Microsoft Business Solutions

Microsoft® Small Business Manager 7.5

Extend your retail business and your marketing efforts to the Web with Microsoft® bCentral™ Commerce Manager and Microsoft bCentral List builder. These Web-based services integrate with Microsoft Business Solutions Small Business Manager and let you easily build online product catalogs, sell across Internet marketplaces, and create targeted e-mail marketing campaigns.

Create and manage an online catalog, sell across Internet marketplaces, and process orders start to finish using Commerce Manager.

Easily send targeted e-mail newsletters and manage distribution lists with List Builder.
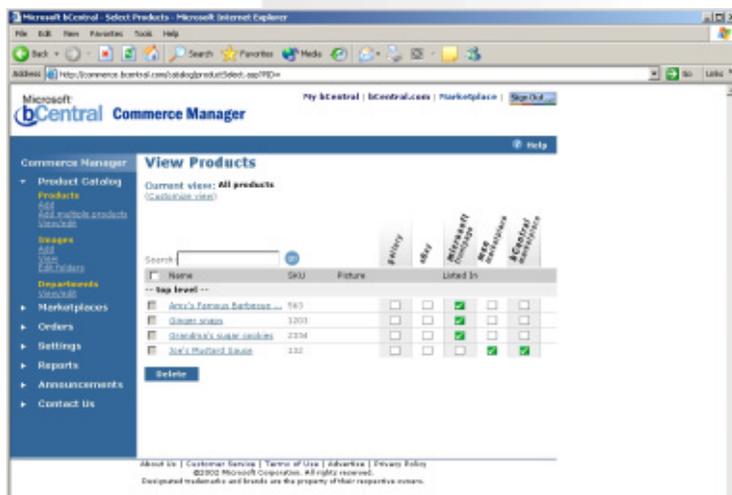
Build an online product catalog

Export product information from Small Business Manger into a full-featured catalog with an e-commerce shopping cart.

Process orders easily

Easily process credit cards, and send order confirmations using auto-response e-mail. Import orders into Small Business Manager to streamline invoicing.

Sell across Internet marketplaces

List your products on leading shipping sites such as eBay, uBid, and MSN Marketplace.

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.
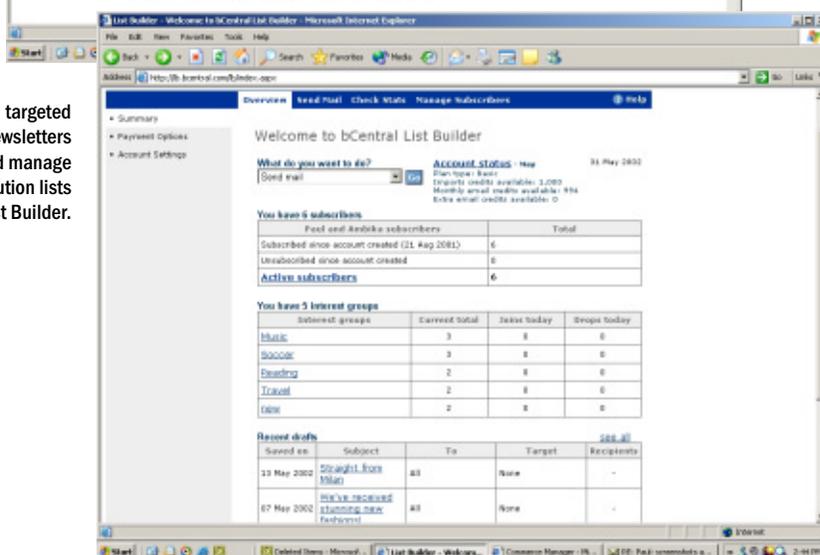
Create graphics-rich newsletters

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

Monitor marketing campaigns

Use List Builder to analyze campaign statistics and customer feedback.

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.

Microsoft®
Business
Solutions

www.microsoft.com/SmallBusinessManager

MICROSOFT bCENTRAL COMMERCE MANAGER

Catalog builder

Import item data from Small Business Manager to reduce catalog setup time; then add further detail, such as multiple images. Add a shopping cart to turn your catalog into e-commerce pages.

Web marketplaces

View and manage your listings by product or marketplace. With a few clicks, list your products on sites such as eBay, uBid, and MSN Marketplace.

Order processing

Process orders seamlessly. Send or receive automatic order notifications, and process credit cards using Card Service International and other services.

Customization with Microsoft FrontPage 2002

Turn your catalog into commerce-ready Web pages, and then host your Web site using any ISP that supports FrontPage.

Download orders to Small Business Manager

Orders taken in Commerce Manager can be transferred to Small Business Manager Sales tasks to save data entry time and reduce errors.

Customer service

Technical support is available online 24 hours a day, 7 days a week.

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.

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.

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