



**Thank you for joining us,
the webinar will begin
shortly.**



Women and Technology Today

National program from WIPP's "Women, Money and Opportunity" series.

WATT is designed to educate women business owners on strategies to accelerate growth by understanding technology investment, and how to manage it.

www.WomenAndTechnologyToday.com



©2011 WIPP All Rights Reserved

www.WIPP.org

www.WomenAndTechnologyToday.com

1-888-488-WIPP



Before we begin ... just a few notes:

- During the presentation lines will be muted so only presenters can be heard.
- While you are listening please also put your phone on mute
- Do NOT put your phone on hold – please hang up and call back
- If having trouble viewing the presentation – please close out and log in using a different browser
- If your slides are not moving please refresh or log out & then log back in
- If you have any questions during the presentation, please feel free to enter them into the discussion box on the bottom left of your screen



Women and Technology Today Training 110:

Free & Low Cost Cloud Solutions for Your Business

Course Instructor: Joy E. Spicer



©2011 WIPP All Rights Reserved www.WIPP.org www.WomenAndTechnologyToday.com 1-888-488-WIPP

Powered by WIPP



Presented by:



Joy E. Spicer,
President & CEO,
Elegrity, Inc.

LEVERAGING FREE OR LOW-COST COLLABORATION SOLUTIONS

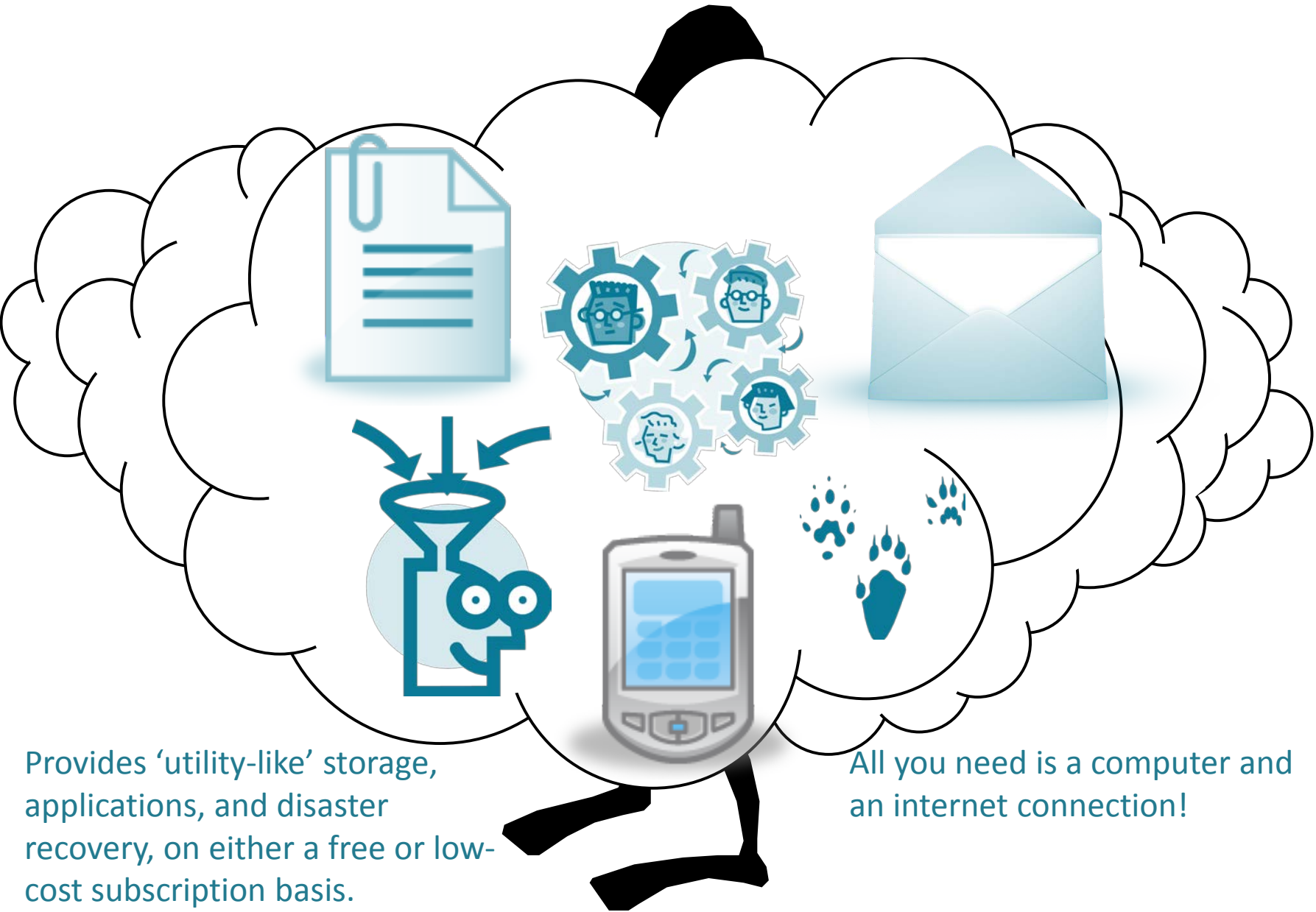
Cloud Collaboration Solutions – The Great Equalizer for Small Businesses

THE GREAT EQUALIZER – CLOUD-BASED COLLABORATION



Historically, small businesses have been in the middle of the technology revolution with less cost collaboration technologies for small businesses, competitors, and utilizing the playing field for everyone together capabilities. differentiators.

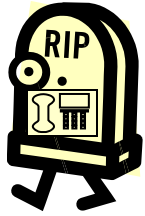
Teams that work collaboratively can gain greater resources, recognition and a reward when facing competition for write first resources.”
Wikipedia



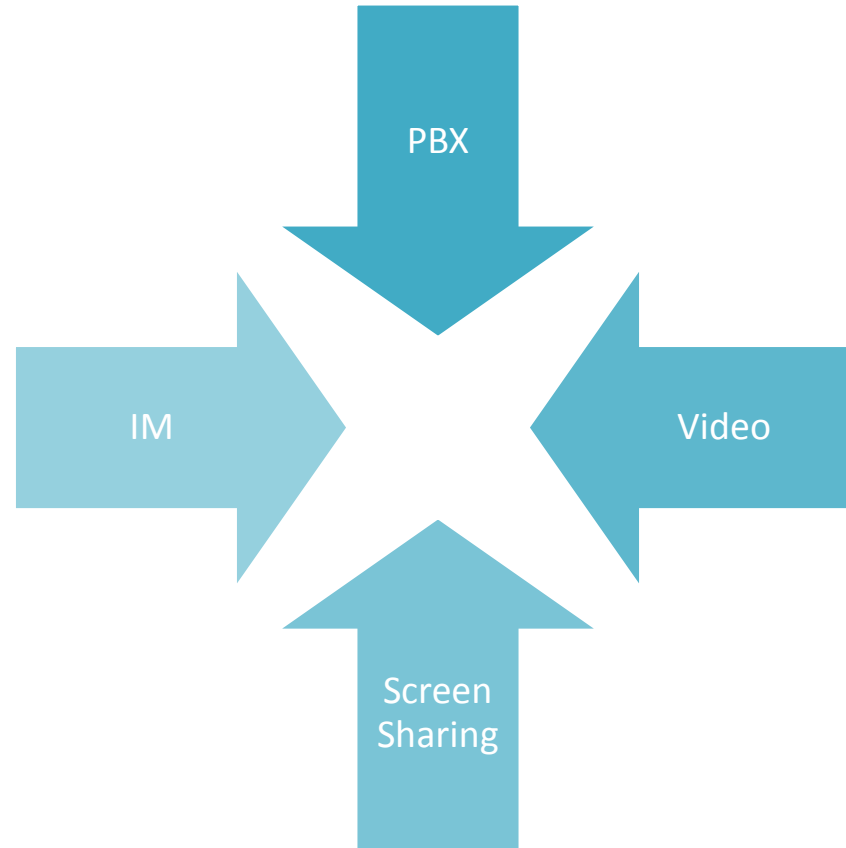
Provides 'utility-like' storage, applications, and disaster recovery, on either a free or low-cost subscription basis.

All you need is a computer and an internet connection!

EXAMPLES



The phone as you know it is DEAD!



Let's take a look at what communications and collaboration look like today – in the CLOUD!



I'll tell 2 friends, then you'll tell 2 friends, and so on....

💣 The minute there are **two or more** collaborators on a document, collaboration tools should be leveraged for the greatest efficiency and effectiveness.



The Challenge

- Exceptional time-waste (=COST) for managing documents and records
- Multiple versions of files
- Files stored in multiple, unsecured locations
- Email as primary repository
- Records 'lost' or using valuable physical space

The Solution

- Thoughtfully organized and centralized document and records repository
- Document collaboration workflow

Let's Take a Look!





The Challenge

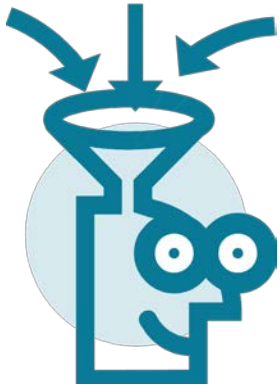
- Key pieces of information are dispersed and hard to track.
- Lack of holistic visibility into the operations of your business RIGHT NOW.

The Solution

- Track information simply and centrally.
- Gain insight into your business to make smarter decisions.

Let's Take a Look!





The Challenge

- Knowledge is held captive inside the heads of a few key employees.
- Re-inventing the wheel every time COSTS valuable resources and money.
- Inconsistent results for your customers based on who they talk to makes your business look SMALL.

The Solution

- Capture knowledge in central place.
- Natural part of your business.
- Make knowledge searchable and useful to all.

Let's Take a Look!

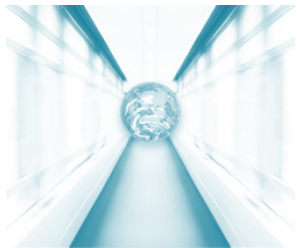


Eliminate Waste

Empower Creativity

Embed Scalability

Enhance Reputation



Get there faster, highlight your creativity, eliminate the 'you're too small' question from the minds of your customers and prospects.

PROMINENT PLAYERS

	Flexible Plan	Annual Plan
Contract	None	1 year
Cost	\$5 / user account / month	\$50 / user account / year <i>Save \$10 / user account / year</i>
Payment frequency	monthly	monthly
User maximum	unlimited	unlimited

See prices in [available currencies](#).

[Questions?](#)

Messaging apps: [Gmail](#) and [Google Calendar](#) and [Google Groups for Business](#)

Gmail storage	25 GB / account
Interoperability with Microsoft Outlook email and calendar	✓
Sync with Blackberry Enterprise Server	✓
Easy contacts management	✓
Mobile email, calendar and IM access	✓
Email security, powered by Postini	✓
Gmail ads can be disabled	✓
Resource scheduling in Google Calendar	✓
Mailing list functionality and easy content sharing with groups	✓

Microsoft – Enterprise Class Applications



Email and calendars

Access your email and calendar from your computer, the web, and phone.*

[Watch the video >](#)

- Professional cloud-based email
- 25 GB of mailbox storage for each user
- Share calendars and schedule meetings



Web Conferencing

Schedule online meetings in seconds.

[Watch the video >](#)

- Connect with video conferencing
- Give live online presentations
- Share desktops and co-present



Website

Launch a professional website for your business.

[Watch the video >](#)

- No code required to easily create and publish your website
- Use your own domain name



Office Web Apps

Create, store, and edit Office docs online.

[Watch the video >](#)

- Includes Word, PowerPoint, Excel, and OneNote Web Apps
- Edit and create files using a browser
- Open and edit files created in Office**



File sharing

Manage content and collaborate online.

[Watch the video >](#)

- Share files with customers and your team
- 10 GB of intranet storage for each user



Mobility

Be productive on the go.

- Retrieve and send email, contact info, and appointments with Windows Phone, iPhone, iPad, Android, Symbian, and Blackberry devices

Email	Small business	Midsize businesses and enterprises	
<p>(Exchange Online)</p> <p>BUY NOW</p>	<p>(P1)</p> <p>BUY NOW</p> <p>free trial ></p>	<p>(E1)</p> <p>BUY NOW</p>	<p>(E3)</p> <p>BUY NOW</p> <p>free trial ></p>
<p>\$5 Per user/month</p>	<p>\$6 Per user/month</p>	<p>\$10 Per user/month</p>	<p>\$24 Per user/month</p>
<p>User maximum: 50,000+</p>	<p>User maximum: 50</p>	<p>User maximum: 50,000+</p>	<p>User maximum: 50,000+</p>
<ul style="list-style-type: none"> • Cloud-based email using your own domain name • Shared calendars • Configurable anti-spam filtering • Active Directory synchronization • Live 24 x 7 IT customer phone support 	<ul style="list-style-type: none"> • Cloud-based email using your own domain name • Shared calendars • Instant messaging, PC-to-PC calling, and video conferencing • Web-based viewing and editing of Word, Excel, PowerPoint, and OneNote files • Team site for sharing files • External website • Antivirus and anti-spam filtering • Microsoft community support 	<p>Everything in P1*, plus:</p> <ul style="list-style-type: none"> • Active Directory synchronization • Configurable anti-spam filtering • SharePoint intranet supporting up to 300 subsites • Live 24 x 7 IT customer phone support <p><small>* Please note: with E1 you can only view Word, Excel, PowerPoint, and OneNote files online. With E3 you can both edit and view these files online.</small></p>	<p>Everything in E1, plus:</p> <ul style="list-style-type: none"> • Office Professional Plus 2010 desktop version subscription (for up to 5 devices per user) • Unlimited email storage and archiving • Hosted voicemail support


Google vs. Microsoft Showdown

Consideration	Google	Microsoft
Free or Cheapest	✓	
Microsoft Office Web + Native		✓
Best Collaboration		✓
Biggest Investment		✓
Most 'Consumerized'	✓	



HubSpot's All-in-One Marketing Software

It's time to reshape the way we think about marketing. Stop pushing. Start attracting. Stop interrupting. Start engaging. HubSpot's Inbound Marketing Software gives you all the tools you need to make marketing that people will actually love - earning quality leads and loyal customers in return.

 [Watch the video](#) to see how you can generate more leads with HubSpot software.

- ✓ **Get Found:** Help prospects find you online
- ✓ **Convert:** Nurture your leads and drive conversions
- ✓ **Analyze:** Measure and improve your marketing
- ✓ **And more:** Access the [marketplace](#) for apps and integrations



[Request A Demo](#) [Free Trial](#) [Full Feature Set](#)

Website Hosting

Blogging

Email Blasts / Content Downloads

Metrics / Tracking

Quickbooks

Salesforce

IBM

VMWare /
Zimbra

Oracle

Adobe

Wordpress.org

And more!

GETTING STARTED

1

Pick the right platform(s) for your organization (think about now and your future growth plans). It is a maze – work with a knowledgeable partner.

2

If using Microsoft, work with a Microsoft Online Partner to help you conduct a trial or proof-of-concept so you can see how it works for your team.

3

Get into the clouds and SOAR!



Resources and Review

- Microsoft Lync (collaborative communications) in the cloud: <http://www.nextuc.com/>
- Microsoft Office 365:
<http://www.microsoft.com/en-us/office365/what-is-office365.aspx#fbid=xnPxDsH61I>
- Google Apps:
<http://www.google.com/apps/intl/en/business/index.html>
- CRM: www.salesforce.com and other

Question and Answer



**Joy E. Spicer, President &
CEO, Elegrity, Inc.**

jspicer@elegrity.com

415-821-0900

www.elegrity.com



Thank You For Participating!

- Your feedback is important to us! Take a moment to share your thoughts on the brief Feedback Survey that will accompany the presentation links via email.
- This call will also be posted on www.womenandtechnologytoday.com, under the resources tab.





Powered by WIPP Education Foundation:
Women, Money and Opportunity brings resources and a wealth of knowledge from experts within the WIPP community to educate women business owners.



Give Me 5
WIPP Gateway Program for Federal Contracting
www.GiveMe5.com



Women Accessing Capital
WIPP Gateway Program for Securing Funding
www.WomenAccessingCapital.com



Entrepreneurs, Energy & Environment (E3)
WIPP Gateway Program for Opportunities in Energy & Environment
www.EntrepreneursandEnergy.com



Women And Technology Today
WIPP Gateway Program for Understanding Technology in Business.
www.WomenAndTechnologyToday.com



WIPP is a national nonpartisan public policy organization, advocating on behalf of nearly 1 million women-owned businesses representing 58 business organizations.

www.WIPP.org

©2011WIPP All Rights Reserved

www.WIPP.org

www.WomenAndTechnologyToday.com

1-888-488-WIPP



Get Involved!

- Join a policy issue committee and learn how policy can impact your business growth
- Make your voice heard - become a member of our national Instant Impact Advocacy Team
- Participate in our educational series – unlimited opportunities for you and your staff
- Receive weekly policy updates and briefings

1-888-488-WIPP

www.wipp.org

Questions? Contact WIPP Staff

Program Specialist: AnnaKate Kallay ▪ akallay@wipp.org ▪ (415) 434-4314

Small Business Policy Analyst: Matt Boyle ▪ mboyle@wipp.org ▪ (415) 434-4314

Membership Coordinator: Hannah Starks ▪ hstarks@wipp.org ▪ (415) 434-4314

www.WomenAndTechnologyToday.com

1-888-488-WIPP

WIPP, Inc. does not guarantee the accuracy, completeness, or timeliness of the information provided in the Women and Technology Today courses. WIPP, Inc. is not responsible for and expressly disclaims all liability for damages of any kind or nature, whether direct or indirect, including but not limited to consequential, compensatory, actual or incidental, arising out of the use, reference or reliance on information provided in the Women and Technology Today courses.