



How organized is your organization?

Here are some easy steps that can help your business operate more smoothly than ever—using software you may already have.

Whether you have five employees or 100, you may be looking for ways to streamline your day-to-day tasks so you can spend more time focusing on the big picture. You may have even considered purchasing specialized software designed for your business. But you may be surprised to know that powerful productivity and organizational features are built into the latest versions of the business software you may be using now.

This guide provides you with an overview of how these features can help your employees get more done in less time, collaborate more closely with team members, improve customer service, and market your products and services in ways that are both efficient and surprisingly cost-effective. In addition, you'll learn about steps you can take to help protect your systems today and in the future. After reading this guide and reviewing your software, you may find that you already have many of the tools you need to help keep your business information secure from viruses and other Internet threats.

There are nine main sections:

- [1. What are your organization needs? ▼](#)
- [2. Why now's a great time to get more organized. ▼](#)
- [3. You can save time and money by streamlining administrative tasks. ▼](#)
- [4. Nine reasons to give your business a server. ▼](#)
- [5. Top five benefits of Web-based conferencing. ▼](#)
- [6. You can win—and keep—more business with your marketing efforts. ▼](#)
- [7. You can help reduce security risks. ▼](#)
- [8. Organizing your organization: Help is closer than you think. ▼](#)
- [9. Helpful online resources. ▼](#)

What are your organization needs?

Here are a few questions to consider before you get started. They'll help you determine where your efforts will be most effective.

- Do you find that routine administrative tasks take up time that could be better spent generating income?
- Do you often run into unexpected scheduling conflicts when setting up meetings?
- Do you and your staff need an easier way to find and share information?
- Is outsourcing your marketing efforts straining your budget?
- Do you have an effective system in place to turn leads into sales?
- Is your system vulnerable to viruses, hackers, and spam?

Why now's a great time to get more organized.

Today, a growing number of businesses like yours are looking for ways to streamline their operations in order to save both time and money. In many cases, they're finding that with their existing Microsoft® software they already have the tools they need to achieve benefits like these:

Increased productivity. By automating many administrative tasks, you'll be able to focus on generating income and spending more time with your customers.

Stronger customer relationships. With customer and prospect information easily accessible from one convenient location, you can keep closer tabs on what your customers are buying—and what prospects are asking for—and create marketing materials to address their needs.

More secure systems. When you use today's improved security technology, you can help reduce your business's vulnerability to spam, viruses, and hackers.

Better communications. Improved scheduling tools are making it easier than ever to get everyone together when you need them. In addition, your staff is able to easily find, share, and work together on documents.

Increased mobility. The latest mobile technology can give you a real competitive advantage by allowing you to break through the physical boundaries of your business and work from almost anywhere, at any time.

You can save time and money by streamlining administrative tasks.

From human resources to cash flow management, administrative tasks are the backbone of your business. But, as critical as they are, administrative tasks don't generate revenue, so the less time spent managing them, the better. Many tasks that used to be handled manually can now be completed in a fraction of the time by automating them. You may even have the software you need already installed on your business PCs, saving you the cost of purchasing additional applications.

Schedule meetings everyone can attend. You can save time arranging meetings by using Microsoft Office Outlook® 2003. When connected to a central server—like Microsoft Windows® Small Business Server 2003—you can view everyone's schedule and pick the best time to bring everybody together. Once your meeting time is chosen, Outlook 2003 can help you send e-mail invitations and reminders prior to the event.

Simplify document creation. Using company-branded templates for all your documents and forms can offer you two important benefits. First, you'll save time by not having to re-create a document every time you want to use it. Second, a consistent look and feel to your communications help promote a more professional image of your company. There are hundreds of useful business templates available online and ready for you to customize.

Streamline information sharing. If your business's computers aren't connected to a central server, you could be missing out on some important productivity-boosting benefits. Connecting your computers to a server can make it easy for all your employees to easily find, retrieve, and share documents and files from one central location. With your business information centrally housed, you and your staff will spend less time managing information and more time putting it to work. You'll also save money by sharing Internet connections, printers, and other hardware resources.

Nine reasons to give your business a server.

What can a server do for your business? Here are just nine of the many ways your small business can benefit from one:

- 1. You can create order from chaos.** By centralizing data on a server, you can better manage business-critical information. Sharing files and other data across PCs becomes much easier, as does migrating data from one PC to another.
- 2. You can help protect your data by making backups easier.** New servers—like Windows Small Business Server 2003—include features that enable users to help protect their data assets by simplifying backups and the restoration of critical data.
- 3. You can collaborate better as a business.** A server-based network makes data-sharing and collaboration easier. When considering server software for your business, look for a solution that lets your employees and other team members collaborate via the Web using a company intranet with a user-friendly interface to organize and share information.
- 4. You can accommodate a mobile workforce.** Servers make it easy for authorized out-of-office workers to remotely access your network, enabling data sharing among those who travel, telecommute, or work at off-site locations.

5. You can share high-speed broadband access. Rather than pay for multiple dialup accounts, you can give all your computers high-speed Internet access with one broadband account. If you're running a business that has three or more dialup accounts, you may want to seriously consider the benefits of this option.

6. You can set up new computers, add users, and deploy new applications more quickly and easily. Expect to grow? By managing your data from a central location, you can better coordinate the addition of new PCs, software licenses, and software applications.

7. You can get more processing power. A server can supercharge your network, store large chunks of data, free up memory, and enable individual PCs to perform better.

8. You can look more professional—and connect better with your customers. Server software enables you to consolidate your e-mail accounts (AOL, Yahoo!, Hotmail®, etc.) into a single, company-hosted e-mail account, enhancing your image to customers and partners.

9. You can get a server for less than you might think. Depending on your needs, you can get a complete server solution, including hardware and software, for less than \$1,000.

You'll find more reasons to give your business a server in our networking guide, *Networking Basics for Small Business*. Get your copy by visiting: www.microsoft.com/smallbusiness/gtm/encomm/freetrial.msp

• **No matter where you are or when you need them, all of your business information and Microsoft Office data—including documents, spreadsheets, and presentations—can be accessed, shared, and reviewed from one place.**



Top five benefits of Web-based conferencing.

Web-based conferencing can enable you to participate in meetings around the world at a moment's notice and usually at a fraction of the cost. Here are the top five ways Web-based conferencing can help you be more productive.

- 1. Travel less.** Collaborating online and in real time means you don't need to leave your desk to share ideas with others. Save time and expense by traveling less.
- 2. Easily collaborate with others in real time.** All you need is a phone

and a computer with an Internet connection. Simply log on, set up a meeting, upload your presentation, and you're set.

- 3. Increase productivity.** Spend your time wisely by avoiding travel downtime. You can meet more frequently at a fraction of the cost.
- 4. Visually collaborate.** Use interactive tools such as the electronic whiteboard to mark up files, create flowcharts, and more—all in real time.
- 5. Extend your customer base beyond geographical limitations.** Widen your potential client and customer base. Easily access people—no matter where they are.

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You can win—and keep—more business with your marketing efforts.

Effective marketing is all about sending the right message to the right people. And an organized, methodical approach to marketing can lead to even better results. So how do you decide which customers and prospects to reach out to? New customer database features can help make the task of targeting your audience easier by letting you bring together and organize your sales and customer service information in one convenient place—and offer you huge time savings over manual methods. With all your customer and prospect information consolidated, you can quickly respond to customer needs.

Get close. And stay close. Communicating with prospects and customers on a regular basis is key to building long-term, profitable customer

relationships. Now it's easier than ever to create impressive, customized marketing materials in-house. New desktop publishing and presentation applications can help you win business with professional-quality presentations and sales materials.

Track business opportunities from initial contact to closed sale.

Sometimes it takes a while for a cold lead to warm up. You can keep track of every business opportunity throughout the sales cycle using Outlook 2003 with Business Contact Manager. And you can follow up on business opportunities, easily access the activity history on any account, create customized reports, and view all the documents related to a customer at a glance.

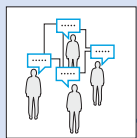
Organizing your sales process can help deliver stronger sales results. "Solution Selling" is a comprehensive sales management process created by Sales Performance International (SPI). Businesses that have adopted Solution Selling report a 20 percent increase in closed sales, a 20 percent decrease in sales costs, and a 25 percent increase in sales revenue.

To help our customers, Microsoft has worked with SPI to adapt the Solution Selling methodology to the unique needs of small businesses

through the capabilities of Microsoft Office Small Business Edition 2003.

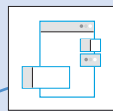
We invite you to view our self-guided demo and learn the essential steps of Solution Selling. You'll also get 17 job aid templates to help you implement your own high-performance sales process. You can view the demo at: <http://www.microsoft.com/smallbusiness/gtm/cimm/salesprocessdemo.mspx>

Microsoft Office Small Business Edition 2003 helps support your business through every step of the sales cycle.



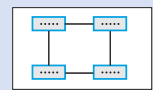
Customer loyalty isn't dead. It just needs to be nurtured.

If you keep in close contact with customers, you'll always know where you stand. The Activity History feature in Outlook 2003 with Business Contact Manager lets you track any changes in buying patterns, and the marketing tools in Publisher 2003 help keep the lines of communication open.



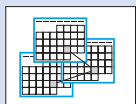
How can you attract new customers without spending a fortune on professional marketing materials?

Microsoft Office Publisher 2003 contains thousands of print and online templates to help you reach more prospects with your marketing message.



So many leads, so little time. The trick is to keep them from slipping through the cracks.

With Outlook 2003 with Business Contact Manager, you can consolidate all your contact information, so when customers call or you call them, you're always ready.



When they say "yes," how quickly can you respond?

Knowing what lies ahead can help prepare you for success. Outlook 2003 with Business Contact Manager offers 20 preformatted reports to help your sales, track new business opportunities, prioritize tasks, and more.



Once you get the opportunity, how do you close the sale?

Publisher 2003 and Microsoft Office PowerPoint® 2003 can help you create stunning print, online, and multimedia presentations that get you closer to "yes."

Microsoft®

You can help reduce security risks.

Once you've taken steps to organize your business, don't risk losing the efficiencies you'll gain by leaving yourself vulnerable to viruses, spam, and other Internet threats. With the help of the latest technology, protecting your business information is relatively easy. Keep in mind, however, that putting the initial safeguards in place is only the start. Maintaining a secure computing environment is an ongoing process.

Microsoft has developed a detailed guide on small business security that discusses in greater depth the security topics below. The *e-Security Guide for Small Business* is a straightforward guide for small business owners and decision makers filled with tips, tricks, online demos, and how-to information to help protect your PC and your business. You can download your free copy at: <http://www.microsoft.com/smallbusiness/desktopsecurity/pdf.mspx>

Ten steps to improved security.

Here are ten critical steps you can take now to help protect your important business information:

- 1. Use an Internet firewall.** An Internet firewall helps keep your system invisible to the outside world. It's your first line of defense against unwanted spam, viruses, and other threats.
- 2. Enable automatic security updates.** With hackers and viruses becoming increasingly sophisticated, the importance of updating your software is critical.
- 3. Use up-to-date antivirus software.** Prevent virus infections by installing antivirus software and updating it regularly. Also, learn to identify suspect files and delete them before opening them. Consider upgrading your e-mail software to Outlook 2003 and using the built-in junk e-mail filtering feature.
- 4. Use strong passwords.** You can help protect secure systems by not using obvious or easily guessed passwords. Long combinations mixing alphanumeric characters work best. Educate users to select strong passwords and change them frequently.
- 5. Ensure physical safety.** Secure your premises to help prevent physical access to workstations by unauthorized users.
- 6 Browse the Web defensively.** Educate employees about how they can minimize security risks while browsing the Web.
- 7. Use your spam filter and use e-mail safely.** Not only can spam clog your inbox, it's also a primary source of viruses. Filtering your incoming e-mail can help reduce the chance of your system becoming infected or damaged by a virus or Trojan horse program. Also, make sure your staff knows how to spot e-mail hoaxes and potential virus-infected attachments.
- 8. Back up and restore your data frequently.** Backing up your business data on a regular basis can greatly minimize the risk of losing important information if a virus or hacker should attempt an attack on your system. Test your backups by restoring them to ensure that everything is working as it should.
- 9. Enhance the security of remote connections.** Make full use of encryption and authentication technologies when connecting to your network over the Internet.
- 10. Lock down wireless networks.** Implement basic security measures to make wireless networks less vulnerable to outside attacks.

Organizing your organization: Help is closer than you think.

Getting organized and streamlining tasks may mean making some important changes to your business, but the good news is that you don't have to go it alone. An IT consultant has the experience necessary to spot potential problems before they occur and can help smooth the way for your business to operate more efficiently than ever.

If you're not already using an IT consultant, finding and hiring one is easier than you might think. Ask your colleagues, suppliers, and peers

for references to consultants they've used. Your local Chamber of Commerce or Small Business Development Center (SBDC) may also be able to recommend a suitable IT consultant.

When selecting an IT consultant to work with, look for one with the experience and skills necessary to meet your company's needs now and in the future. You want a consultant who is equipped and trained to continue working with your business as it grows and develops.

Helpful online resources.

Microsoft Small Business Center

Microsoft's online resource for small business guidance and product information.
www.microsoft.com/smallbusiness

Outlook 2003 with Business Contact Manager

Easily manage contacts and track sales.
<http://office.microsoft.com>
Click on *Product Information*, in the right-hand column click *Outlook*, then click *Manage Sales Opportunities and Contacts*.

Microsoft Office online

Find useful tips and tricks for your favorite Microsoft programs.
<http://office.microsoft.com>

Microsoft Office library of customizable templates

Browse through scores of templates ready for you to download and customize.
<http://office.microsoft.com>
Click on *Templates*.

Windows Small Business Server 2003

Simplify data sharing and collaboration. Help your business run smoother and more efficiently.
<http://www.microsoft.com/windowsserver/system>
In the left-hand column, click *Windows Small Business Server 2003*.

What can a server do for your business? Find out in our Networking Guide

Learn how networking your computers can benefit your business.
<http://www.microsoft.com/smallbusiness/gtm/encomm/freetrial.mspix>

Live Meeting 2003

Increase productivity, enrich collaboration, and reduce the need to travel.
<http://office.microsoft.com>
In the left-hand column, click *Live Meeting*.

e-Security Guide for Small Business

Get straightforward, in-depth information on critical security issues.
<http://www.microsoft.com/smallbusiness/desktopsecurity/pdf.mspix>

Solution Selling with Office Small Business Edition 2003

Watch an interactive demo of Solution Selling, a comprehensive sales management process created by Sales Performance International. Also access helpful sales and marketing templates.
<http://www.microsoft.com/smallbusiness/gtm/cimm/salesprocessdemo.mspix>

Windows updates

Regularly download software updates designed to help keep your systems secure and operating at their peak.
<http://windowsupdate.microsoft.com>

RhondaOnline

Check out this site packed with tips to help small businesses handle technology issues.
<http://www.rhondaonline.com>
Click *Help Me Rhonda*, then click *Technology and Communications*.



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Outlook 2003 with Business Contact Manager is designed to work with Post Office Protocol (POP3), Internet Message Access Protocol (IMAP), or Hypertext Markup Language (HTML)-based e-mail, which is common in most small businesses. The Business Contact Manager functionality is not enabled when Outlook 2003 with Business Contact Manager is used in combination with Microsoft Exchange Server. It is, though, enabled for Microsoft Windows Small Business Server 2003 and hosted Exchange Server after you install a patch. Download Business Contact Manager for Outlook 2003 Update: Windows Small Business Server 2003 at: <http://www.microsoft.com/downloads/details.aspx?FamilyId=EAB86AF5-1F5E-4EF3-9691-90F98870B9B6&displaylang=en>