



Here are the top 10 ways Office Small Business 2007 can help you.

1

Find and use the features you need.

The new and more intuitive look and feel of the 2007 Microsoft Office system makes it easier and faster to find and use the software features you need when you need them. The appropriate menus and toolbars are automatically displayed based on the task you are working on.

2

Search, manage, and prioritize your e-mail.

Advanced search features in Microsoft Office Outlook 2007 with Business Contact Manager help you quickly find critical information. The Color Category feature helps you more easily sort and manage e-mail messages. And the improved junk mail and anti-phishing technologies help you filter out undesirable e-mail. Learn more about [Office Outlook 2007](#).

3

Manage time and tasks more efficiently.

Office Outlook 2007 with Business Contact Manager includes a new To-Do Bar that presents a consolidated view of tasks, calendar information, and e-mail messages flagged for follow-up. Tasks scheduled appear on your calendar, and you can allocate time for tasks with drag-and-drop functionality to help you stay well organized. Learn more about [Office Outlook 2007](#).

4

Manage all your customer and prospect information in one place.

Microsoft Office Outlook 2007 with Business Contact Manager includes a complete customer and contact management solution. Now you can centralize contact, customer, and prospect information in one place — including communications history, projected sales value, probability of closing, and tasks. You also can store all types of communications with a customer in one place, including all e-mail messages, phone calls, appointments, notes, and documents. Learn more about [Office Outlook 2007 with Business Contact Manager](#).

5**Manage sales leads and opportunities better.**

Office Outlook 2007 with Business Contact Manager helps you manage sales leads and opportunities in one place, including contact information and communications history. The innovative dashboard feature provides a consolidated view of your customer and prospect information to help you make decisions and prioritize tasks. Enhanced reporting features include over 50 reports that you can easily modify for your unique business needs, and new filtering capabilities help you forecast and close sales. Learn more about [Office Outlook 2007 with Business Contact Manager](#).

6**Produce professional marketing materials and campaigns in-house.**

Create and distribute professional marketing materials and campaigns for print, e-mail, and the Web. Microsoft Office Publisher 2007 helps you easily establish a visual identity for your business using your own brand elements — including logos, colors, fonts, and business information — then easily share design and content elements across all types of projects and convert publications from one type to another. New tools and deeper integration with other Microsoft Office system programs help you easily distribute your publications and track your activities. Learn more about [Office Publisher 2007](#).

7**Save and distribute your files in PDF format.**

Save and distribute your marketing and communications materials in Portable Document Format (PDF) to preserve formatting, help ensure compatibility with commercial printers, and help ensure that customers and prospects will see your marketing materials exactly as you created them. Office Publisher 2007 and other Microsoft Office system programs make it easy. Learn more about [Office Publisher 2007](#).¹

8**Manage your marketing efforts more efficiently.**

Office Outlook 2007 with Business Contact Manager provides new features to help you easily create, manage, and track marketing campaigns. Step-by-step guides lead you through the process. Create custom mailing lists and personalize print or e-mail marketing materials created in Office Publisher 2007 or Microsoft Office Word 2007. Then, use Office Outlook 2007 with Business Contact Manager to track and assess responses so that you can determine the effectiveness of your marketing campaigns. Learn more about [Office Outlook 2007 with Business Contact Manager](#).

9**Create more professional-looking documents and presentations in less time.**

Office Word 2007 includes new templates and tools that make it easier to reuse content, apply professional formatting, and preview changes. Microsoft Office PowerPoint 2007 makes it quicker and easier to create dynamic presentations, includes an extensive library of customizable themes and slide layouts, and includes new graphic tools that help you create powerful charts, SmartArt graphics, and quickly preview formatting changes. Learn more about [Office Word 2007](#) and [Office PowerPoint 2007](#).

10**Analyze your information to make better decisions.**

Microsoft Office Excel 2007 includes new tools for filtering, sorting, and visualizing information to help you analyze business data more effectively. The new collection of predefined styles and enhanced charts and graphics helps you quickly apply a consistent and professional look to everything you create. Learn more about [Office Excel 2007](#).