

A Little Help From The Cloud Makes A Big Difference To Small Businesses

(NAPSA)—From Hong Kong to Hawaii, Argentina to Austria, small-business owners everywhere are looking to grow their business by revenue, geography, number of employees or customers—and want the best technology available to become more productive.

Often, that means searching for a cloud service (similar to desktop applications, but online) to organize daily tasks, collaborate with others and get work done, all while operating on a slender budget.

IDC, a technology market research firm, recently reported that spending on public cloud services increased 34 percent in 2010, and spending by small to medium businesses represents almost half of this.*

If you're a small-business professional, you don't want to be bogged down with technology issues even for a second. When it comes to working with the best technology tools, you can tap into cloud productivity services and work with ease from almost anywhere on virtually any device, without the need to manage servers.

If you're looking for a cloud productivity service that's perfect for your small or medium business, make sure it meets the following criteria:

- **Is easy to use.** You'll want to be able to create an account in minutes and be up and running in no time. More importantly, why not use the applications you already know and love? Look for a service provider that works beautifully with the e-mail, document and communications solutions you already have.

- **Works the way you do.** A good online productivity service will allow you to find and connect with colleagues and customers virtually anywhere. It should show you when others are online and available, no matter which application you're working in. It also should let you make PC-to-PC voice and video calls or hold online meetings on the fly. And you'll want to be able to share your desktop, online white board and presentations with colleagues as if you're in the same room, even if you're a city or continent away.

OFFICE 365: READY FOR WORK WHENEVER YOU ARE
Microsoft Office apps and cutting-edge business tools, now seamlessly delivered through the cloud.

- Use Familiar Office Applications**
Get right to work with the Microsoft Office software you already know, such as Word, PowerPoint, Excel, Outlook, OneDrive and more.
Seamlessly collaborate with partners and customers, and no need for re-training.
- Reach Everyone in Your Company**
Get everyone on the same end and collaboration system, from the front office to the factory floor.
No business engaging different systems for different employees.
- Be Productive Anywhere**
Use Office 365 anywhere you can use a PC, mobile phone or tablet device.
Works with all major browsers and operating systems. Plus you can sync and update files right from your Windows Phone.
- Meet in the Cloud**
Experience business from anywhere, anytime. Get Office 365, Lync, OneDrive, or even join audio, video and Web conferences right from Office.
Use the presence indicator to see when colleagues, partners and suppliers are online and available.
- Work Together Wherever**
Save work easily to the cloud and share it with anyone.
No more version conflicts or sending attachments back and forth.
- Reap the Rewards of Cloud Computing**
Whether your business is big or small, get big-time technology without a big-time upfront investment.
Flexible, pay-as-you-go licensing — scale up and down based on the needs of your business.
Deploy in the cloud, on-premise or both.
- Microsoft's Got You Covered**
Benefit from 24/7 phone support, comprehensive security and privacy standards.
Multiple global disaster-recovery and performance centers with a 99.9% uptime guarantee.
Community and 24/7 phone support.

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- **Stays true to content.**

Insist on a service that frees you to work where and when you choose, so you can respond to important requests from almost any location. You'll want both Web-enabled and offline access to email, important documents, contacts and calendars even when you're out of the office, and you'll want a consistent experience regardless of whether you're working from a PC, Mac or smartphone. You'll want the ability to edit spreadsheets, presentations and documents with others in real time and to access and view files in high fidelity from your browser or mobile device—so others can see files with consistent content and formatting while using their Web applications, mobile devices and desktop applications.

- **Is supported by a single, trusted source.** An online service should help safeguard your data with business-grade reliability and disaster recovery capabilities, with data centers in multiple locations and a strict privacy policy. Insist on a financially backed guarantee; if you experience an interruption in the service, the best services will compensate you.

- **Is designed to minimize the need for IT staff.** Look for a service you can easily set up and use without the need for internal IT support. Let the online service take care of the details, so you can focus on your business. Pay-as-

you-go pricing is beneficial because it allows you to change your services according to your evolving needs, adding value over the long term and saving your business money.

Cloud productivity services, such as Microsoft Office 365, make it possible for small businesses to access the best productivity technology at a predictable monthly cost while leaving the IT management to the technology experts. Office 365 brings together familiar software such as Microsoft Office, Microsoft SharePoint Online, Microsoft Exchange Online and Microsoft Lync Online in an always-up-to-date cloud service for businesses of all sizes. The public beta is now available, allowing people to try Office 365 for the first time.

Today, you can secure a spot in the Office 365 public beta and learn more about the service at <http://www.Office365.com>, follow Office 365 on Twitter (@Office365), like Office 365 on Facebook (Office 365) and read the Office 365 blog at <http://community.office365.com> for the latest information. Small businesses can also enter the Office 365: Ready for Work contest at <http://www.facebook.com/office365>. By sharing their stories, small-business owners can win Office 365, \$50,000 in advertising and business services, and a Microsoft executive to work for them or their charity of choice, for a day.

*IDC, *Worldwide Small and Medium-Sized Business 2011-2015 Forecast: How Changing Needs and Priorities Will Impact SMB IT Spending by Company Size and Region*, Doc. #227277, March 2011