

Entrepreneur

SMART TIPS GUIDE

PRODUCTIVITY POWER GUIDE



Microsoft

Visit www.microsoft.co.za

Office 365 is your modern business in the cloud.

With Office 365 Business*, you get the latest Office applications – and much more.

At its heart is Office itself – the familiar Office applications businesses use everyday – now offered as a cloud service, so it's always up-to-date. But Office 365 is also so much more. It's about bringing enterprise-grade services to organisations of all sizes, from online meetings and sharing documents to business-class email.

* Office 365 Home and Office 365 Personal may not be used for commercial business purposes.

 Office 365

 OneDrive
for Business



 Always up to date. Never buy a new version of Office again!

 Each user can install Office on up to 5 PCs or Macs.

 Save to the cloud for back-up and anywhere access.

 Use Office on your smart phone and tablet.

Sign up today for your free trial: <http://aka.ms/O365zaTrial>

Small is big and it's here to stay!

Research commissioned by Microsoft and conducted by the Boston Consulting Group (BCG) focused on uncovering the realities of technology and small businesses across seven countries, including South Africa.

The facts that surfaced are clear:

- » Tech-savvy small and medium-sized enterprises (SMEs, tech leaders) created more new jobs and experienced higher revenue gains over the past three years.
- » 42% of tech leaders reported job growth since 2011, whilst only 21% of tech followers reported growth during the same period.
- » Key motivating factors driving tech adoption locally are improving internal efficiencies, optimising key business processes and reducing cost.
- » Small businesses are viewing investment in cloud as a crucial factor for their future success.

Microsoft: The number 1 choice for productivity

Microsoft products dominated the study across the operating system, productivity and web-browser markets among SMEs in South Africa. Technology solutions from Microsoft are not just 'Office – Excel, Word and PowerPoint'. Productivity impacts every corner of a small business and leverages technology to drive business efficiency, customer retention and growth, and maximise business that no longer gets done in the office alone.

SMEs are a critical growth engine for jobs and economies today, and we wanted to better understand the impact of technology on these small businesses.

This research suggests strongly that greater use of advanced IT by SMEs can potentially boost growth and create employment.

This smart tips guide takes you on the journey of identifying key business focus areas and how we can help you drive the efficiency, productivity, flexibility and growth for your business.

Tracey Newman, SMB Lead, Microsoft

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Technology as a tool

It's your business – your aspirations, requirements and issues to tackle. Partnering and helping you manage your best way forward is our business.

1. Working efficiently and from anywhere

Technology is changing many things in your business. Your business is where you are – wherever you may be. Lights on or off! You need access to your information, to get work done, and work with your team (no matter the size) from virtually anywhere.

Today, more than ever you are working outside the 'office'. You and your team expect flexibility in where and when you work.

You've also got big plans and need technology to help you be efficient and grow along with your business. You demand it all – power, agility, and affordability. With the ability to respond to changing customer demands. Yes, you want flexibility for your specific needs.



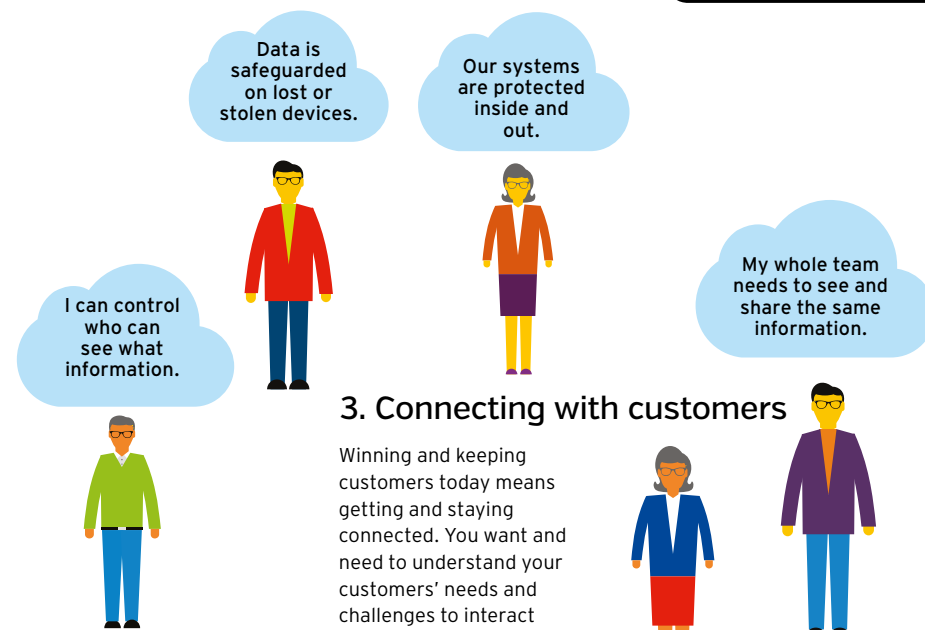
How we can help

Microsoft offers a flexible platform that lets you choose the path that's best for your business, whether on-premises or cloud. And because it's a familiar platform, change doesn't have to come with a lot of training costs or related business disruptions. Our business solutions for you enable you to adapt and scale with less hassle, avoid up-front capital expenses, and use the tools you need to do what you do best.

2. Safeguarding your business

Lost or stolen devices, malware threats, systems that can go down unexpectedly. You want to keep your data protected, information access-controlled and be able to restore your systems with technologies built in.

You want the freedom to access what you need – whether at the office, at home, or on the road. At the same time, you need to make sure data is protected and available only to the people who should have access.

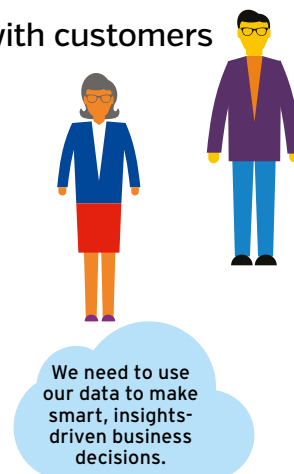


How we can help

We provide built-in security features at every level of your technology platform, from mobile devices to PCs to servers. You get the peace of mind that they work together – and that the right people can access files and information. Resilience and recovery capabilities are built into our solutions for you. – from server software to the cloud, to PCs and devices. So your business is up and running.

3. Connecting with customers

Winning and keeping customers today means getting and staying connected. You want and need to understand your customers' needs and challenges to interact with them in a profitable, meaningful, consistent way, based on knowledge that allows you to stand apart from your competitors and build relationships that last.



How we can help

Microsoft offers a seamless, connected set of tools for gaining customer and business insights, building and maintaining relationships, and winning sales. For you it's about unlocking functionality from the familiar tools you already have. From understanding customer needs and preferences, to maintaining ongoing relationships with them, to making smart data-driven decisions and delivering great customer experiences, you have everything you need to connect with customers and keep them for the long-term.

Why choose Office 365?

What's stopping you from turning to the cloud? It's safe, secure, cost-effective and allows you to compete with large corporates on an equal (if not better) playing field.

Reduce your capital expenditure

Office 365 is available at a simple monthly subscription. Avoid large up-front costs for new software while moving the cost of IT from capital to operating expenses.

Always be up to date

Since Office 365 is in the cloud, it's always up-to-date. No patches or software updates necessary. Microsoft is adding new value and capabilities monthly.

Cut hardware and energy costs

Without servers to run for email, websites and document storage, you can reduce energy costs and save by no longer purchasing new server hardware.

Licence per user

Simplify licensing by providing each user with a licence, which they can use across five PCs/Macs and five mobile devices. Save money compared to the traditional 'one device, one licence' model.

Scale your business quickly

Office 365 grows with you. Adding a new user is as simple as buying an additional licence.

Licence only what you need

Office 365 provides many plans to fit the right capability needs and price points for each user in your organisation.

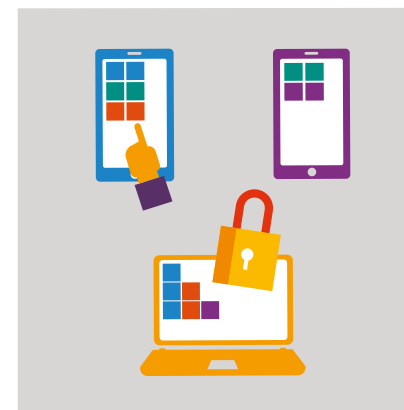
Use Office 365 on your smartphone and tablet

Access your documents and make edits as you go with Office apps for iPad, Windows Phone, iPhone and Android phones and tablets.

Anywhere access to documents

Office saves to your online storage by default, so your files are automatically backed-up and linked to you virtually anywhere you go. No more heading back to the office to get a file or document.

Never lose your latest files – even if you lose your laptop or device.

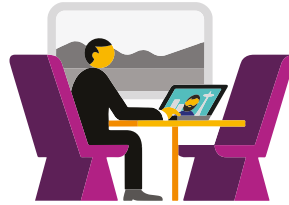


- ☉ Know your latest files are backed-up and accessible from anywhere with OneDrive for Business
- ☉ Simply drag and drop files to your OneDrive for Business storage with Windows 8 and newer
- ☉ Remote wipe critical data of misplaced or stolen devices quickly on Office 365

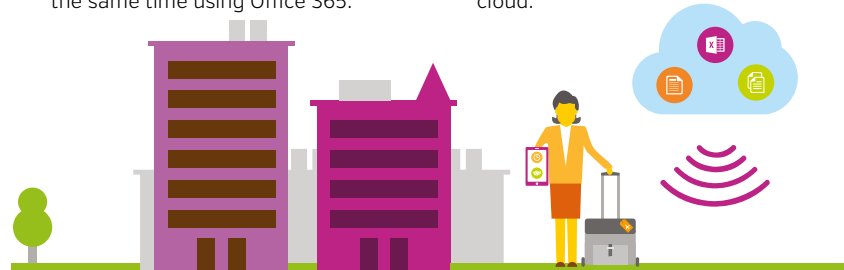
How to do business anywhere

Efficiency, collaboration and results, at your fingertips.

- 1 **Be productive on the go**
Choose from a wide selection of device and price choices. And work anywhere, anytime, across your favourite devices with Windows 8.1 Pro and Office 365.
- 2 **Work the way you want**
Work effectively with familiar, top-of-the-line Office productivity tools. Get consistent powerful user interface, apps, and services across your favourite devices.
- 3 **Access & edit your latest files & apps**
Get to your files and apps in Office 365 from anywhere. Seamlessly access and work with your files and applications across your devices, including Windows, Mac iOS, Android and mobile.
- 4 **Work together on documents from anywhere**
Access your files across your devices and edit documents, spreadsheets, and presentations with co-workers at the same time using Office 365.



- 5 **Bring customers closer**
Make it easy to share documents internally and externally. Control access and help keep files protected using Office 365 and OneDrive for Business.
- 6 **Meet online, anytime, from anywhere**
Communicate in real-time with rich video conferencing, voice-to-voice, and instant messaging and document sharing.
- 7 **Reach your business apps on the go**
Get to important applications and information wherever you are. Sensitive information is kept on the Windows Server 2012 R2 where it is protected, backed-up, and up to date. Microsoft Azure hosts apps in the cloud.



Staying productive, anywhere, anytime

Zero downtime

You don't need capex to match corporate capabilities and productivity – thanks to the cloud, SMEs have access to top tools and services, at a fraction of the cost.

The best of server and cloud offers simplicity, flexibility and affordability. Choose to host your applications in a way that suits your business needs.

The right balance for your business.



- ☑ Host and access your applications in the cloud
- ☑ Reduce costs as you grow by running more apps on the same server



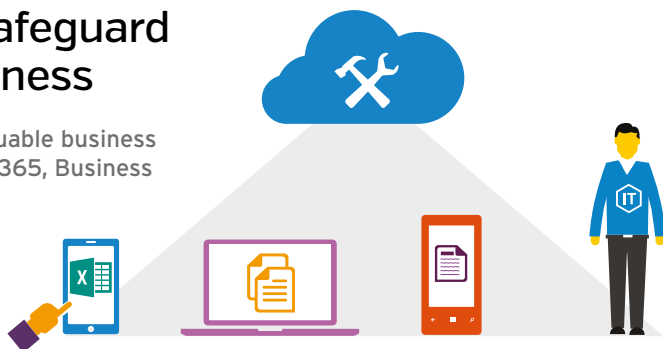
Never lose your latest files – even if you lose your laptop or device.

Your latest docs are always in the cloud. They're automatically updating, which means you can access them from anywhere, even if the unexpected happens.

- ☑ Know your latest files are backed-up and accessible from anywhere with OneDrive for Business
- ☑ Simply drag and drop files to your OneDrive for Business storage with Windows 8 and newer
- ☑ Remote wipe critical data of misplaced or stolen devices quickly on Office 365

How to safeguard your business

Protect your valuable business data with Office 365, Business and Enterprise.



1 Protect mobile devices

Use built-in features to lock devices, reset user PINs and remotely delete information from a lost or stolen device.

2 Customise security

Choose the level of security and privacy you need. You can customise security by user, by device and by location.

3 Control access to your business apps

Get to important applications and information wherever you are. Sensitive data is best kept on Windows Server where it is secured and backed-up.

4 Simplify managing mobile devices

Take advantage of a single Microsoft platform and easy-to-use tools to proactively manage desktops and devices with Microsoft offerings.

5 Get automatic, always-on protection

Get robust spam and virus protection and continuous updates via Office 365. Guard PCs and devices with built-in security. To learn more about security and compliance, visit <http://aka.ms/zapopi>

6 Continuously back-up your latest files

Always have access to your business critical information. OneDrive for Business sync folders keep an online copy for your protection.

7 Get back to business quickly

Disaster recovery technology through Microsoft and access to the cloud is a must for a quick return to daily work.

8 Count on the reliability of the cloud

Get right back to work when you rely on the financially backed 99,9% uptime service guarantee for Microsoft online services.



Safeguarding your business

Load shedding, natural disasters, power surges, break-ins – how would losing access to your data for an hour, day, week or even forever affect your business? Your data is the backbone of your business. Is it secure?

- Peace of mind
- Data safety
- Keep your work, lists and sensitive information accessible and safe

Research by the Boston Consulting Group (BCG) reveals that data concerns are a top priority for SMEs.

Your business is where you are. Wherever you are.

SME technology leaders cited data security or privacy as a concern **60%**



"In our research, SME decision-makers frequently cited data security and privacy... as key barriers and concerns."



SMEs that don't believe that Apple iOS tablets are secure **2/3**

1. Forrester Technographics, Workforce Apps & Collaboration Survey, Q4 2013

Get it right before you wish you had.

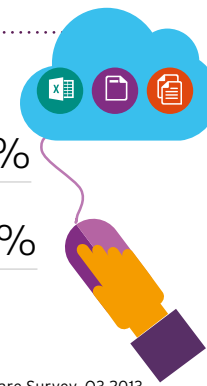
"The cloud provides resilience and built-in redundancy in case of natural disasters."

Businesses hit by disaster never re-open. **40%**

SMEs say improved business continuity is an important reason for server virtualisation. **81%**

SMEs concerned with inadequate technology recovery, back-up and resiliency. **24%**

1. FEMA, 2013, 2. Forrester, Foresights hardware Survey, Q3 2013



How to connect your business, customers and staff

Office 365 is about so much more than just an office editor on your PC.



- 1 **Gain deeper customer insights**
Access and combine data across your organisation to better understand customer needs and preferences.
- 2 **Build lasting relationships**
Connect with customers from anywhere easily and seamlessly, and create social communities with partners and customers.
- 3 **Unify sales, service and marketing**
Discuss contacts, opportunities and cases in real-time; and collaborate and control document access and data management across devices, anywhere, anytime.
- 4 **Empower your team with insights and tools**
Share information that everyone needs, and can now have quick and easy access to. Provide mobile access to tools that enable your team to get more done in one customer visit.
- 5 **Use data to inform smart decisions**
Get a better picture of your business and customers through rich visualisations and dashboards.
- 6 **Reach your goals**
Use role-specific business processes to help your sales, marketing and service roles to stay on track. Share best practices and the familiar office interface to help keep your team focused.
- 7 **Personalise interactions**
Share knowledge to understand customers' history and create content that matters to them.
- 8 **Focus on customers, not paperwork**
Shorten the sales cycle by having the forms and information you need right at hand. Reach team members and respond to customer queries in real time.



Your team is everywhere. Working together.

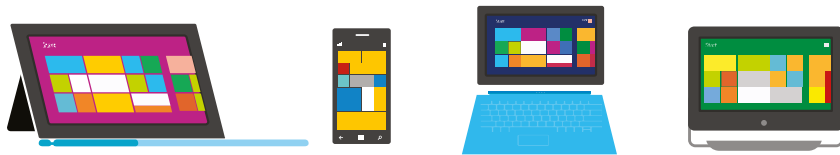
YOUR COMPLETE OFFICE
IN THE CLOUD

 Office 365

www.office365.co.za

Cloud myths... busted

The hype surrounding cloud computing means the concept is still shrouded in myths and perceptions. According to research organisations, these myths are slowing the adoption of cloud, impeding innovation and creating fear. But the myths are just that, and can be said to be effectively busted.



Myth 1: Consumer Office from my local retailer is fine for my business...

The working environment has changed since the 80's – workers are more likely to work together on an idea, set up quick think-tanks and be on the road all the time. Gone are the days of individual workers. To set your business up for maximum productivity, choose an edition of Office 365 that is tailored for the business challenges of team work – Office 365 is about so much more than just Word, Excel and PowerPoint!

Myth 2: My data is not secure with the cloud...

Some clouds are not and it's important to check with the cloud provider that is engaging with you.

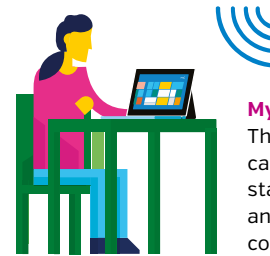
With Microsoft Office 365 Business and Enterprise, it's your data. You own it. You control it. It's yours to take with you if you decide to leave the service. Office 365 uses the defence-in-depth approach to provide physical, logical, and data layers of security features and operational best practices. Microsoft is the first major cloud provider to adopt the world's first international standard for cloud privacy. ISO/IEC 27018.

More info on <http://aka.ms/o365trust>.



Myth 3: I am not allowed to store my data outside the borders of South Africa...

There is no law in South Africa that prohibits you from storing your data outside the borders of South Africa. The PoPI Act refers to the Protection of Personal Information and, as citizens of South Africa, how we need to treat information. Financial data and records can be stored outside South Africa provided you meet the requirements of SARS. [Read more on PoPI here: http://aka.ms/zapopi](http://aka.ms/zapopi)



Myth 4: I need to be connected to the internet all the time...

Think of Office 365 as your remote corporate network. You can work on your documents, emails and content in an offline state and when you are ready you can connect to the internet and synchronise your data and emails. You do not have to be connected to be productive.

Myth 5: There is not enough bandwidth in South Africa...

We have seen significant investment into fibre bandwidth solutions, giving South Africa access to the internet and improved bandwidth speed. This has driven lower pricing. Currently cost-effective fibre communication to your office is common and soon you will see fibre in your home.



Myth 6: It's cheaper to do IT myself than the Office 365...

As a SME you need to understand the total cost of ownership of trying to do IT yourself. For example evaluate the cost your server and licensing at the time of deployment, versus over a three year period. What was the true cost of running this yourself? For instance if email is down how much did this cost your organisation? Have you considered these factors when evaluating how much cheaper Office 365 is for your business, including the Office 365 offer of a 99,9% financially-backed uptime.

What every SME should know

Technology helps you get ahead, maximises productivity and enables a mobile workforce. Here's how SMEs reveal that tech is helping their businesses.

A recent study conducted by the Boston Consulting Group (BCG) showcases how important tech is for SMEs in growing their businesses and competing with larger corporates on an equal playing field. *Never before has top-class tech been this affordable and accessible for growing companies.*

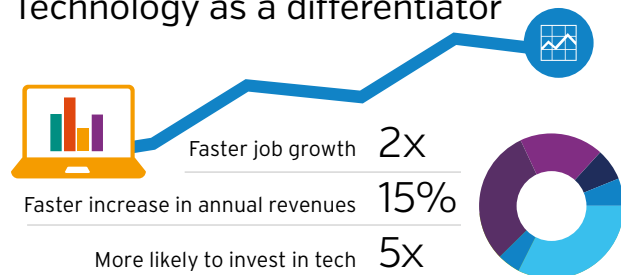


Your business is where you are. Wherever you are.



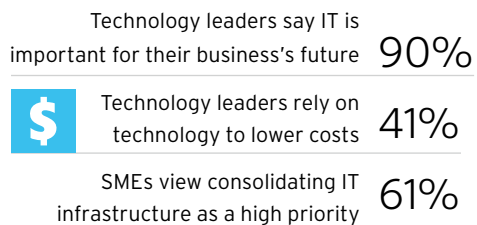
SMEs support a mobile workforce **55%**

Technology as a differentiator



"Technology leaders far outperform their peers in the marketplace."

Make sure your technology works as hard as you do



"Leaders adopt technology in smarter ways, getting more bang for their buck."

We know what it takes to be a team player

"The leaders we surveyed told us that technology-enabled collaboration has become key to how they compete against larger companies."



SME employees work at more than one location **43%**
 SMEs are looking to the cloud for collaboration **70%**

Flexible plans for your business

For a new business, or one with advanced IT requirements, Office 365 has an option that fits your needs. You can also mix plans based on individual users' needs.

	Business	Business Essentials	Business Premium	ProPlus	E1	E3
TARGET CUSTOMER	300 (for each plan)			Unlimited		
	24/7 phone support from Microsoft			All issues		
OFFICE	Word, PowerPoint, Excel, Outlook, OneNote, Publisher	●	●	●*		●*
	iPad, Windows RT & smartphone apps	●	●	●		●
	Office Online	●	●	●	●	●
	Access			●	●	●
STANDARD SERVICES	1TB cloud storage (OneDrive for Business)	●	●	●	●	●
	Email, calendar (Exchange)		●	●	●	●
	Online meetings, IM (Lync)		●	●	●	●
	Team sites, internal portals (SharePoint)		●	●	●	●
	Enterprise social (Yammer)		●	●	●	●
ADVANCED SERVICES	Active Directory integration	●	●	●	●	●
	Supports hybrid deployment			●	●	●
	Office shared computer activation support (RDS)			●		●
	Upcoming services – Video content management				●	●
	Compliance – Archiving, eDiscovery, mailbox hold					●
	Information protection – message encryption, RMS, DLP					●

*ProPlus includes PowerPivot and other advanced features

Get going in under 10 mins

- 1 Trial the future of productivity right now.** Office 365 for 30 days at no cost in under ten minutes. Visit aka.ms/O365zaTrial
- 2 Choose the package that is right for your business.** Visit <http://aka.ms/o365allplans> to review the bundles for business.
- 3 You may choose to self-start, or contact a skilled Microsoft partner.** Visit <http://aka.ms/zaSMBPartner> to assist you with buying, implementation advice and migration.



Talk to us directly about next steps and how to get going. Email: entremag@microsoft.com



Experience the real deal live!

See Office 365 in a live environment showing you all it's capable of!
www.ctutrainig.co.za

Contact CTU Training Solutions
Call 012 998 2424 / 0861 100 395
E-mail enquiry@ctutrainig.co.za



Why Microsoft?



Flexible: Chart your own path



Familiar: Build on what you know



Trusted: Know it's Microsoft



Plus a **partner ecosystem** to help you get there

Find a partner to advise you: <http://aka.ms/zaSMBPartner>



Hear from others

- The Office blog <http://blogs.office.com>
- Focus on the "how"

<http://www.microsoft.com/en-us/business/business-events/modern-business-webcasts>

http://www.microsoftbusinesshub.com/News_Updates/Cindys_Blog



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