

### Simple Technology Steps For Small Business

(NAPSA)—With the daily pressures involved in running a business, oftentimes small-business owners overlook the importance of keeping themselves updated on the latest technologies and security measures available to build their business.

In fact, many of the 7.5 million small businesses in the United States have little or no technology support. “Understanding technology or even finding the time to catch up on the latest developments can be difficult for small companies,” said Pat Hayes, general manager of the Seminar team at Microsoft Corp. “However, many resources exist—such as free seminars, webinars and technology publications—to help smaller companies grow more knowledgeable on how technology can work for their benefit.”

By developing a plan that incorporates the following tips, small businesses can be well on their way to running more efficiently.

**Educate yourself.** Various free educational courses and seminars are offered across the country. For instance, Microsoft offers more than 600 free technology seminars nationwide to small and medium-sized businesses annually. These seminars provide information on how to provide better customer service, manage operations through the use of technology, and enhance employee productivity. Additional information can be obtained by visiting <http://www.connect-ms.com/>. Registration for the seminars can be made by calling (877) 673-8368.

**Help protect your PC.** Security is an important issue for businesses of all sizes. According to AMI Research, approximately 2.2 million small businesses have not implemented any type of security software protection. As a result,



**With just a few important steps, you can boost and protect your small business.**

small businesses on average face six security breaches each year. Experts recommend taking three simple steps to help safeguard computers from external threats: Use an Internet firewall, deploy relevant updates and patches, and install anti-virus software.

**Seek expert advice.** Consider working with a local technology provider to assist your business with technology planning, deployment and ongoing support. Experts can help prescribe the right solution for your business, helping you save valuable time and ensure that your dollars are wisely spent. Seek a local company with a broad range of technology experience, ask for information on the company’s background, and be sure to check references.

**Manage your software assets.** Being aware of the software you have on hand, using those assets effectively, and knowing how to properly purchase additional software are smart practices for every small business to follow. By implementing a simple software asset management program, businesses can help streamline processes, reduce business costs, and enhance the reliability and security of their technology.