

## bCENTRAL SOLUTIONS FOR SERVICE BUSINESSES

Microsoft Business Solutions

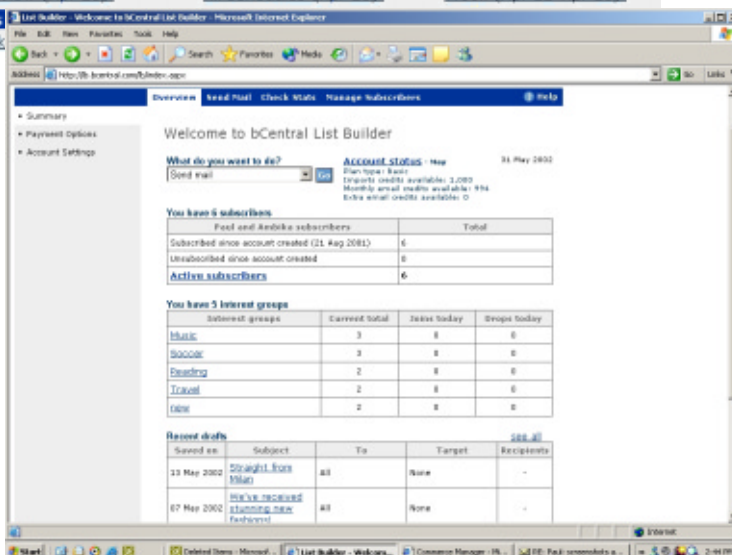
# Microsoft® Small Business Manager 7.5

Extend your customer service and marketing efforts to the Web with Microsoft® bCentral™ Appointment Manager and Microsoft bCentral List Builder. These Web-based services offer online scheduling for customers, resource management for business owners, and powerful e-mail marketing tools that attract customers and keep them coming back.

Manage resources and let customers schedule appointments themselves using Appointment Manager.



Easily send targeted e-mail newsletters and manage distribution lists with List Builder.



### Improve service and profits

Let customers use Appointment Manager to view your services and schedule appointments online, 24/7.

### Manage resources and workloads

Use Appointment Manager to schedule appointments, classes, training sessions, and recurring events. Review workloads with schedules and reports formatted for printing.

### Integrate with Outlook

Download appointments from Appointment Manager directly into Microsoft Outlook®.

### Stay in touch with customers

Exchange customer data between Small Business Manager and List Builder to send targeted e-mail newsletters with promotions, special offers, and other news.

### Create graphics-rich newsletters

There's no need to know HTML—easy-to-use templates let you create professional-looking List Builder newsletters in minutes.

### Monitor marketing campaigns

Use List Builder to analyze campaign statistics and customer feedback.

**Microsoft**  
Business  
Solutions

Microsoft Small Business Manager can be acquired affordably and maintained as a long-term investment, with software updates, new releases, and full reimbursement if you upgrade to a higher-end Microsoft Business Solutions application.

[www.microsoft.com/SmallBusinessManager](http://www.microsoft.com/SmallBusinessManager)

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## FEATURES LIST

### MICROSOFT bCENTRAL APPOINTMENT MANAGER

#### Integrate Small Business Manager records

Export customer information from Small Business Manager to Appointment Manager so that existing customers can schedule appointments online.

#### Appointment scheduling

Offer secure, 24-hour online self-scheduling for customers with customizable views of services and personnel availability.

#### Events scheduling

Schedule classes and special events; monitor attendee lists.

#### E-mail responses

Send automatic confirmations and reminders for appointments.

#### Waiting lists

Fill cancellations and open slots automatically.

#### Resource management tools

Review workloads with schedules and reports formatted for printing, including daily employee schedules and upcoming appointments.

#### Set-up and customization

Step-by-step guides simplify set-up and customization. Use or customize a built-in StoreFront, or integrate it with your Web site.

#### Download appointments into Small Business Manager

Download appointments into Small Business Manager as sales invoices to manage customer activity originating online.

### MICROSOFT bCENTRAL LISTBUILDER

#### Integrate Small Business Manager data

Export customer information from Small Business Manager to List Builder and use that contact information for List Builder communications.

#### Newsletter templates

Create graphics-rich newsletters in minutes; automatically send plain text e-mail versions to customers who cannot read HTML e-mail.

#### Database and sign-up forms

Track and manage customer information with an easy-to-build database; use customizable forms to collect new customer sign-ups.

#### List management

Use auto-response e-mails and automated list management for responses, subscriptions, cancellations and non-valid e-mail addresses.

#### Reporting tools

Track statistics and evaluate customer response. Post surveys and use survey responses and demographic data to learn your customers' preferences.