

Power your small business with cloud and mobile

Want your team to get more done without working more hours and spending a lot more money?

Cloud and mobile technologies can help everyone work better, on their own and with the team, wherever they work. Everyone wins when they work smarter, not harder.



FOREWORD

Why cloud and mobile matter

The cloud has been the single most transformative tool to happen to small businesses since the advent of modern computers. Cloud technology enables even microbusinesses to compete with much larger enterprises by increasing efficiency and improving productivity.

Cindy Bates

Vice President, U.S. SMB, Microsoft





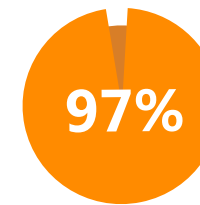
What cloud and mobile can do for you

In today's always-on, everywhere-connected business world, it's more than likely you and your team already work long hours with co-workers and customers across disparate locations. Cloud and mobile technologies let your team work together on-the-fly to make speedier decisions, co-write and edit documents, and hold more effective meetings. They also let you use all your apps without worrying about losing sensitive information. With the right cloud and mobile technologies, you can work smarter, not harder.

What small businesses are saying



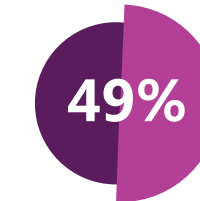
"As my business becomes more complex, I find myself working outside the office more than ever. My mobile tools let me get work done—just not always as efficiently or effectively as I would like."



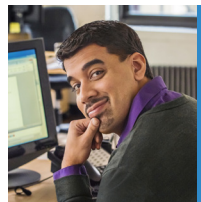
of SMB IT pros say anytime, anywhere access to data and apps makes employees more effective (Dimensional Research 2014).



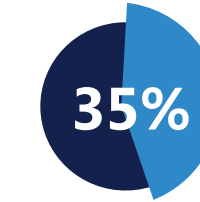
"My employees want to use their own devices for work, but I'm concerned about providing security and IT support for such a wide range of devices."



of organizations not supporting BYOD cite IT support concerns as a primary reason (Tech Pro Research 2014).



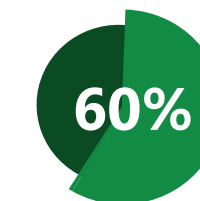
"We say we value collaboration, but it's easier said than done. Our teams struggle to coordinate schedules and work together from different locations."



of professionals find it hard to share content in remote meetings and collaborate over it (Polycom 2013).



"I know that technology can be a competitive differentiator for my business. I just don't know how to leverage the latest tools without exposing myself to more risk."



of cyber-attacks target small and midsize businesses (Symantec 2015).



CUSTOMER SPOTLIGHT

Moving to the cloud saves time and money

Mike Holwick has moved most of his infrastructure to the cloud. Email and document management, for example, are handled via Microsoft Office 365. Now, teams collaborate without having to be on the corporate network. The payoff: he saves a full 12 hours a week that he formerly spent on IT management and devotes half of it to business development. Over a year, he figures that has generated \$2 million in additional business. And the other half of the time? He spends that with his wife and kids. "The family time is invaluable," says Holwick. "There's no way to put a price on that."

Mike Holwick
Owner of Holwick Construction

Ready to invest in productivity technology but not sure where to begin?

Start by answering these questions:

- 1 Do your tools offer a consistent user experience with access to the full set of features, regardless of device?
- 2 Can your team share ideas, edit documents, and discuss issues - remotely - just as easily as if they were in the same room?
- 3 Do you allow your employees to use their personal devices for work? Can you support them without compromising security?
- 4 Can you easily manage software installs, system updates, and users without putting your business on hold?
- 5 Do you trust your mobile and productivity tools to keep your business up and running? Or do you experience system downtime and outages?
- 6 Is your data and your reputation protected with built-in security tools like encryption, remote lock and wipe, multifactor authentication, and rights management?
- 7 Can you help your team do their best work from anywhere while streamlining operations and reducing costs?
- 8 Are you prepared with automatic cloud backup so you don't have to worry about losing critical business information in the event of theft, loss, or natural disaster?
- 9 Of the capabilities you've considered above, what do you see as your biggest short term need?

Based on your answers to these questions, you can begin prioritizing your technology investments and planning the next steps for your business.

Key Words

Technology has its own language. Here's your cheat sheet.



Backup

Procedure for copying and saving duplicate copies of data in case the original is damaged or lost.



Bring Your Own Device (BYOD)

The practice of allowing your team to use their own computers, phones and/or other devices for work.



Cloud

Apps, data, and files that are stored remotely and accessed through the Internet, instead of on your physical PC or device.



Collaboration

Using software to facilitate communications, meetings, and shared document editing in real-time, even remotely.



Productivity Tools

Software that helps you get work done—send email, organize calendars, and create documents.



Rights Management

A system for restricting access to specific users for select files and/or documents, across devices.



Subscription

When software or storage is billed monthly per user or machine and automatically updated to the latest version.



5 tips for managing your modern mobile team

Your teams are using technology to change the way they work. Are you changing the way you manage?

🎯 SET EXPECTATIONS

You and your team have the same productivity tools, but you might not have the same ideas about how to use them. Set clear expectations for interacting with each other and engaging with customers in the digital world.

👥 STEAMLINE MEETINGS

Technology is a tool for maximizing the effectiveness of in-person meetings, not just replacing them. Use productivity tools to get everyone on the same page and get the most out of your next meeting.

👤 BUILD COMMUNITY

The best managers use technology to build relationships with teams that are spread across different locations.

🔄 BE FLEXIBLE

Your team pours their hearts into their work. They use technology to stay more connected and respond more quickly than ever before to the needs of the business. Provide them with the flexibility they deserve.

✅ SELECT THE RIGHT MODE OF COMMUNICATION

Before engaging with your team, consider: your audience, how quickly you need a response, what files or documents need to be included, and whether or not you need to keep a record of the conversation.

Finding the right device for the job

Are you thinking about a device upgrade for you or your team? Consider the pros and cons of each form factor.

	Smartphone	Phablet	Tablet	Convertible	Laptop
Browse the web	■■■■	■■■■	■■■■	■■■■	■■■■
Check email	■■■■	■■■■	■■■■	■■■■	■■■■
Update calendars	■■■■	■■■■	■■■■	■■■■	■■■■
View presentations	■■■■	■■■■	■■■■	■■■■	■■■■
Edit documents	■■■■	■■■■	■■■■	■■■■	■■■■
Create presentations	■■■■	■■■■	■■■■	■■■■	■■■■
Project via external display	■■■■	■■■■	■■■■	■■■■	■■■■
Type with physical keyboard	■■■■	■■■■	■■■■	■■■■	■■■■
Connect variety of peripherals	■■■■	■■■■	■■■■	■■■■	■■■■
Portability	■■■■	■■■■	■■■■	■■■■	■■■■
Battery life	■■■■	■■■■	■■■■	■■■■	■■■■
4G connectivity	■■■■	■■■■	■■■■	■■■■	■■■■

You can't afford to lose your sensitive business information, intellectual property or brand reputation

Here are a few ways to help protect your business against hackers and malware.



Add an extra layer of identification to your sign-in

Help keep your identity safe by using more than a username and password. Adding another gate such as a phone call or fingerprint helps ensure only the right user accesses the device and information. It's harder for someone to steal your information when they can't access your account or device.



Keep your software up to date

Make sure you accept the latest patches for your programs and applications. These help limit your exposure to cyber-crime by fixing vulnerabilities and adding the latest enhancements to help keep your systems and information safe.



Build security into your documents

Adding encryption and rights management tools will keep your proprietary information more secure. These safeguards are easy to implement and don't interfere with users getting their work done.



Protect information on devices

Remotely lock and/or remove business data from devices that are lost or otherwise compromised. And take advantage of technologies like virtualization to help keep your device itself protected from running malware.

How cloud solutions can help you increase productivity and reduce costs



Minimal upfront investment

Avoid expensive software and hardware purchases.



Scalable resources

Pay as-you-go and only for what you use—like a utility bill.



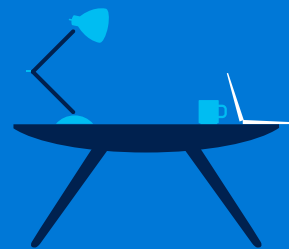
Easy budgeting

Subscription fees are predictable and usually more flexible than traditional software licenses.



Efficient IT management

Updates happen seamlessly so all your employees get the latest software releases.



More office space

With computing and storage in the cloud, you won't waste valuable office space on physical servers.



Less travel

Connect with teammates, customers, and suppliers through virtual meetings and video conferencing.



EXPERT INSIGHTS

Why moving to the cloud is like hitting the small business lottery

“The emergence of the cloud has been like a winning lottery ticket for every small business owner. They now have access to the tools they need to compete against larger companies. Not only can every small business take advantage of the most advanced applications on the market, but it can financially match expenses to revenue to increase its chances of success.”



Barry Moltz
*Small Business Consultant
and Author*

Microsoft solutions empower small businesses around the world



Australia

"Office 365 means no more administration time devoted to managing upgrades and archives – it's all done in the cloud, securely and remotely. We can forget about IT headaches and focus on innovation. Plus it will save us A\$300,000 over the next three years."

Healthcare Australia | Healthcare Staffing
Office 365



Denmark

"We were looking for a solution that was already familiar to our students."

Frederikssund Private Realskole | Private School
Office 365



United Arab Emirates

"We were exposed to commercial losses and were concerned about email hackers. We urgently needed a solution to prevent theft of our critical business information."

Red Sea Housing | Building Manufacturer
OneDrive for Business



United Kingdom

"...we can really work closely together and help each other get things done. The new tools let us have that close connection anywhere and make us more efficient."

Pooch & Mutt | Dog Food Business
Skype for Business



Canada

"As a realtor, technology has really allowed me to work on the go without an office, develop better relationships with my clients and my prospects, be totally paperless, be way more productive, and really do it in a secure manner which preserves all the privacy and confidentiality for my clients."

Royal LePage | Real Estate
Microsoft Dynamics CRM



Final thoughts

All across the globe, businesses just like yours are finding new ways to be more flexible and get more done. With the latest cloud and mobile technologies, they are able to collaborate with their teams more effectively and use resources more efficiently. With the right tools, you too can work smarter, not harder.

If you enjoyed this, please visit us online. [➤](#)

Want to learn more about Microsoft's productivity solutions from Office 365? [➤](#)

Interested in Microsoft's mobile devices? [➤](#)

Find a solution provider. [➤](#)

If you have questions, we'd love to talk.
Call us at 1-800-718-177



© 2015 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.