

# Better business through mobile productivity

As mobile work becomes the norm, small and midsize businesses can turn to cloud-based business applications to extend productivity and collaboration tools to employees on the go.

## Mobilize the productivity of your business

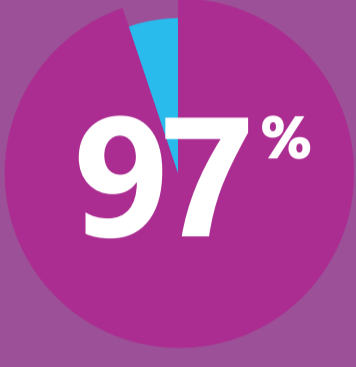
**The cloud is on the move.** Your customers, partners, and employees are mobile. Your business management and productivity solutions should be too. Connect mobile apps, users, and devices through the cloud.



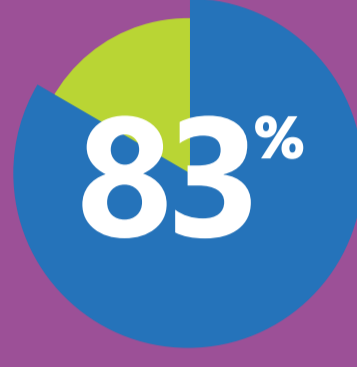
According to a March 2014 study of 300 SMB IT pros by Dimensional Research:



Have employees that use tablets for work.



Say anytime, anywhere access to data and applications makes employees more effective.

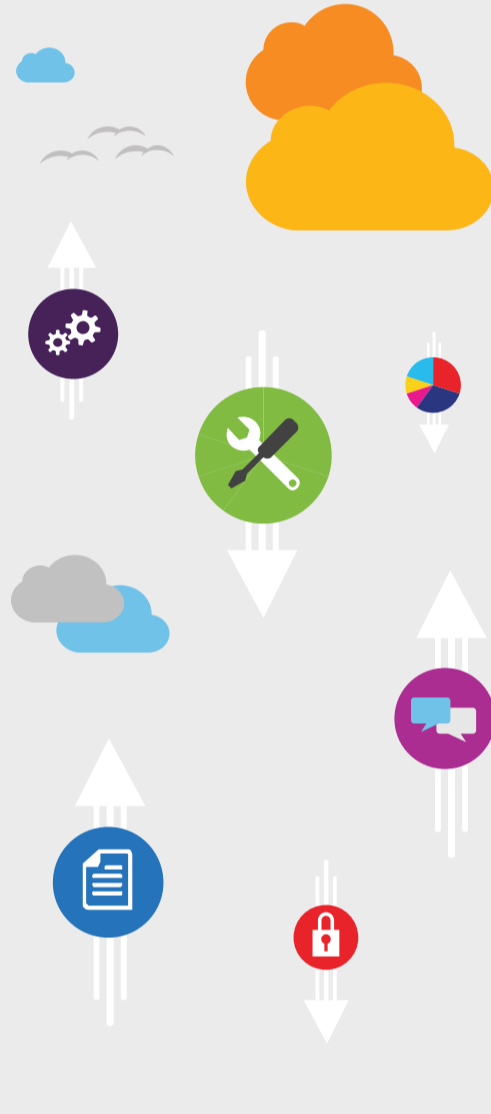


Say mobilizing business data and applications would have a high or medium business impact.

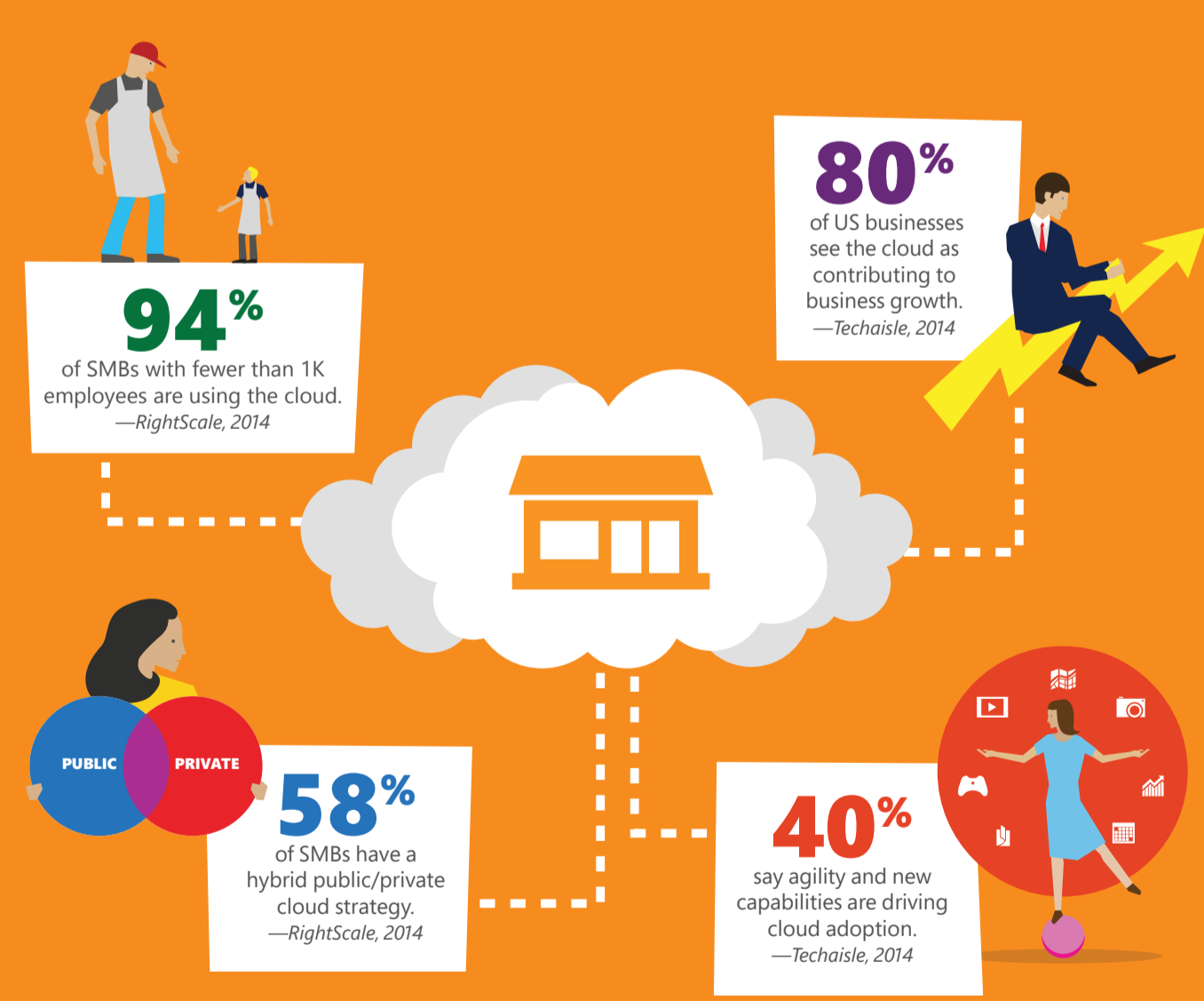
## The mobile productivity toolbox

What do today's workers need to be productive on the go? Here's a rundown.

- Remote access to business applications:** Conduct business on the go with secure access to your financial (ERP) and customer relationship (CRM) solutions.
- Data analysis tools:** Secure mobile access to business systems for customer relationship management, financial analysis, and other role-based functions.
- Business class communication and collaboration:** Secure access to business email, calendar, real-time communication (voice, text/media chat, online meetings), shared workspaces, and internal sites.
- Content creation applications:** Familiar, standard tools for creating documents, spreadsheets, presentations, and other building blocks of business communication.
- Storage and synchronization:** Enterprise-grade cloud storage that keeps information accessible and synchronized across devices.



When evaluating cloud-based business management and productivity solutions, look for solutions that are *comprehensive, familiar, and enterprise grade*. Piecemeal or consumer-oriented tools may offer compelling features, but their greater risk and complexity can lead to hidden costs.



## SMBs unleash productivity through the cloud

**Why are smaller businesses turning to the cloud?** According to industry research from global SMB technology specialists Techaisle, it's opportunity, not just efficiency, that's behind the move. Sure, businesses of all sizes see value in the cloud pricing model that lets you pay as you go for the volume of service you use. But more than 80 percent of SMBs in the United States see productivity as the main benefit.

For smaller businesses of 1–50 employees, productivity through the cloud means giving team members the high-end business tools they need to compete and win. For businesses of 50–250 employees, the main driver is IT productivity: freeing tech-oriented staff from the chores of maintaining software on devices, and empowering them to do more for the business.

## Learn more about mobile productivity

A business solution from Microsoft uniquely brings together business applications, data, documents, and devices, with your people at the center, helping them make the most of their time.