

13 February 2008

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Cindy Bates, Microsoft General Manager of U.S. Small Business  
Microsoft

## [Microsoft Delivers a Strong Focus on the Right Tools \(from Vista to Office 2007\)](#)

### *For the small business segment*

In the context of digitalization and globalization, Microsoft delivers a strong focus placed on providing the right tools aimed at the small business segment. In this regard, the company is offering a comprehensive range of products stretching from the desktop to the server and to the cloud in an effort to provide the resources necessary to connect a business with its customers. Cindy Bates, Microsoft General Manager of U.S. Small Business, revealed some of the tools and services aimed at enabling small businesses to compete on the global market. "We also continue to innovate for small businesses by delivering easier ways to purchase and consume technology, and up-to-date educational resources. Along with our recent announcement of enhancements to Office Live Small Business, we've brought other small business solutions to the market during the past few months, including Microsoft Response Point and Microsoft Office Accounting Professional 2008. The next version of Windows Small Business Server R2 is also on the horizon," Bates explained. Microsoft has only recently introduced new features and tools to Office Live Small Business, but the company's efforts are also centered on additional aspects, such as the the Big Easy incentive program and the March 3 launch of Open Value Subscription licensing program. At the basis of Microsoft's vision for increasing productivity in the small business sector are its flagship products. "Especially for a small business with fewer employees, productivity in and out of the office is paramount to keeping a business running smoothly. With the new features in our Windows Vista Business and Ultimate editions, coupled with Microsoft Office Professional 2007, we're making it much easier for small businesses to get work done quickly, easily and professionally," Bates added. But at the same time, small businesses are able to access additional offerings from the Redmond company, such as the Office Accounting Express, Windows Live OneCare 2.0, and even VoIP solutions. And a landmark step for Microsoft will be the Open Value Subscription licensing program which essentially is a "lease-like" model for purchasing software products. "On Feb. 1, we launched our 'Big Easy' incentive program, an all-in-one offering that includes up to US\$10 million in subsidies used to help small businesses purchase and implement new software through their local partners. With a qualifying purchase between now and June 27, customers will receive a check for between 10 percent to 22 percent of the purchase price to spend with one of our 5,600 Small Business Specialist Partners or any other local Microsoft partner," Bates said.