

# NEWS OF SMALL BUSINESS

## Turning To The Internet To Help Manage Finances

(NAPSA)—A growing number of small business owners are going online to improve their company's bottom line.

In addition to selling their products, they are also turning to the Internet for help with managing their finances.

For example, Nora LaBrocca, the owner of a company that sells garden accessories recently created a Web site so she could sell her products online.

However, even though she was doing business online, she still relied on four computer spreadsheets to manually enter all of the company's financial data. Even more time consuming was the task of totaling each report individually to gain a comprehensive view of the company's status.

Fortunately for LaBrocca, all that changed when she discovered a Web-based accounting program that could automate her financial data, such as sales reports, expenses, accounts payable and accounts receivable.

Called Microsoft's bCentral Finance Manager, the program interacts directly with her e-commerce transaction data. This means the company's records are always up to the minute.

The program also reduces the amount of time small-business owners spend on accounting by automating repetitive tasks and

making key financial information easy to access, with more than 25 reports just a mouse click away.

"As a small-business owner, time is my most valuable asset," LaBrocca says. "I've really reduced the time I spend on accounting: now all I do is click on one link to

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**Web-based accounting provides small companies with the features associated with computer software accounting. ®**

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see a complete financial overview of my company. Microsoft bCentral Finance Manager makes it simple for me to view my finances monthly and yearly."

Web-based accounting provides small companies with all the features of computer software accounting with the benefits of the Internet, including access from anywhere, at any time.

According to Erin Hiraoka, director of marketing for Microsoft bCentral, "bCentral Finance Manager not only makes routine financial data entry easier, it also streamlines accounting tasks to help businesses become more efficient."

To learn more about this and other Web-based tools from Microsoft bCentral, visit the Web site at [www.bcentral.com](http://www.bcentral.com).