

## WHY USE MICROSOFT EXCHANGE?

Most small and mid-sized businesses use email as the primary communication channel with their customers, colleagues and suppliers. However, many of these companies stop there, missing out on productivity-boosting features such as shared calendars, contact information and files.

By upgrading to the world's most popular business messaging software, Microsoft Exchange Server 2007, you can significantly raise your team's efficiency for only a small monthly fee.

Simply put, Exchange is a computer server that stores your company's email, calendars, address books and files centrally, so that they are available 24x7 and can be shared among your team, if you wish.

These features and usability make it the messaging system of choice for most Fortune 500 corporations.

## ADVANCED FEATURES

Companies running Exchange as their email server typically use Microsoft Outlook 2007 as their email 'client'. Among the many advanced features of this program are the ability to:

- Securely access email remotely – via the Web or a mobile device such as a BlackBerry or Treo
- View colleagues' up-to-date calendars and schedule meetings
- Assign and manage company tasks on central 'to do' lists
- Manage and access employee and customer contact information 24x7
- Share documents among team members allowing them to work on the most current version.

Exchange is a quantum leap above the basic POP3 or IMAP4 email systems and will allow your employees to become much more productive as they will have constant access to their email, calendars and contacts, as well as important files and information.

Basic POP and IMAP email systems, which are currently used for accessing email, are more suited to home and personal use, rather than business use as these systems were not designed to include the broader, richer collaborative tools that Exchange has made possible.

Now that hosted Exchange is available without any upfront costs and for low monthly fees, small and mid-sized companies are increasingly realizing the instant competitive advantage that Exchange can provide.

Formatted: Left: 1", Right: 1"

Deleted: are

Deleted: ing

Deleted: a

Comment [eth1]: Either use "businesses" or "companies." Do not use both.

Deleted: But

Comment [eth2]: Are all of these shared?

Deleted: like

Deleted: Basically,

Deleted:

Deleted: It is

Deleted: People r

Deleted: , this lets them

Comment [eth3]: iPhone?

Deleted: like

Deleted: of employees and customers and access it anytime

Deleted: across the

Deleted: so everyone's working from the most current version

Comment [eth4]: New section.

Deleted: from

Deleted: makes your team

Deleted: through

Deleted: ,

Comment [eth5]: By whom?

Deleted: r

Deleted: , and w

Deleted: never

Deleted: for no

Deleted: , with

Deleted: er

Deleted: give

Deleted: them