

Move your small business forward with Microsoft

Technology to power
your success



Keep your business
safe and sound



Flexible solutions to
help you succeed



Innovative technology that powers your success

You're the one who keeps your business in business. It's up to you to figure out how to keep your company ready for new possibilities, keep costs down and revenue up, and make time for your personal life.

You are the first to adopt new ideas and technologies, and invent new ways of doing business. That's why we have created this ebook: to help you achieve more for your business with technology.

You're embracing the latest innovations & tech.

3 top IT priorities

Cloud computing, social media, and mobility solutions¹

You're increasing profitability.

21% more profitable

Small businesses with above average number of cloud solutions vs. those with none²

Small businesses like yours drive innovation & our economy.

You're changing the way work gets done.

21 million

Employees worldwide work from home at least 3 times per week³

You're driving the global economy.

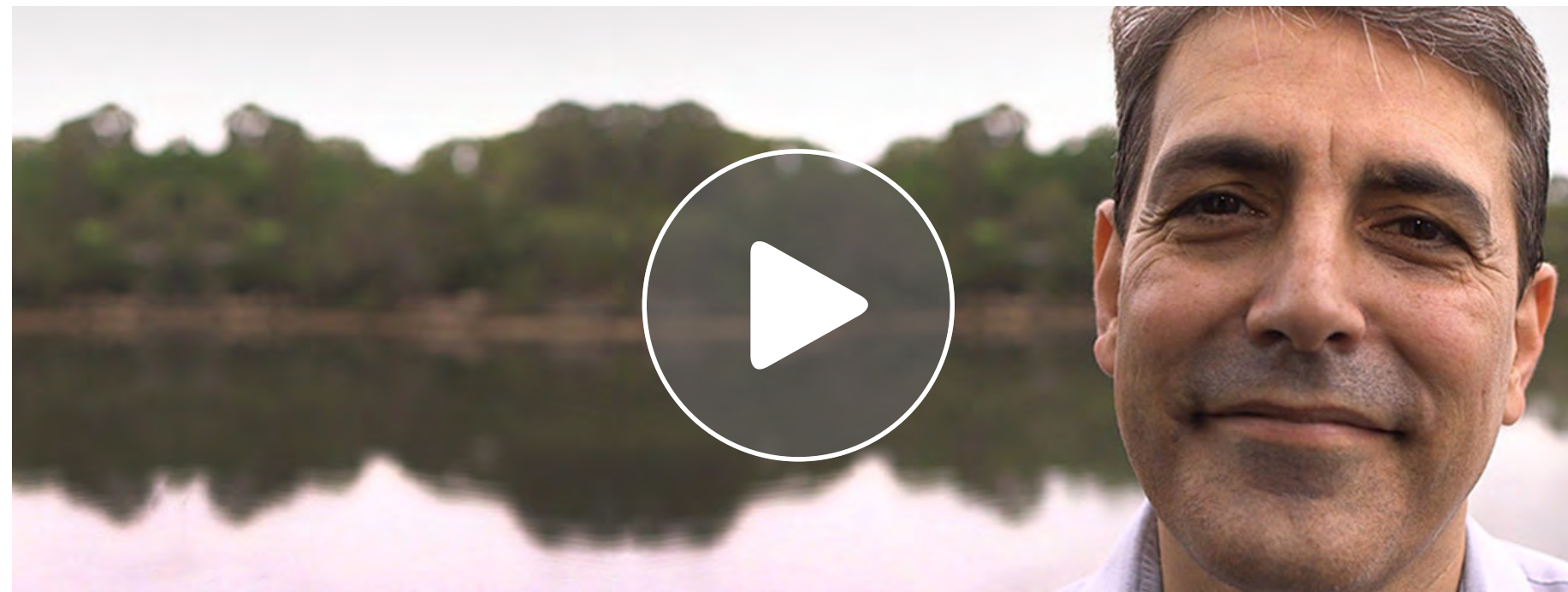
50%

Of worldwide economic output attributed to small and midsize businesses⁴

We can help you thrive

Your business demands the best. And Microsoft delivers the best to help you make your business dreams come true.

See an Australian small business makeover



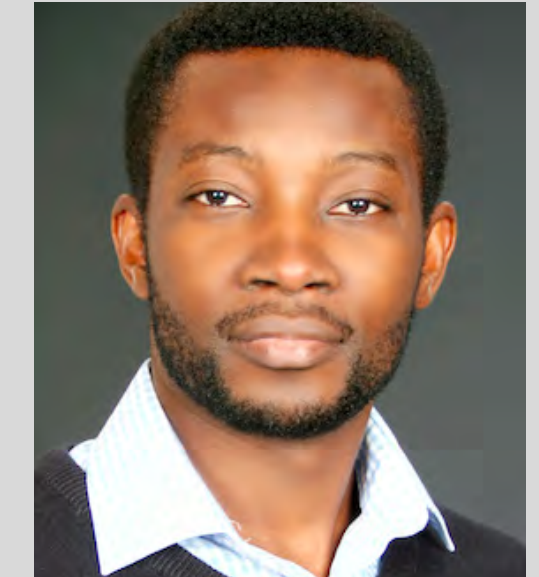
“Marketing’s all about differentiation ... what can you do that’s unique? Well, I know that with the new tech that we’ve got, some of the things that we’re able to do now, no one else can do.”

– **Ossie Pisanu**, Director, Guardian Strata

Aging technology was holding back Australian small business Guardian Strata and leaving its team desperate for change. New IT from Microsoft helped the company reinvent its processes and rethink its way of working. Plus the staff regained their enthusiasm and reclaimed work-life balance.

[Watch the video](#) 

Expert advice



By Thomas Oppong

**Power
your
success**

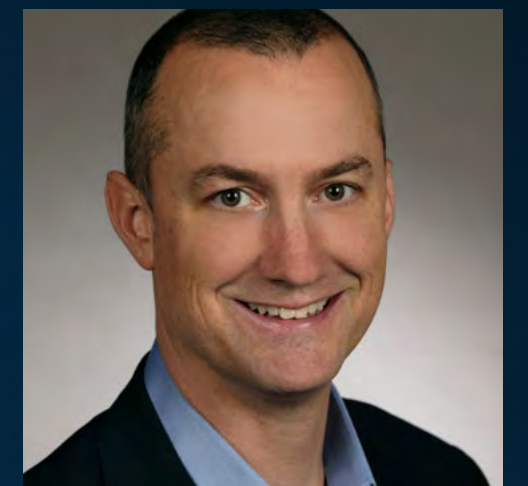
Microsoft innovates with you—and for you

Our shared passion for your success drives our creativity. You inspire us to craft high-performance technology to help your business thrive.



Satya Nadella
CEO, Microsoft

“ I now have the privilege to lead a team of innovative and passionate people who want to deliver technology that makes a meaningful impact in our world. This is the core of who we are at Microsoft. We aspire to empower every individual and every organization on the planet to achieve more. ”



David Smith
VP, Microsoft
SMB Worldwide

A trusted partner you can count on to keep your business safe and sound

Your business may be small, but cyber criminals see everyone as a big target. Protecting your business' and your customers' information is more important than ever.

Cyber attacks are expensive

\$410k

average loss per cyber attack on SMBs in 2014¹

72%

of attacks occur in businesses with less than 100 employees¹

45 days

average time to resolve a cyber attack²

170 days

average time to detect a malicious attack²

¹ Currency in U.S. dollars. Verizon 2015 Data Breach Investigations Report

² 2015 Ponemon Institute of Cyber Crime Study

You're safer with Microsoft technology

We build protection into everything we do. You don't need separate security technology. And your private information stays private. All Microsoft products have the same enterprise-grade protections we provide to the world's largest and most targeted governments.

See how UK Fostering improved security



“ ... Information security is unlike anything we've known before and having access to all our documents, and each other, wherever we are, makes such a difference. ”

– **Tim McArdle**, Head of Placement & Recruitment, UK Fostering

UK Fostering is a small, independent fostering agency passionate about changing the lives of vulnerable children. Without modern technology, it was difficult for the agency staff to securely share critical

private information and to work on the move. With a transition to new Microsoft technology, UK Fostering has peace of mind about information security and a host of new possibilities at their fingertips.

See the full story 

We never take your trust for granted

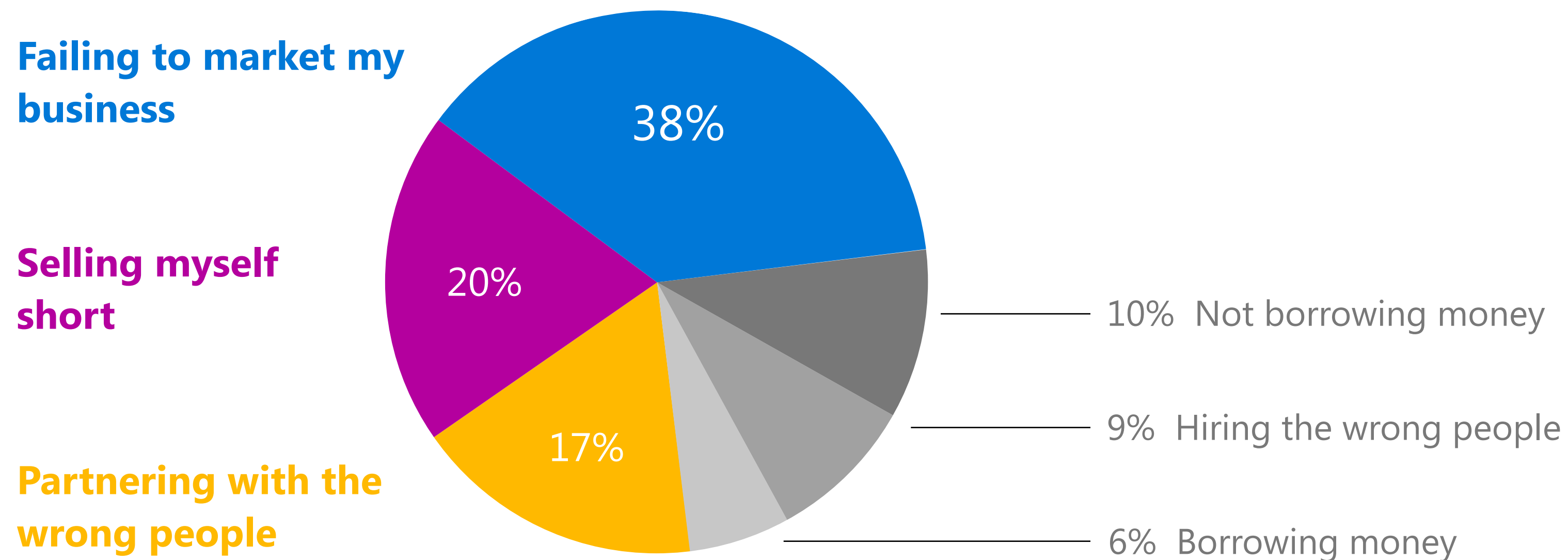
A company's success today depends on data-based business intelligence. That means one of the key criteria for choosing an IT service or solution should be how privacy requirements and security needs are met. We think that when you choose your cloud vendor carefully, you get an opportunity to improve the privacy and security of your data.



We're on your side

Your dreams gave you the courage to get your business started. And your imagination and tenacity keep you going. We work with small businesses like yours every day, helping to keep their business safe and sound. As your partner, we can help you avoid some of the most common—and costly—business mistakes.

What was your biggest business mistake?



Source: National Small Business Chamber 2014 Small Business Survey, South Africa.

Expert advice



By Gene Marks

Flexible, right-fit solutions that help you succeed

Move your business forward, efficiently and cost-effectively. Find complete solutions that meet your particular challenges, please your hardworking team, and delight your customers.



Flexible,
right-fit
solutions

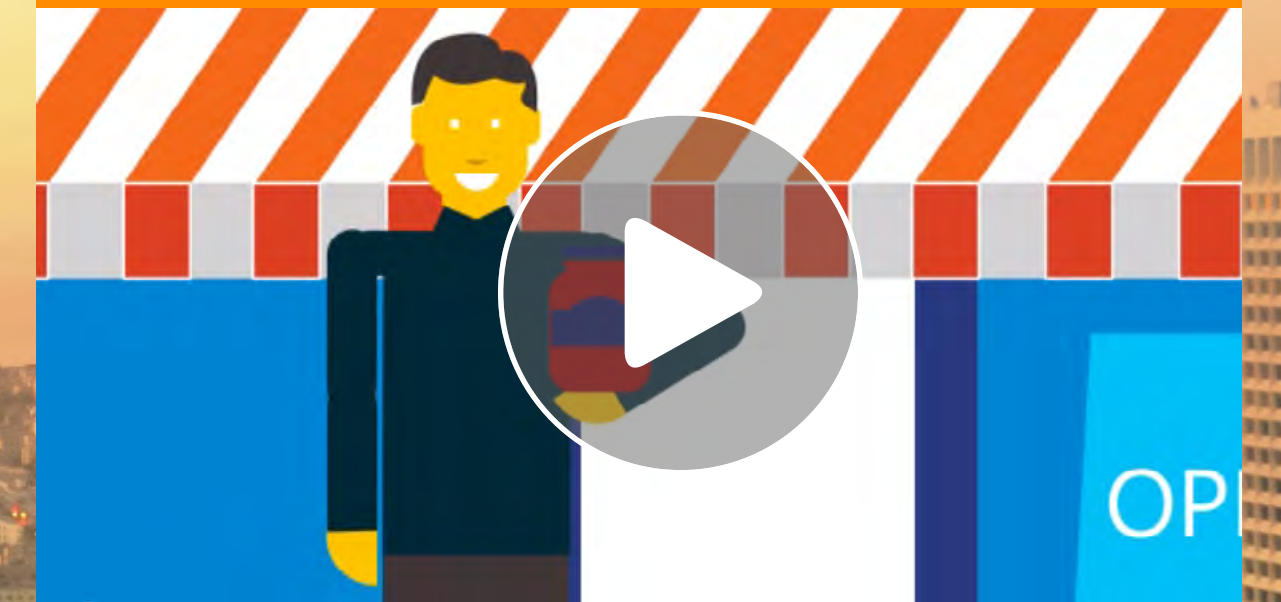
Meet Max

The creator of Sweet Chilli Jam and owner of a business producing and distributing his preserves and chutneys.

Click each point to see how technology helps him succeed every day ...



See how Max turned his passion into a business using Microsoft technologies.



Flexible,
right-fit
solutions

What do you want to do?

Create & edit documents with team members.

Productivity



Get secure access on any device. Protect business & customer info.

Data protection



Increase sales by understanding customers, & make informed decisions.

Insights



Acquire & keep customers. Improve customer service.

Customer relations



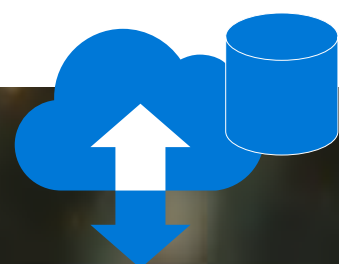
Adjust technology to match changing business conditions.

Agility



Restore lost files or recover quickly after an emergency.

Backup & recovery



Meet with clients & coworkers, or use business apps from anywhere.

Mobility



Lower costs & get more from technology.

Cost savings



Streamline your operations and tame costs

Make the most of your IT investment, gain new efficiencies, and simplify your processes with Microsoft solutions designed for your business. We aren't one size fits all. Run your business on a server, in the cloud, or a combination of both. You aren't required to buy—or pay for—more technology than you need.

Graham's the Family Dairy



“ Everyone loves the anywhere, anytime communication ... with Office 365. Perfect for the spontaneous, personal contact style that makes our family business work. ”

– **Robert Graham**, Managing Director,
Graham's the Family Dairy

See the full story 

Squirrel Financial Services



“ ... the [Azure] cloud deployment is 90% less expensive and 50% faster compared to running on local servers. ”

– **John Bolton**, Business Owner, Squirrel

See the full story 

Expert advice



By Carol Roth

Get
started
today



Work with us the way you want

Choose from affordable, flexible pricing options. Buy subscriptions for predictable costs or pay as you go. Install on your own, have an expert do it all for you, or opt for something in between.



Pricing

Free
Subscription
On-demand
(pay as you go)



How to buy

Online
Retail shop
Through a
Microsoft expert



Find support

On-demand from
Microsoft
Ongoing from a
Microsoft expert

Microsoft solutions & expertise can help your business thrive

Running a sound and successful small business is an exciting challenge. And the right partner—Microsoft—can support you with exactly what you need to move your business forward.

If you enjoyed this,
please visit us online.



Find a Microsoft
solution provider.



If you have questions,
we'd love to talk:
1.800.426.9400

© 2016 Microsoft Corporation. All rights reserved. This document is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY. This document is provided "as-is." Information and views expressed in this document, including URL and other Internet website references, may change without notice. You bear the risk of using it. This document does not provide you with any legal rights to any intellectual property in any Microsoft product. You may copy and use this document for your internal, reference purposes.

