

Five Technology Tips to Rev Up Your Business In A Slow Economy

(NAPSA)—If small-business owners have learned anything from the recession, it's that they need to think of fresh, new ways to stay ahead and get more done with less, all while keeping costs to a minimum. In a cautious economy, small businesses also have to rise above the noise and differentiate themselves in the market.

Technology can give small businesses the edge to thrive in today's tough market by speeding up efficiencies and improving the bottom line. A recent study* by technology research firm IDC polled small businesses that are using Windows 7 Professional—the latest version of the Windows operating system designed to get the most out of your PC experience—and found a return on investment of 375 percent and an average savings of about 43 hours, or \$1,400 total benefit per PC, annually.

“While the value of technology is clear, it's also important to think about how to get the biggest bang for your buck out of your investment, so you can focus on what matters most—your business,” said Sandrine Skinner, director of product management for the Windows Business Group at Microsoft Corp.

Skinner offers these five simple ways to get the most out of your Windows 7 Professional experience:

1. Stay connected. Now it is easier than ever to stay connected no matter where you or your employees are. Remote-access features take the hassle out of connecting to your network, whether you are at home or in the office. In addition, Windows 7 Professional will remember the network so you can automatically connect again later.

2. Go green. You can take a greener approach to your business with built-in power-saving features, which not only lower energy



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costs but also contribute to global conservation efforts.

3. Rev up your customer engagement. Accessing the right customer information quickly and efficiently is the lifeblood of any organization. You can do this easily now by typing in the Start menu search box; you'll instantly see results, grouped by category—documents, pictures, music, e-mail and programs.

4. Increase productivity. Windows 7 gets you around your PC faster than ever with one-click access to the information you need to get the job done. It also includes performance improvements, meaning less time hassling with your computer and more time talking to your customers.

5. Stay safer. Almost all small businesses indicate that they are concerned about security. Windows 7 Professional helps protect computer networks from malicious cyber attacks and safeguard sensitive information, such as credit card numbers and employee and customer information.

To learn more about how Windows 7 Professional can help your small business, visit www.microsoft.com/windows/business.

* IDC White Paper Sponsored by Microsoft, “The Benefit of Using Windows 7 in Small and Medium-Sized Businesses,” Doc. #223959, June 2010.