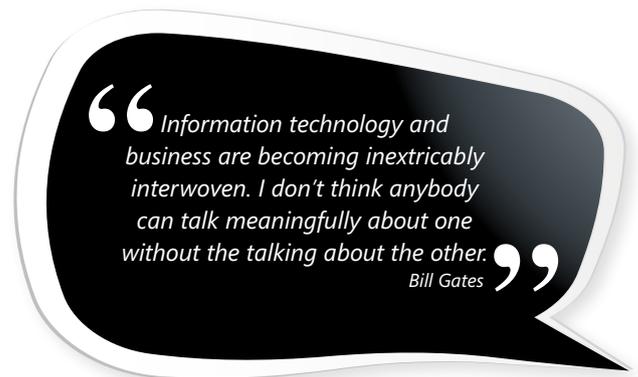
JUST ANOTHER DAY AT THE OFFICE!

We all know that running a small business requires serious business savvy, personality, a sense of humour and the ability not to be too hung up on your job description. As CEO of your own company, rolling up your sleeves and getting your hands dirty if you need to is something that is often more the rule than the exception. It is this kind of dedication that makes small business very special and close to the hearts of those that live it to the maximum every day.

This book is for those of you who survive on a daily diet of organised chaos. If the thrill of getting through a to-do list never loses its appeal, inspiring your staff puts a skip in your step and fulfilling a great idea before lunch is an adrenalin rush, then you're definitely The BOSS, and Microsoft salutes you!

The demands and diversity to which small to medium business owners and managers are subjected is something not fully understood by anyone who hasn't been there and experienced it themselves. Microsoft understands these demands and continually strives to offer solutions that will streamline and help small businesses reach their full potential and beyond.

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



# SMALL BUSINESS SHORTCOMINGS

**20% of small businesses do not use a PC to manage customer and supplier relationships.**

Microsoft will show you how to serve your customers better.



**18% of companies surveyed had not yet embraced the Internet.**

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



**Small businesses spend an average of R60K developing their marketing materials.**

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

**Does any of this sound familiar?**

**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.



**IT security failures cost two thirds of businesses surveyed an estimated R12K per year**

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 assist small business operations to run smoother and smarter. **Read on....**

There is a lot of IT jargon flying around. To help you out, here are handy explanations for some of the common terms and options you could come across:

## Cloud Computing



Instead of running software applications on your own PC, with cloud computing your applications are hosted online, which reduces IT costs. For more information on cloud computing, go to page 47.

## Windows Live SkyDrive (available free of charge)

Store, organise and share up to 25GB of files for free - and collaborate in real time with Office WebApps. You control who has access to your data, which can be viewed on both PC and Mac. You can also save data captured on your Windows Phone and then synchronise later. Find out how on page 21.



## Smartphones



These are advanced mobile phones that have some of the functionality of a PC, with features such as Internet access, calendar and email. Microsoft's Windows Phone 7 offers a high-resolution multitouch screen, 5-megapixel camera and support for Microsoft Bing search, Xbox Live gaming and an advanced Internet Explorer Web browser. It includes the full suite of Office 2010 Mobile applications, with mobile versions of Word, Excel, PowerPoint and OneNote as well as email, diary and contacts via Outlook.



*The computer is no better than its program.*

*Elting E. Morison*

## Laptops, Netbooks and Slates



Versatile and comprehensive, laptop computers can be easily transported and used in temporary workspaces such as on aeroplanes, in libraries, at meetings, etc. A laptop will generally cost more than a desktop PC with the same capabilities. Netbooks are more affordable laptops, but they are generally less powerful and often do not have a DVD drive. They are best suited for highly mobile users.

Tablet PCs are mobile computers with a touchscreen that you can write on with a tablet pen instead of using a keyboard and mouse. Slate Tablet PCs have no lid or keyboard, which makes them slim and light. You can hold a Slate Tablet PC in one hand and write on the screen with the other hand and you also have the option to attach an external keyboard and mouse.



## New hard drive technology



Solid-state drives are a new type of hard drive that use flash memory and do not have any moving parts. They're faster, lighter, more shock resistant and use less power. However, they are also considerably more expensive than conventional spinning hard drives. At the moment the capacity of these drives is generally smaller than typical laptop hard drives, though that might change in the future.

## Servers

A server is a system in which a central server provides data to a number of networked workstations. There is a false belief that servers are solutions for large organisations only. But a server can be a beneficial addition to the small business environment as well, as you will see in the next section.



# FIND THE RIGHT SERVER FOR YOUR NEEDS

Do you face issues like this?

*I'M CONCERNED ABOUT LOSING ALL MY DATA IF MY PC CRASHES.*

*I WISH I COULD ACCESS MY FILES FROM OUTSIDE THE HOME OR OFFICE."*

*IT'S ALWAYS HARD TO FIND THE EXACT FILES I WANT WHEN I NEED THEM.*

*SERVERS ARE TOO COMPLEX AND COSTLY FOR ME TO MANAGE AND MAINTAIN."*



**It doesn't need to be this way!**

If you need a simpler and more convenient way to protect your business data, share information and run line-of-business applications, it's time to consider investing in a server.

*Making use of servers is not something reserved for large companies and they don't need to be overly expensive or complex.*



# WHAT CAN A SERVER DO FOR YOU?

**A server can help you organise and secure your business data, enabling you to get more done while saving time and money. With a server, you can:**

- Protect critical files or business information from disaster or theft and perform virus management
- Share and access resources such as data and printers centrally
- Stay connected and up-to-date when working out of the office
- Run your critical business applications
- Benefit from increased reliability because servers are designed to run at all times
- Perform backups reliably and quickly with all of your data stored in a centralised location

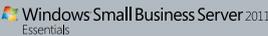
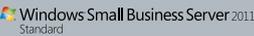


Start by identifying the server that's right for your needs. The table on the next page summarises the servers that Microsoft recommends for small businesses: Windows Server 2008 R2 Standard and Foundation Server, and Windows Small Business Server 2011 Essentials and Standard.

*Available for both Standard and Essentials editions, Windows Small Business Server 2011 Premium Add-On offers you a flexible and cost-effective solution for purchasing additional servers.*



# WHICH SERVER IS RIGHT FOR YOU?

	 <b>Windows Server 2008 R2 Foundation</b>	 <b>Windows Small Business Server 2011 Essentials</b>	 <b>Windows Small Business Server 2011 Standard</b>	 <b>Windows Server 2008 R2 Standard</b>
Overview	Cost-effective, entry-level technology foundation designed for small businesses	An affordable and easy-to-use first server solution to help protect data, organise and access business information on the go	A simple-to-manage, all-in-one server solution that allows users to stay connected while out of the office	Flexible and customisable server platform providing reliable support for running demanding business workloads.
Features	<ul style="list-style-type: none"> <li>• Easily allows mobile and remote access</li> <li>• Supports the deployment of both on and off-premise applications with the ability to integrate with cloud technologies manually</li> <li>• Recommended for small businesses with technology support providers or good IT knowledge in-house.</li> </ul>	<ul style="list-style-type: none"> <li>• Quickly connect to online services and cloud-based applications.</li> <li>• Daily automatic backups of clients and servers</li> <li>• Can be easily deployed and managed by individuals within organisations where there are limited in-house IT skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase data and network protection</li> <li>• Automatic backup of business data and simple recovery features</li> <li>• Stay connected to the business while out of the office</li> <li>• Requires a higher degree of IT knowledge to service than SBS Essentials.</li> </ul>	<ul style="list-style-type: none"> <li>• Innovative features for virtualization, power savings, and manageability</li> <li>• Helps make it easier for mobile workers to access company resources.</li> <li>• New functionality and powerful improvements to provide greater control and increased efficiency</li> </ul>
No. of PCs	Less than 15 users	Less than 25 users	Up to 75 users	Unlimited number of PCs

# Avoid nasty surprises!

*You won't get away with pirated software in the long run. Sooner or later, your fortune will run out.*

[www.getgenuine.co.za](http://www.getgenuine.co.za)



*Whatever particular software package you select for your business, there is one universal question you must ask: Is it Genuine?*

# AVOID NASTY SURPRISES BY INVESTING IN GENUINE SOFTWARE

## Software Piracy

You may be tempted to download software from a suspect site. Or you may be a victim, conned into buying what you honestly think is genuine software, but then it turns out to be counterfeit.

### The benefit of correctly licensed software is called the **Genuine Advantage**:

- Your productivity is enhanced by features, options and performance
- Software that is authentic and properly licensed is supported by a trusted partner
- Ongoing improvements, additional value enhancements and product innovations are available to you
- Genuine downloads and complimentary offers can be accessed from Microsoft.com

## Non-genuine software fast facts

Your PCs are not legitimately licensed if...

- They were acquired without pre-installed operating systems and then you used your Volume Licence Agreement to install Windows on them.
- They were acquired pre-installed with Windows Vista/XP Home versions and then you used your Volume Licence Agreement to install Business or Ultimate versions on them
- You loaded one genuine version of software onto a number of PCs
- Your computer does not have a Certificate of Authenticity(COA). This sticker is not a licence itself - it is visual proof of whether or not the Microsoft software on the PC is genuine. This is how you find your COA:

### Example of COA:



Turn your PC upside down



Also, your software may be counterfeit if it was downloaded and installed from online or unknown sources.

Please note that all Volume Licensing agreements are upgrade licences only and require a qualifying underlying licence. Microsoft Windows upgrades are designed to upgrade previously acquired qualifying licences. This means you must first have the full license for a qualifying underlying operating system for each PC before you install the upgrade. For more information on Windows operating systems versions that qualify for upgrades under Volume Licensing agreement programmes, visit [www.microsoft.co.za/smb](http://www.microsoft.co.za/smb) or [www.getwindows7.co.za](http://www.getwindows7.co.za).

Being Genuine is more than just the right thing to do. Pirated software often contains viruses and malware which can pose a serious security threats to your business. In addition, it is the company director who is personally liable for crippling fines if his or her business is found to be using counterfeit software.

### **So, is your software genuine?**

If you aren't quite sure whether your organisation's PCs are running genuine software, you can check on [www.getgenuine.co.za](http://www.getgenuine.co.za)



## AVOID NASTY SURPRISES BY INVESTING IN GENUINE SOFTWARE

### And what if it's not?

Microsoft wants to help you go legit. Contact your local Microsoft partner and ask about Get Genuine Windows Agreement (GGWA) or Get Genuine Kit (GGK) licences. This is an agreement that assists organisations in legitimising their software.

*TO CHECK WHETHER  
YOUR SOFTWARE  
IS GENUINE  
CALL 0860 CALL MS  
(0860 22 55 67)*



# The BOSS

DO IT! IT'S  
SO EASY!!!  
DOWNLOAD  
THAT SOFTWARE  
NOW!  
IT'S FREE!



YEP, IT IS....  
FREE OF LEGITIMACY...  
FREE OF SUPPORT...  
FREE OF SECURITY UPDATES  
FREE OF PEACE OF MIND!



**EXCLUSIVE  
TO GENUINE  
WINDOWS  
USERS**



Microsoft®  
**Security Essentials**



# **FREE ANTI VIRUS**

**Get real-time protection from viruses, spyware and other malicious software with Microsoft Security Essentials.**

It's a free download\* from Microsoft that's simple to easy to install and use, and is always kept up to date. Security Essentials runs quietly and efficiently in the background so that you are free to use your PC the way you want.

*\*Microsoft Security Essentials is available for small businesses with up to 10 PCs.*

[www.microsoft.co.za/smb](http://www.microsoft.co.za/smb)

**Microsoft®**



# Windows<sup>®</sup> 7

Visit [www.getwindows7.co.za](http://www.getwindows7.co.za)  
for more information

# EXPLORE WINDOWS 7

There are so many clever features in Windows 7 that you might not have come across all of them yet. Here are some quick tips to make your life easier:

## Navigation shortcuts

- Click on Start and begin typing the name of the program or document you are looking for. A list of options will appear for you to choose from, separated into categories such as Programs, Control Panel, Documents, Music, etc. If you click on one of these headings, all of the search results in that category will appear in a window.
- To minimise everything except what you're working on, click the top of that window, hold, and shake it. To bring the other windows back to their previous positions, shake the window again.
- Put the programs you use every day right at your fingertips by pinning them to the taskbar. Simply drag the appropriate icon from the Start menu to the taskbar and reposition it among your other icons by dragging it left or right. Plus, with Internet Explorer 9 you can also pin your favourite Websites to the toolbar.
- Access recent files and other shortcuts directly from the taskbar. Right click on the icon in the taskbar to open the Jump List, which has frequently used files, pinned files and possible tasks associated with that programs.

## Run older applications in Windows XP mode

Get the best of both worlds by running your older Windows XP software right on your Windows 7 desktop. If you have Windows 7 Professional, Ultimate or Enterprise you can download

**Windows XP Mode** for free of charge from the Microsoft Website.

## Painless Wireless



### Wireless setup is really simple in Windows 7.

1. In the **Notification Area** (bottom right of the taskbar) click on the **Network Status** icon.
2. Select the available network you want to join and click **Connect**. If the network is a secured one, you will need to enter a password.

## Optimise your laptop's battery life



1. In the **Notification Area**, click on the **Power** icon and select **More power options**.
2. Choose between **Balanced** and **Power saver** settings, or click on **More power options** to adjust these settings manually.

## In sync with Windows Phone



When you're on the road with your Windows Phone, take notes using OneNote and update your contacts using **Windows Live**. When you get back to the office, open Internet Explorer on your PC and go to **Windows Live SkyDrive**. Open **Devices/Phone** and you will be able to access your OneNote docs and updated contacts. Remember that you'll need to use identical **Windows Live IDs** on your Windows Phone and PC.

## Lock up your laptop's secrets



- Use Encryption File System (EFS) to encrypt a particular file or folder on your hard drive that has sensitive or confidential information.
- Use BitLocker Drive Encryption\* to encrypt your entire hard drive so that it cannot be accessed by an unauthorised user.

*\*Available with Windows 7 Professional (purchased with software assurance), Ultimate and Enterprise.*

## Better memory consumption in Windows 7



Now that you've upgraded to Windows 7 from Vista or XP, you should be noticing that your PC is running better. This is because Windows 7, unlike the older versions, still uses the same amount of memory in spite of the number of windows you have open.

## Set it and forget it with advanced Backup and Restore

Improved in Windows 7! **Backup and Restore** creates safety copies of your most important files.

- Decide which folders, libraries and drives to back up, or let Windows choose for you.
- Back up to another drive or DVD, or even to a network (with Windows 7 Professional and Ultimate)
- Schedule your backup – so you can set it and forget it.

*Microsoft recommends that you back up your files to a different hard drive to the one where Windows is installed.*



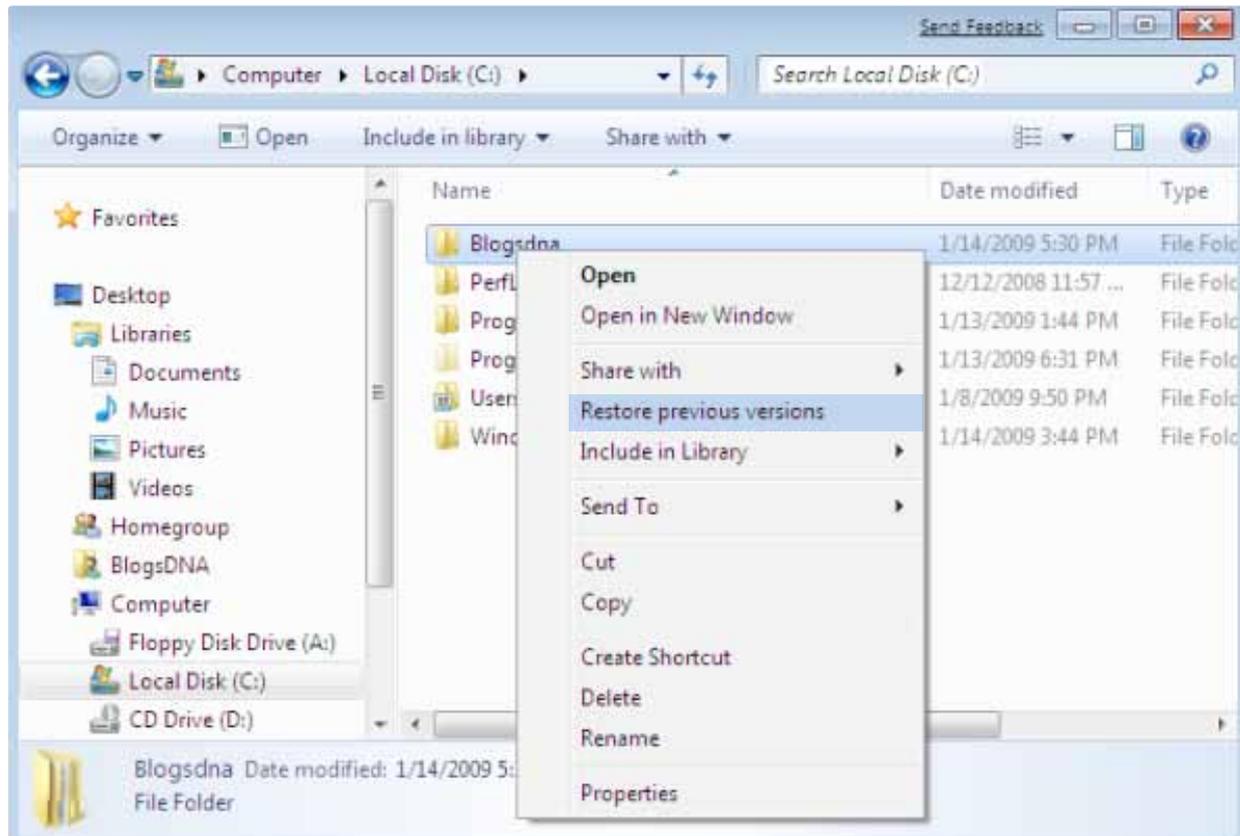
## Restore previous versions



With Windows 7 you can get an old version of your document back again!

1. Right-click the file or folder and click **Restore previous versions**
2. Select a previous version from the list and click **Open** to check that it's the version you want
3. Click **Restore**

*NB! The restored file or folder replaces the current version on your computer and **this cannot be undone.***



### You can also restore a deleted file or folder

1. Right-click on the folder that used to contain the file or folder and select **Restore previous versions**
2. Double-click a previous version of the folder from the list
3. Drag the file or folder that you want to restore to another location such as your desktop

# 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, e-mail, 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 IT TO	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's 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



	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 data or 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 virtualization technology such as Windows Virtual PC. Windows XP Mode requires a PC with 2 GB of RAM (32-bit) or 3 GB RAM (64-bit), 15 GB available disk space and a processor capable of hardware virtualization, with Intel VT or AMD-V turned on. Both Windows XP Mode and Windows Virtual PC can be downloaded from the Windows Virtual PC site. For more information on system requirements, go to the Windows Virtual PC site.

# A PROPER PLACE FOR EVERYTHING...

THINK OF WINDOWS AS YOUR TOOLBOX. IT HELPS YOU STAY ORGANISED, BUT IT'S LIMITED WITHOUT THE TOOLS.

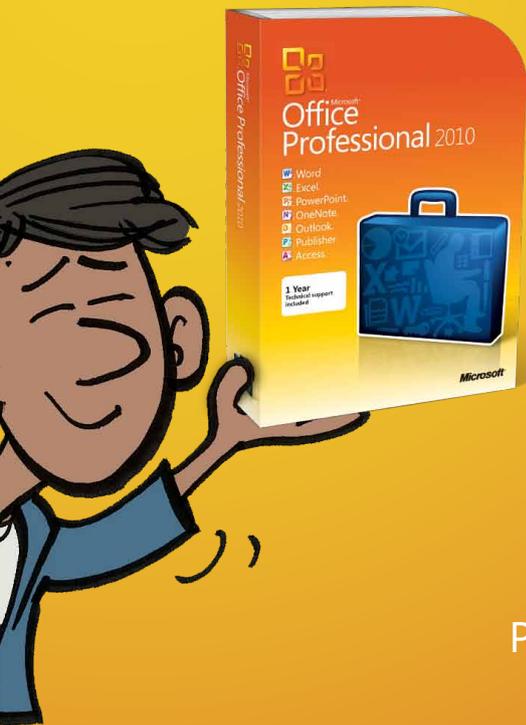
## Windows 7 contains:



*\*Separate free download for PCs running genuine Windows.*



# ... AND EVERYTHING IN ITS PROPER PLACE



OFFICE 2010 IS LIKE YOUR COLLECTION OF TOOLS THAT BELONG IN YOUR WINDOWS 7 TOOLBOX. YOU NEED BOTH TO PERFORM AT YOUR PEAK.

## Office 2010 contains:

Word 2010		Outlook2010		**
Excel 2010		Access 2010		**
PowerPoint 2010		Publisher 2010		**
OneNote 2010				

\*\* Available with Office Professional only.



The  
**BOSS**



# A MORE BEAUTIFUL WEB - AND SAFER TOO!

**Not only is Internet Explorer 9 faster and easier to use, but it also helps to protect your security and privacy. And what's more, you can download it for free!**

**Look at all these new and improved features:**

- One-click access to common tasks and favourite sites
- Combined search and address bar for easy surfing and searching
- Increased webpage viewing area
- Tear-off tabs and Aero Snap
- Improved control over browsing privacy
- Resuming incomplete downloads after restarting
- Improved protection against phishing attacks

**[www.ie9.co.za](http://www.ie9.co.za)**

 Windows® Internet  
**Explorer 9**



The most common software tools used in the office environment are word processing (Microsoft Word), spreadsheets (Excel) and presentation software (PowerPoint). Then there's Outlook for your mail and OneNote to help you keep your ideas organised. Office 2010 Professional also includes Microsoft Publisher, which helps you create high-quality materials such as newsletters and brochures without having any graphic design experience.

## MAKE THE MOST OF OFFICE



### Create powerful data insights and visuals in Excel 2010

Use Sparklines to create small charts within cells in your worksheet to present a compact visual representation of your data.

#### To use Sparklines:

1. Select the cells in which you would like to place Sparklines
2. On the **Insert** tab, in the Sparklines group, click **Line**, **Column** or **Win/Loss**
3. In the Create Sparklines dialogue box, select the associated values from which to create Sparklines (do not include data labels when selecting associated values.)

	Current	1 Year History		
		Trend	High	Low
<b>All Departments</b>	\$ 159.6		\$ 159.6	\$ 130.5
Women's Apparel	\$ 32.6	↑	\$ 32.6	\$ 30.2
Patio & Garden	\$ 16.2	→	\$ 16.9	\$ 15.1
Toys	\$ 15.7	↑	\$ 15.7	\$ 13.5
Electronics	\$ 14.9	↓	\$ 18.3	\$ 14.9
Baby Apparel	\$ 14.2	→	\$ 13.2	\$ 12.8
Men's Apparel	\$ 13.5	→	\$ 12.9	\$ 11.9
Kid's Apparel	\$ 12.6	→	\$ 14.5	\$ 8.7
Furniture	\$ 11.4	↑	\$ 11.1	\$ 9.3
Bed & Bath	\$ 11.1	↑	\$ 10.1	\$ 2.3
Kitchen	\$ 9.9	↑	\$ 9.1	\$ 4.5
Home	\$ 7.5	→		

#### Customise your Sparklines:

1. Select cells containing Sparklines
2. The Sparkline Tools Design tab will display automatically. You will find options to change the Sparkline type, style and more
3. To remove Sparklines, use the Clear options.



## Share your Calendar

E-mail your calendar so it can be viewed by people outside your organisation, even if they don't have Microsoft® Outlook® 2010 installed.



1. On the **Home** tab, click **E-Mail Calendar** in the **Share** group.

2. The **Send a Calendar via E-mail** dialogue box opens. Specify your sharing options and click **OK**.

3. Your e-mail will be created. Double-check your calendar details, add recipients and send your e-mail.



## Trim your video within PowerPoint 2010

1. Select the video, and the **Video Tools** will appear automatically.

3. Set the **Start Time** and **End Time** in the **Trim Video** dialogue box.

2. On the **Video Playback** tab, click on **Trim Video** in the **Editing** group.



You can also insert **bookmarks** to jump to a specific point in your video. In the **Video Tools**, click the timeline to navigate to the appropriate place and click **Add Bookmark** on the **Video Tools Playback** tab.



## Highlight trends & exceptions in Excel 2010

Top - Bottom		FOURTH COFFEE		
May - June Sales				
Location	May	June	May - June	Total
<b>France</b>	<b>\$140,828.22</b>	<b>\$197,504.50</b>	<b>\$36,676.28</b>	<b>\$395,009.00</b>
Charente-Maritime	\$15,645.48	\$7,869.85		\$23,515.33
Essonne	\$27,055.33	\$27,055.33		\$54,110.66
Garonne (Haute)	\$1,888.94	\$1,966.23		\$3,855.17
Hauts de Seine	\$15,715.75	\$29,365.88		\$45,081.63
Nord	\$31,746.91	\$21,552.56		\$53,299.49
Pas de Calais	\$68.97	\$2,294.99		\$2,363.96
Seine (Paris)	\$30,847.17	\$35,761.72		\$66,608.89
Seine et Marne	\$12,651.41	\$4,786.61		\$17,438.02
Seine Saint Denis	\$12,524.59	\$28,555.29		\$41,079.88
Vielaine	\$25,627.51	\$23,487.56		\$49,115.07

### Use **Conditional Formatting** to help you quickly visualise and comprehend data.

1. Select the applicable range of values.
2. On the **Home** tab, click on **Conditional Formatting** in the **Styles** group.
3. Select an appropriate conditional format from an available gallery.
4. To further customise your conditional formatting, use the **More Rules** option at the bottom of the gallery.

# MAKE THE MOST OF OFFICE



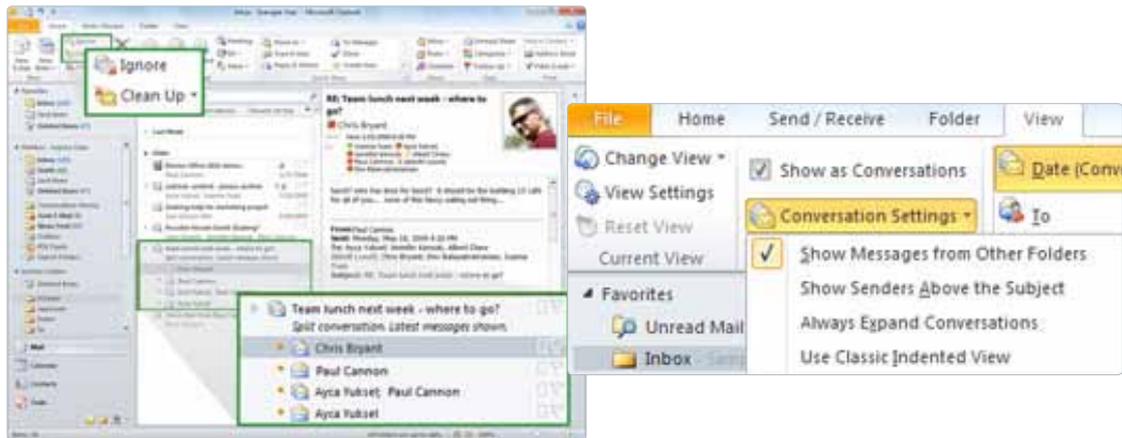
## Keep track of your e-mail conversations in Outlook 2010

Use **Conversation View** to reduce information overload and manage your email discussions by selecting **Show as Conversations** on the **View** tab.

**To view the entire conversation:** Select an e-mail and click on the arrow to the left of it to reveal all messages in the thread.

**To remove redundant messages and save space in your inbox:** On the Home tab, click on Clean Up in the Delete group. You will find options to clean up the selected conversation (or all conversations) in the active folder or subfolders.

**To ignore a conversation:** On the Home tab, click on Ignore in the Delete group. The messages will be moved to your Deleted Items folder, along with any future messages in the conversation.



## Turn your images into works of art

Use new and improved Picture Tools in some Microsoft Office 2010 applications to add a professional touch to your images from within your application. You can sharpen, soften, add picture effects and other styles, and remove the background.

1. Select a picture and the **Picture Tools Format** tab displays automatically.
2. Click **Corrections** in the **Adjust** group to **Soften** or **Sharpen** the image, and adjust **Brightness and Contrast**.
3. Use **Color** to adjust the **Color Saturation** and **Tone**, or **Recolor** your image in sepia, grayscale or a color.
4. Click **Artistic Effects** to preview a wide range of effects. The **Pencil Grayscale** effect makes a photo look like a pencil drawing, while the **Blur** effect defocuses the image.
5. To isolate some parts of your image, click on **Remove Background**. The **Background Removal** tab will appear and the parts of the image that will be removed are highlighted. If you would like to change the selection, click on **Mark Areas to Keep** and use the mouse (with the cursor shaped like a pencil) to mark the appropriate areas. When you are satisfied with your selection, click on **Keep Changes**.





## Working with Protected View



### Protected View

This file originated as an e-mail attachment and might be unsafe. Click for more details.

Enable Editing

Files that come from e-mail or the Internet are automatically opened in **Protected View** because they may be unsafe, indicated by a message bar below the Ribbon. At this stage the file cannot be edited. You can view the content before deciding whether you trust the document. Click **Enable Editing** on the message bar to close Protected View and proceed with editing.

### You can manage Protected View settings in the Trust Center.

1. Click the **File** tab to open **Backstage** view. Click **Options** then select **Trust Center** from the Options dialogue box.
2. Click the **Trust Center Settings** button and then choose the **Automatic Download** tab to display your options.

# IT'S EASY TO FIND THE RIGHT OFFICE 2010 SUITE TO MEET YOUR NEEDS

The new product lineup in Office 2010 provides simple and clear descriptions, making it easier for you to choose the product that fits your needs:

Office 2010 suites	New PC only	Pre-installed on PC or Retail Packaged Product*			Volume Licence only	
	Starter	Home and Student	Home and Business	Professional	Standard	Professional Plus
Word	Limited Functionality	✓	✓	✓	✓	✓
Excel	Limited Functionality	✓	✓	✓	✓	✓
PowerPoint		✓	✓	✓	✓	✓
OneNote		✓	✓	NEW	NEW	NEW
Outlook			✓	✓	✓ (w/BCM)	✓ (w/BCM)
Publisher				✓	NEW	✓
Access®				✓		✓
Lync						✓
InfoPath®						✓
SharePoint Workspace						NEW
Technical support included	None	90 Days	90 Days	1 Year	Included dependent on VL agreement	
Office Web Apps	Microsoft-hosted on Windows Live™				Licensed with Office Volume and deployed on SharePoint for manageability and control	
Purchase Recommendations for customers	Home		Small Businesses		Mid-size Businesses	
Estimated Retail Prices		+/-R 1099	+/-R 1999	+/-R 4999		

w/BCM - Available with Business Contract Manager. \*Product Key Card or Traditional Disc Media

# WHY VOLUME LICENSE SOLUTIONS?

Volume Licence solutions offer additional Server Integration capabilities with SharePoint Workspace, Lync 2010 and Exchange Server 2010:

## **Social Networking Add On**

View your social network feeds directly in Outlook 2010

## **Digital Rights Management**

Protect your emails from being forwarded, printed or edited

## **Enterprise Content Management**

Manage your documents centrally and collaborate effectively.

## **Publishing Reports & Analytics**

Build your own dashboards for your company resources and track your success.

## **Instant Message, Presence & Voice**

Connect with people in and outside of your company via Instant Messaging, Voice and Video Conferencing and save on telephony cost.

# TAKE OFFICE BEYOND YOUR PC

Extend your Office experience to the Web for free with Microsoft Web Apps. You can get more done wherever you are - in the office, at home or on the road. These convenient online companions to Microsoft Word, Excel, PowerPoint and OneNote offer you a simple way to access, view, and edit documents directly from your Web browser\*.

You can work in a familiar editing environment, using features that you already know. Collaborate easily with people in multiple locations, regardless of what version of Microsoft Office they have their computers or even if Microsoft Office is not installed.

To access Office Web Apps, you need SharePoint Foundation 2010 (for business use) or a free Windows Live ID for (personal use). You also need an appropriate device, an Internet connection, and a supported Web browser, such as Internet Explorer 7 or later, Safari 4 or later and Firefox 3.5 or later.

*\*There are some differences between the features of Office Web Apps and the Office 2010 programs.*



## WHAT WEB APPS ALLOW YOU TO DO:

### **1. Create and edit documents from virtually anywhere**

Web Apps let you edit your documents in a Web browser when you're away from your office, so you don't need to wait until you get back to your desk.

### **2. Share and protect documents**

You can easily share documents in password-protected folders and assign view-only or view-and-edit permissions to the people you choose. You can also specify certain documents that can be shared with everyone so that no password is required.

### **3. Access Office documents across platforms**

You - and the people you share your work with - can access Office documents across platforms easily because Office Web Apps supports a wide range of browsers (Internet Explorer, Safari and Firefox) and Office versions (2003, 2007, 2010 and Microsoft Office 2008 for Mac).

### **4. High-quality viewing experience**

View your documents online in the Web browser on your PC, or Mac, with the kind of clarity you're used to with your Office client software. Documents created with Office applications retain all their formatting and data when viewed online with the Office Web Apps.

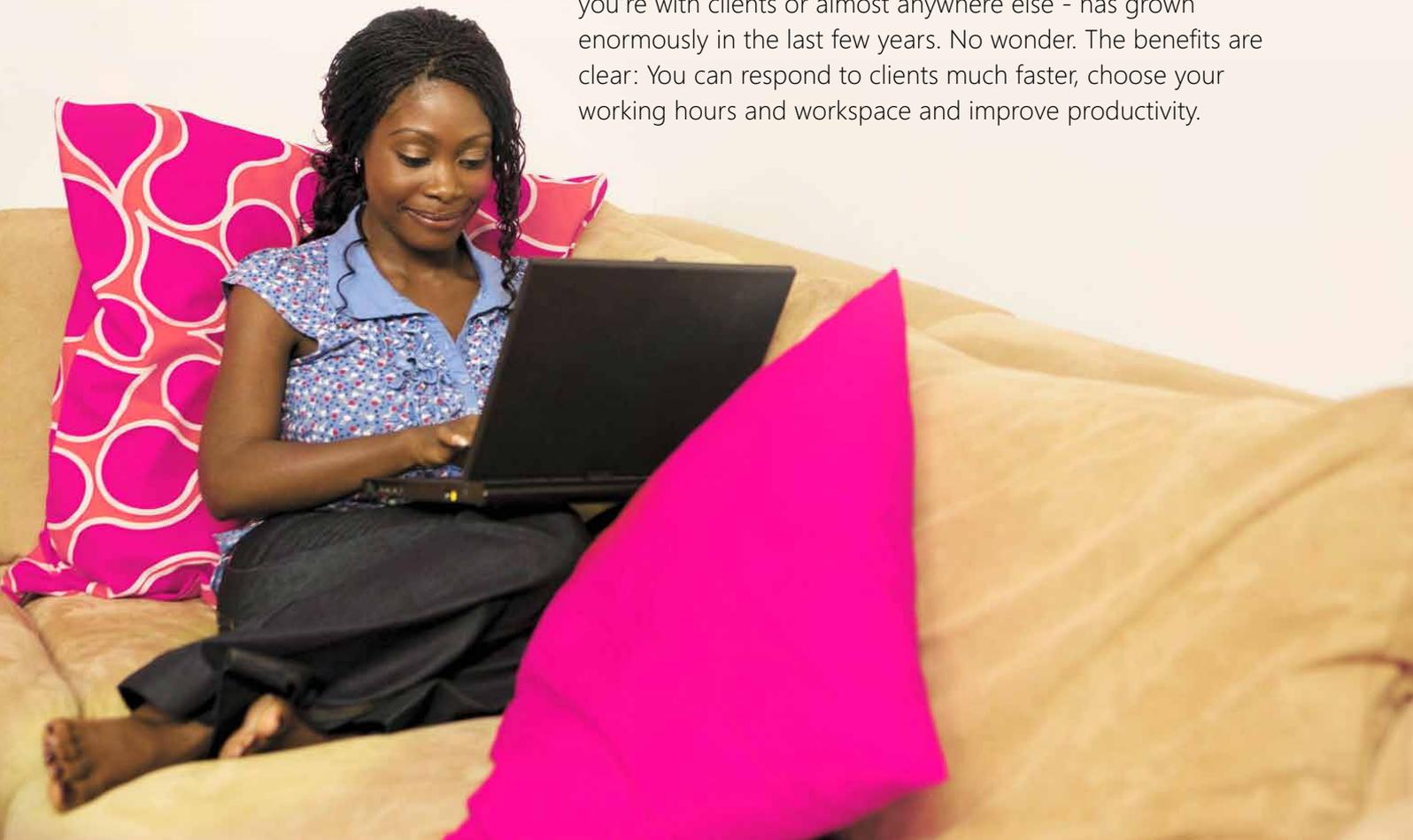
### **5. Collaborate simultaneously**

Edit documents and share ideas with other people in real time with co-authoring. With Excel Web Apps and OneNote Web Apps a number of people can work on the same document simultaneously from within the browser.

**Unplug, you have nothing to lose but the constraints of your office! Find out how to work, communicate and get online wherever you want to work.**

Technology has set us free to work wherever and whenever we want. Whether we're calling clients on our cell phones or picking up email and getting work done on a smartphone, nearly every entrepreneur benefits from mobile working. Are you getting the most out of your technology? Could your staff benefit from more flexibility?

Mobile working - using technology to work at home, when you're with clients or almost anywhere else - has grown enormously in the last few years. No wonder. The benefits are clear: You can respond to clients much faster, choose your working hours and workspace and improve productivity.





### *Two for the price of one*

*Microsoft Office 2010 Home & Business and Professional include a licence that allows you to install the software on your desktop and laptop, providing that you are the primary user on both machines. This cuts the cost of using the latest applications when you're out of the office.*

## Getting online

There are two main ways to get online when you are not connected to the Internet in your office:

- **Wireless networking (Wi-Fi):** Most laptops and smartphones can use this technology and it is capable of high-speed links, but it can be difficult to find an open connection when you are away from your base station.
- **3G mobile broadband:** This uses the cell phone network to make a data connection to the internet. You have to pay for the connection wherever you are, so it's like using your cell phone except that you pay for the amount of data you use rather than the length of your calls. A downside of 3G mobile broadband is performance. If you have a good connection, you can get broadband speeds but if you're moving around or in a poor coverage area, things can slow down.

The best approach is to have both options and use Wi-Fi whenever possible. That way you should be able to get online almost anywhere but still get low-cost, high-speed connections when you need them most.

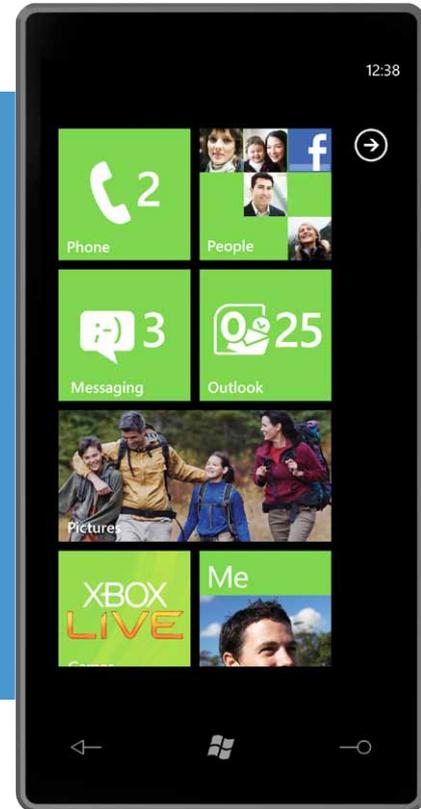
## Tools for remote working

- Free online storage and sharing of files with Windows Live SkyDrive
- With Microsoft Office Web Apps you can view and edit Office files using Web-based versions of your applications. Use Microsoft Word Web App to make a quick change to a report or print a document on the go. Update budgets and edit formulas with Microsoft Excel Web App and be prepared to deliver your presentation any time with Microsoft PowerPoint Web App. Microsoft OneNote Web App gives you one convenient online place to keep all of your ideas, making it easy to stay on top of your important information.
- Use the Sync Center in Windows 7 to synchronise files on your laptop with files on your office computer or server. You can also use Microsoft SharePoint, a private Website and file sharing system, to store files and share them with colleagues.
- Hosted software: See page 47 for more on cloud computing.
- Microsoft Exchange Server ensures that you and your staff can email one another, share calendars and contacts and keep everything synchronised between smartphones, PCs, notebooks and even access a web-based email client. You can run Exchange on a Windows Small Business Server 2008 computer in your office – and get the benefits of an on-premises server such as greater control, flexibility and support for networked computers.
- For smaller businesses that don't need a sophisticated email system, Microsoft Office Live gives you web-based email, calendar and contacts.





Less stop  
and stare.  
More glance  
and go.



7

Quickly see everything you care about  
with the Live Tiles on your Start screen.

Customise and be continuously updated using your Live Tiles on Windows Phone. One glance tells you what's going on, what's happening next, what you've missed. Depending on the app, Start's animated Live Tiles might show pending messages and appointments, news and weather, or game and friend status - all refreshed wirelessly via the web. It's also yours to decorate: pin people, apps, playlists, pictures, and other favorites to Start so they're always at your fingertips.

For more information visit [www.windowsphone7.co.za](http://www.windowsphone7.co.za)

## Mobile working tips

- Invest in a smart phone such as Windows Phone
- Keep a laptop power supply at home and a duplicate at the office so you don't need to keep carrying it back and forth
- Use a docking station to turn your laptop into a desktop when you need to
- Back up! Use an online backup strategy so your files are stored safely whenever you are connected to the internet and not just when you're in the office
- Use a portable mouse with a laptop. It's better for your hands than by using a laptop track pad all day.

## Make your e-mail work for you

- **The power of your e-mail identity:** Web-based e-mail systems like Hotmail are great for private e-mail but using these for business is unprofessional and can influence the perception of your company. Sending a prospective new client an e-mail from sue@brilliantevents.co.za, for example, is far more powerful than sue15@hotmail.com. Not only does this create a more professional impression, it also makes a new contact immediately associate you with the image of a business as opposed to an individual. Your e-mail address should become a hard-working, subtle brand builder.
- **Get your company e-mail address:** Check on <http://whois.co.za/whois.shtml> whether your choice of domain name is available and then contact your Internet Service Provider (ISP) to about registering the domain and setting up your mailboxes. Now that you have the domain, set up your own Website. These days customers expect businesses of all sizes to have one.

# WORK ANYWHERE YOU WANT

**Microsoft Exchange Server 2010** can effectively deal with your incoming and outgoing mail and will filter out unwanted spam e-mail before it even reaches your company inboxes. Hosted solutions also reduce your IT risks and costs, offer 24/7 support and charge predictable monthly costs. Exchange Server will allow you to:

- Manage e-mail, calendar, tasks and business contacts from one place, and share your calendar with anyone inside or outside your organisation
- Access e-mail, calendar and contacts from virtually anywhere.



**POP3 vs IMAP.** If you don't get your own server, make sure you set up your e-mail accounts as IMAP (Internet Message Access Protocol) accounts and not POP3 (Post Office Protocol). IMAP allows multiple e-mail packages from different locations to access the same mailbox and mail messages remain on the remote mail server until the user explicitly deletes them.

**Microsoft Enhanced Communication and Collaboration** solutions enable you to send e-mails, access shared documents and schedule appointments directly from your PC, browser or phone. You can also have real-time online meetings and instantly connect with colleagues through instant messaging.



**ANY IDEA WHAT  
THIS CLOUD STUFF  
IS ABOUT?**



**Cloud Power**

# 10 QUESTIONS EVERY BUSINESS MUST ASK ABOUT CLOUD COMPUTING

## 1. What is cloud computing?

**Also called software-as-a-service, cloud computing means running applications over the Internet rather than on your own PC. Examples from Microsoft include:**

- Web services such as Hotmail and search engines such as Bing
- Business applications such as Microsoft Office Web Apps
- File storage and sharing services such as Windows Live SkyDrive
- Customer relationship management applications such as Microsoft Dynamics CRM Online.

## 2. What can it do for my business?

Ten years ago, if you wanted big company IT, you had to buy your own servers and install expensive software. Nowadays you can use the Internet to access services such as e-mail, backup, file storage and sharing, document collaboration, customer relationship management, HR applications and Web conferencing.

Cloud computing also reduces IT costs, allows you to carry on working if something happens to your computer, provides secure storage for your data and gives you access to new services and easy upgrades. You can maximise productivity and stay focused on business-critical needs without having to invest in expensive IT infrastructure or additional staff.

## 3. Why is everyone excited about cloud computing?

**Cloud computing delivers significant benefits because of the way it works:**

**New business models:** Typically, you pay for cloud computing applications on a per user, per month basis rather than needing to pay up front for hardware and software. This gives you a predictable price that goes up and down as your usage changes. Also, it is an operational expense for tax purposes rather than capital expenditure, which simplifies your accounting.

**Economies of scale:** It is much more efficient for you to 'rent' five percent of a server from a cloud service than it is to buy 100 percent of your own.

**Cost savings:** Because it is so efficient, it is also usually cheaper. For smaller businesses, cloud computing gives access to services that are often too expensive to run in-house, such as hosted Intranet sites or communication systems.

**Best practice IT:** Cloud vendors deliver higher levels of security, reliability and availability than most businesses can manage in-house.

In short, cloud computing is an attractive form of outsourcing that gives you easy access to advanced technology.

#### 4. How much does it cost?

As you would expect, prices vary from service to service and vendor to vendor. Although many online services are free, they come with adverts and may not be suitable for business use.

#### 5. How do I evaluate different services?

Don't look at any single factor. Start by carrying out a basic analysis of your business needs, what your employees will do with the system, which benefits are 'must-haves', and what your alternatives are.

You should look at your budget not just in terms of saving costs on your current system, but also in terms of what new capabilities the technology can offer and how you can make use of the new features and opportunities.



## 6. Is it right for me?

There are some reasons why you might not want to use cloud computing:

- Your Internet connection is very slow or unreliable
- You want, or need, absolute physical control over your data
- If you run a specialist line of business applications, you may not be able to integrate it with some cloud-based systems. Consult with your Microsoft Partner to ensure that it does.
- You need highly customised software or bespoke applications. Cloud computing tends to work on the 'one-size-fits-all' model. Once again, a knowledgeable IT partner can be really helpful. E-mail [mssatalk@microsoft.com](mailto:mssatalk@microsoft.com) and a Microsoft Partner will contact you.

## 7. Can I test it?

It's a good idea to sign up for a trial period and run a new cloud service in parallel with your existing systems for a while to iron out any kinks and explore new features and benefits.

## 8. Where is my data stored?

Before signing up, check where your data will be stored. Look for confirmation that the data centres are secure and well run. For example, Microsoft has nine layers of best-in-class security measures, including intrusion detection systems and multiple data centres to provide a fully-operational backup.

## 9. Can I get my data back?

You need to be sure that you can get your data back in a useful format if you decide to switch Providers, or move to a different system. For example, Microsoft gives you a choice between Microsoft-hosted, partner-hosted, or on-premises systems and provides tools to move data, such as emails, from one system to another.

## 10. How do I evaluate suppliers?

You should find out about a provider's size and reputation, track record in your industry sector, or organisation size, support options, future options, amount of training required for your staff, data protection, service level agreements and obviously pricing structure.

# SOLUTIONS AVAILABLE FROM MICROSOFT HOSTING PARTNERS



A full-featured hosted email, calendar and contacts solution delivered as a service by Microsoft.



Easy access to multiple communication modes through a simplified interface, allowing users to connect and collaborate from anywhere.



A central place to share documents and information, making it easy to work together with colleagues and customers.



A fully integrated suite of marketing, sales and service capabilities.

# MICROSOFT ALSO OFFERS THE FOLLOWING FREE SOLUTIONS:



**FREE**

Stay in touch and share your world with Windows Live



The efficient way to do e-mail, with the ability to work with Word, Excel, and PowerPoint files right from the user's email.



Social networking and updates, together with features for video chatting and uploading photos at the same time.



**Save files to the Cloud:** Get free online storage on SkyDrive. Use it to save your files or share photos and videos.



**Keep your files in sync.** Now you can stop emailing files to yourself. Keep docs, photos, and other files in sync across your PCs.

# 25 GB OF FREE ONLINE STORAGE



TM

Store, access and share thousands of documents, photos and Microsoft Office files on Windows Live SkyDrive. SkyDrive password-protects your files so you control who has access to them. Visit [www.microsoft.co.za/smb](http://www.microsoft.co.za/smb) for more information.



**Microsoft®**



## No marketing, no customers, no sales: It's as simple as that!

It's not true that if you build it, they will come. If they don't know about it and don't know why they should come, they'll stay at home. But the good news is that marketing has become more measurable and cost-effective in the digital age. Here are some ideas for taking advantage of new marketing options.

## Generating new leads

There are many tried-and-tested techniques for generating new customer leads:

**Set up a Website and keep it up to date:** Without a good online presence, people can't find you. You can get a custom-designed interactive site done through a design agency, but there are also do-it-yourself template-driven solutions available on the Web.

**Social media marketing:** Don't underestimate the power of exposure in this sphere. See page 58 for more on this topic.

**Create your own marketing materials:** Microsoft Publisher 2010 is as easy to use as Microsoft Word and it comes with a host of free templates to get you started. You can also download free clip art from the Microsoft Office Website [www.office.microsoft.com/en-za/](http://www.office.microsoft.com/en-za/) or from a public domain library.



*Use Mailmerge in Publisher to personalise brochures and newsletters.*

## FINDING AND KEEPING CUSTOMERS

**Search engine optimisation:** It's important that your name appears at the top of the list when people search for your products or services in a search engine like Microsoft Bing. Here are some things you can do to improve your searchability without spending any money:

- Register your Website with the leading search engines
  - Add your shop, or office, to search engine maps
  - Download Microsoft's Free SEO Toolkit (<http://www.microsoft.com/web/seo/>) to get an in-depth analysis of your Website and help with making changes to boost its search engine ranking.
  - Encourage other people's sites to link to yours. This will enhance its credibility and relevance.
- **Online advertising:** You can also advertise on search engines against keywords and your company name. You only pay when someone clicks on the advert and goes to your site and you can set budgets on how much you want to pay per click. To find out more about advertising with Microsoft adCenter in South Africa, go to [www.digitalmark.co.za](http://www.digitalmark.co.za).

**Direct mail and electronic direct mail:** DM (direct mail) and eDM (direct mails by email) can be very effective ways of reaching new customers and keeping existing customers up to date. You can send personalised emails to your mailing list from Microsoft Word or Publisher 2010.



*Getting your customers to touch and connect with your product or service is vital. A free sample or free trial can give you a good reason to contact prospective customers without giving them the hard sell.*

It is 5-10 times cheaper to keep an existing customer than to acquire a new one. If you don't devote time and resources to building relationships with your customers, you could lose them.

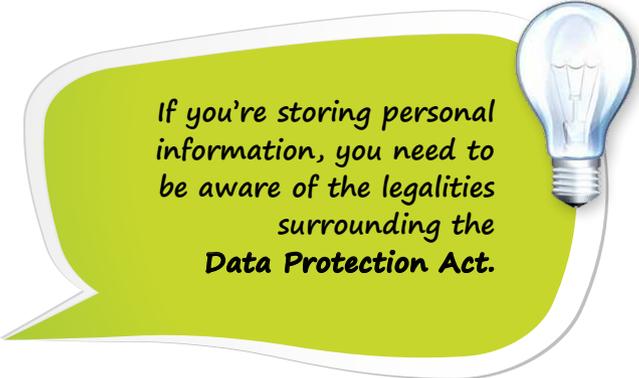
A successful Customer Relationship Management (CRM) strategy means that you always put your customers at the centre of everything you do.

CRM software keeps track of sales opportunities, customer records and contact histories. It can be a very powerful way of automating the sales and marketing process and building long-term relationships.

The system really helps when you have more than one person dealing with customers because it ensures that everyone has access to the same information. Having everything about a customer stored in the system means that if a staff member is away on leave, someone else in the office can easily help them.

To track all your interactions with clients use Business Contact Manager, which integrates with Microsoft Outlook 2010. It keeps a local copy of all the data on your laptop while you're on the road and then resynchronises any changes when you get back to the office.

But CRM is not just an IT project. It is a business initiative, which means that your organisation needs to understand the technology and what it can and cannot do. If you want your people to use it properly, you will need to invest in some training for them.



*If you're storing personal information, you need to be aware of the legalities surrounding the **Data Protection Act.***

# SOCIAL NETWORKING FOR REAL BUSINESSES

**Social networking isn't just for kids and weekend parties. It's also for business. Discover new ways to reach prospective clients, promote your business online and get more information about your existing customers.**

Social networking is the catch-all name for Websites that let visitors interact with one another and with companies. If you want to talk to potential customers, you need to go where they are and that means social networking.

Social media looks a lot like public relations. You want to tell your story and put your company in the best possible light. However, there are some striking differences. At heart, effective use of social media is about creating and sustaining a conversation and, if you're successful, a community. This means interacting with readers and visitors. It's not a one-way medium.

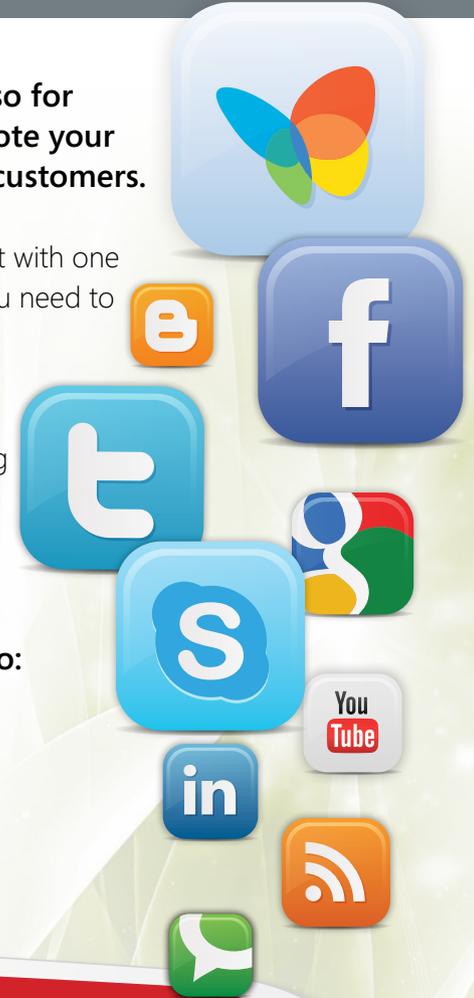
**The business benefits of social media include the opportunity to:**

- Monitor opinions about your company, its products and services
- Get new ideas for products, services and improvements
- Create a 'tribe' of loyal customers for word of mouth
- Recruit new staff from a wider pool
- Raise your profile and generate PR, particularly around company news



*Using Outlook 2010 to stay in touch with your networks*

*Get LinkedIn and Facebook profile information about your network right inside Microsoft Outlook 2010 using the Outlook 2010 Social Connector. It's a great way to stay in touch with your contacts and see the information they publish about themselves when you are ready to communicate with them.*



## **Microsoft and Richard Tubb of Certified Partner James Cash suggest some easy ways to build your online reputation and gain a following:**

- Be interesting
- Provide expert advice that people find trustworthy and useful
- Show the love. Follow other people on Twitter, add people to your network on LinkedIn. Comment on other people's blogs. In other words, contribute!
- Fish where the fish are: Some people use LinkedIn, some Facebook, and some Twitter. Use tools to make sure you engage with all of those people regularly
- Social media isn't about putting your message out, it's about starting conversations. Make sure that conversation is a two-way street
- Be regular and consistent: If possible, try to spend a little time each day contributing to the community and interacting with people
- Promote your online activities everywhere: In your email signature, your letterhead, your business card, your Website, etc.

## SOCIAL MEDIA TIPS

### **From Microsoft and Digital Marketing Strategy Lead, Allister Frost**

- Don't give up too soon - it will take time for your network to grow and become self-sufficient
- Enough with the hard sell! On the social Web, people expect a little more subtlety. Try to sell them something and there's a good chance they will leave. The big opportunity with social media is to build a trusted relationship and a strong brand
- Don't forget that social media is a public discussion. You don't get to control what people say about your company or products. It pays to plan out how to handle complaints, criticism and common questions in advance. Generally the best advice is to be respectful and helpful.



The  
**BOSS**



# YES IT'S TRUE!



With Open Value Subscription (OVS), you can get  
**Windows 7 Professional + Office 2010 Professional** for less than the cost of a cappuccino a day!

Microsoft Volume Licensing is a simple and cost-effective way to purchase multiple licences under a single agreement. This type of software licensing is the best option for businesses that plan to grow because it provides a seamless management and procurement process.

## **Benefits of Volume Licensing:**

- Discounts for five or more PCs
- Flexible payment schedules
- Software Assurance\* increases your technology value by giving you access to a set of benefits that help you manage costs, stay current and increase productivity. The advantages include:
  - Next Version Rights
  - Valuable Support
  - Access to Training
  - Mobility Rights
  - Home Usage Rights
  - Deployment advantages
  - e-Learning

For more information on these benefits, download our licensing guide from [www.microsoft.co.za/smb](http://www.microsoft.co.za/smb) (and select Licensing Guide).

*\*Included with Open Value and Open Value Subscription, and optional with Open Licence.*

**Microsoft** | Volume Licensing

Microsoft  
**Software Assurance**  
for Volume Licensing

# VOLUME LICENSING OPTIONS

## Open Value Subscription

### Microsoft® Open Value Subscription

With Open Value Subscription (OVS) you rent your software licences for a set period and renew them at the end of the term.

#### **The benefits of OVS include:**

- Lower up-front costs
- The option to increase or decrease the licence count annually
- Possible tax savings because your subscription can be treated as operational expenditure

**But if renting your software licences is not a suitable option for you, there are two other options for volume licensing:**

## Open Value Licence

### Microsoft® Open Value Licence

You own a licence for all the PCs in your organisation (minimum of five), including upgrades, and pay it off by a predictable annual fee for three years.

## Open Licence

### Microsoft® Open Licence

This is an entry-level programme where you place an initial order for five or more licences or one server licence. As with Open Value, you own the licence indefinitely and pay for it over three years.

## Too few PCs for volume licensing?

Volume licensing only applies for five or more PCs. For very small businesses there are two other software licence options:

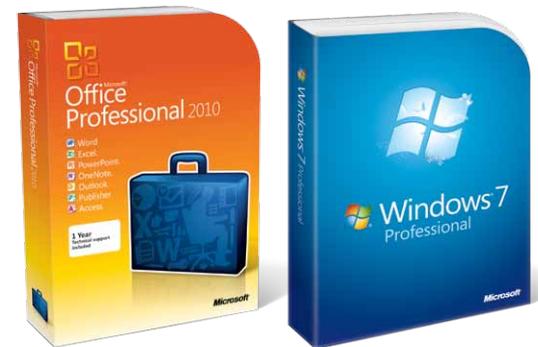
### Original Equipment Manufacturers (OEM)

The software is already installed when you buy the PC, so it is ready to use but can only be used on that computer. You can also add Software Assurance to this option. This is the best alternative for small businesses with minimal IT requirements.



### Full Packaged Product (FPP)

You buy the software from a retailer or online and install it easily on a single PC. Although this is more expensive per unit, it is ideal for small businesses needing less than five software licences.



*Another way to purchase your software licences is through Hosted Solutions. See page 47 for more about cloud computing.*

**The National Small Business Chamber (NSBC) is a dynamic, fast growing non-profit membership organisation that is committed to the success of your business.**

Our entire focus is geared on working for our members; helping them grow and succeed beyond the norm. We don't do 'ordinary'; we're here to assist with innovative and exciting ideas, networks and platforms that will positively affect your bottom line and overall business standing.

Are you ready to give your business that extra edge? As one of the fastest growing organisations of its kind in the world, the NSBC promises to help you...GROW, LEARN, NETWORK, CONNECT, BE INSPIRED AND HAVE FUN.



[www.nsbc.org.za](http://www.nsbc.org.za)



Small Business is **BiG** Business

build **a** business

My Small Business **MAC**

# HELPING YOU MANAGE YOUR SMALL BUSINESS



The South African SME Toolkit is a joint initiative between Business Partners, the leading risk financing company for small and medium enterprises, the International Finance Corporation (IFC) and IBM. The Website offers easy access to information, resources and online training relevant to small, micro and medium enterprises (SMMEs) across various industries and business sectors. The SME Toolkit South Africa is aimed at any entrepreneur looking to start or grow their business.

The Website provides how-to articles, financial tools, online training and information resources developed by leading experts. All aspects

of business management are covered, from business planning to accounting, financial management, human resources, import and export, legal matters, marketing, sales, operations and information technology. Whether it's a budget spreadsheet, policy document or forms needed for tax filing, the SME Toolkit is a one-stop business management shop.

Start making use of the handy information and tools immediately. By registering on the Toolkit, you will receive the monthly newsletter, special offers and a free business listing.

**To access the site, visit: <http://southafrica.smetoolkit.org>**



## **Pastel Training Q & A**

### **with Kumbirai Gondo**

#### **Which Pastel Training course did you attend?**

I attended the Pastel Xpress course which was a three day course that included self study and facilitated workshops, and I have six months in which to write the online assessment.

#### **Did you find the training course worthwhile?**

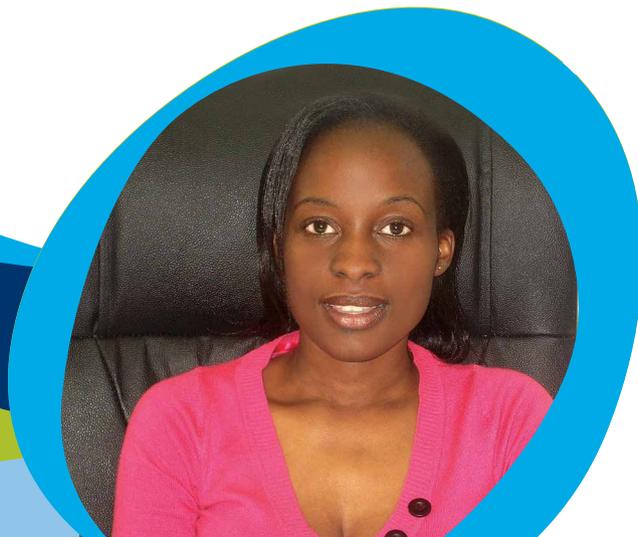
Yes, it was definitely worthwhile. I got practical experience that I will be able use again and again. I learned everything from setting up a company to doing the monthly processing.

#### **How has it changed the way you do your job?**

I use Pastel on a daily basis and I used to follow the steps but never really understood why I was doing certain things. After attending the course, I have a clear understanding of the program, the processes and I feel much more comfortable in the way I do my job.

#### **Would you recommend Pastel training to colleagues?**

Absolutely, I have already recommended it to two of my friends who I know would benefit from the training.



**Kumbirai Gondo**  
Administrator



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# APPENDIX: BACK TO BASICS

## CPU (Central Processing Unit)



The speed of a PC's Central Processing Unit will impact on how fast a PC is going to be. The speed is measured in Gigahertz (GHz), units of frequency. The higher the GHz of the CPU specification, the faster that PC will be. 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)

RAM is the temporary working memory that your PC needs while you work on your files. 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 an optimal experience.



*A PC which has DDR2 listed under its RAM specifications, is probably a less expensive, budget classed system and is not recommended. Make sure you get DDR3.*

## Hard drives



A hard drive is the mass storage device in your PC and is the place where you store data such as your PC's operating system, applications and your documents. Hard drives basically come down to size and speed. The larger and faster the drive, the better the performance and capacity. For a desktop, Microsoft suggests at least 500GB of storage space. In terms of speed, most run at 7200 rpm (revolutions per minute).

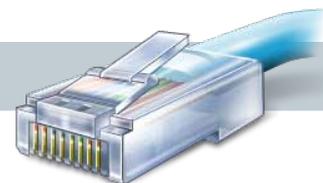
## Monitors

When it comes to monitors, size counts. The entry-level size is a 17-inch monitor. Larger monitors offer a better experience, less scrolling when browsing the Web and they are easier on your eyes. Of course, if you're using your PC for graphic design or video editing, your monitor should be a 22-inch at the least.



## Network connections

A network facilitates interactions among users and allows 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 and requires devices like 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.



*Wireless technology is often sufficient for small to moderate usage, but wired networks are faster and more stable. Ethernet should be the preferred choice for desktops on a network, 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. Old versions of Windows in comparison to Windows 7, simply don't have the same high-end security features and technological advances that ensure safe computing and the ultimate user experience. See page 19 for Windows 7 tips.

If you buy a new PC with Windows 7 pre-installed, make sure that the edition that is installed is Windows 7 Professional.

## Anti-Virus software

### Essential protection

Anti-virus software is a must on all PCs. It is a computer program that detects, prevents and takes action to disarm or remove malicious software programs, such as viruses and worms. See page 18 to find out about Windows Security Essentials, which can be downloaded free if you have genuine Windows.



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