



Microsoft Office Outlook 2007 with Business Contact Manager

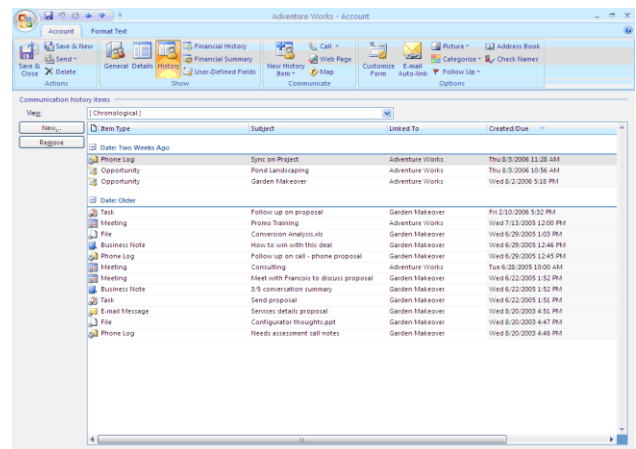
Microsoft® Office Outlook® 2007 with Business Contact Manager integrates small business contact management with Outlook. Now you can easily manage contact and customer information and track sales and marketing activities in one place.

Organize All Your Customer Information in One Place

Contact and customer management features are integrated into the powerful and familiar functions of Outlook.

- **Get a consolidated view of contacts and customers.**

Centralize all contact-related information within the familiar look and feel of Outlook. With contact history, source, status, sales amount, closing potential, e-mail messages, phone calls, tasks, appointments, documents, and notes all referenced in one place, you can effectively manage your sales opportunities and activities, and provide better service to your customers.



Now you can integrate all of your contact and customer information and history, including communications, tasks, and appointments, with your e-mail and calendar in Outlook.

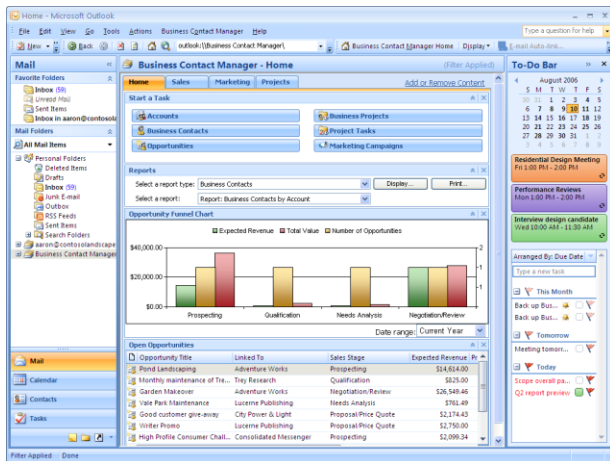
www.microsoft.com/office/contactmanager

- **View customer financial history at a glance.**

When used together with Microsoft Office Accounting Professional 2008, Office Outlook 2007 with Business Contact Manager provides a complete view of customer financial information and communication history all in one place. Changes in either Office Accounting Professional 2008 or Office Outlook 2007 with Business Contact Manager result in automatic updates to the other program.

- **Simplify your billing process.**

When used together with Office Accounting Professional 2008, Office Outlook 2007 with Business Contact Manager helps you track appointments on your Outlook calendar, mark them as billable, and automatically send them to Office Accounting Professional 2008 for easy customer invoicing. Phone logs and project tasks can also be marked as billable.



The new information dashboard provides a snapshot of your sales pipeline so you can make decisions and stay focused on your priorities.

- **Customize contact and customer information.**

Office Outlook 2007 with Business Contact Manager is flexible and adaptable, so you can capture the information that is most relevant to your sales and business processes.

- **Share customer information with coworkers.**

Provide employees throughout your company with more secure multiuser access to customer, lead, and opportunity information.

- **Stay productive when you are out of the office.**

While on the road, you can work offline on your portable computer or Pocket PC and then synchronize data when you return.

- **Easily import contact information from other applications.**

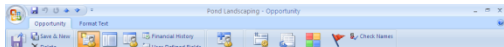
To get started fast, you can easily transfer contact information from your other applications, including Microsoft Office Excel®, Microsoft Office Word, Microsoft Office Access, or ACT!.

Forecast and Manage Sales Opportunities

Office Outlook 2007 with Business Contact Manager integrates your e-mail, calendar, and customer information so you can easily identify and follow up on opportunities throughout the sales process.

- **Identify your best opportunities.**

Track your prospects, leads, and customers from initial contact through closing and after the sale. Monitor opportunities by type, sales stage, projected amount of sale, and probability of closing, and then easily assign leads to your employees.



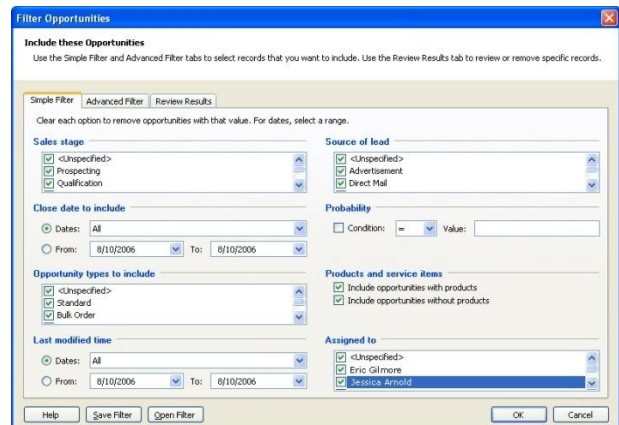
The information you need to pursue sales opportunities is at your fingertips.

- **Get a snapshot view of your sales pipeline.**

The new central information dashboard summarizes your important sales metrics to help you make decisions and prioritize tasks, and you can customize the metrics to meet your unique needs.

- **Forecast sales and analyze data.**

Get a consolidated view of your sales pipeline and easily forecast sales. Choose from a variety of customer, lead, and opportunity reports with advanced capabilities to help get a complete picture of your sales activities. You can sort and filter information, drill deeper for more details, and export your findings to Excel for further analysis.



Use new filtering features to select data and then export the information to Excel for further analysis.

- **Convert sales opportunities into quotes, orders, and invoices.**

When you use Office Outlook 2007 with Business Contact Manager with Office Accounting Professional 2008, you can automatically turn sales opportunities into quotes, orders, and invoices.

Track and Monitor Marketing Campaign Activities

Easy-to-use tools help you distribute personalized marketing communications and track the results in-house.

- **Get step-by-step guidance for creating your campaigns.**

Helpful tools guide you through marketing campaign activities, including compiling your mailing list, distributing materials, and tracking your results.

Step-by-step guides lead you through the process of creating marketing campaigns.

- **Track marketing campaign activity by customer.**

The marketing materials you send are automatically included in customer and prospect communications histories.

- **Measure the success of your campaign.**

Use the new marketing campaign tracking feature to track campaign responses and assess the success of your campaign so you can target your marketing budget effectively in the future.

- **Market more effectively using personalized communications.**

Create custom mailing lists by filtering customer and prospect data from within Office Outlook 2007 with Business Contact Manager. Then use improved Mail Merge integration with Microsoft Office Publisher, Word, and HTML to personalize, print, and send marketing materials via e-mail.



Use Mail Merge to personalize marketing communications and generate greater response.

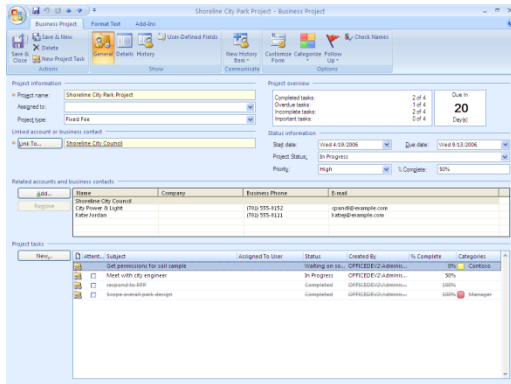
Manage Project-Related Information in One Place

New capabilities help you manage project-related tasks and information in one place and share project-related information with others in the company.

- **Track, view, and access project activities and tasks in one place.**

The Business Projects feature in Office Outlook 2007 with Business Contact Manager centralizes all your project information,

including activities, e-mail messages, meetings, notes, and attachments.



All of your project information is collected in one place.

- **Assign project tasks to others.**

Using the new Project Tasks feature, you can assign tasks to others and automatically transfer the task information to their task lists, To-Do Bar, and Outlook reminders.

For More Information

Learn more about Office Outlook 2007 with Business Contact Manager and the Microsoft Office system at www.microsoft.com/office/contactmanager.

For complete system requirements, visit www.microsoft.com/office/contactmanager.

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