

**ROI That's Off the Charts:
The Business Value of Microsoft Windows® 2000
Servers for Small and Mid-Size Businesses**



Presented by:



Abstract

ROI has become the Holy Grail of the information technology revolution. Buyers are demanding that vendors quantify in financial terms the Business Value of investing in various technologies. This white paper describes a survey of 25 users of Microsoft Windows® 2000 Server or Microsoft Small Business Server 2000 and quantifies their ROI through both traditional valuation methods and through the experiences of customers. It clearly demonstrates that Microsoft Servers deliver exceptional return on investment for small and mid-size companies.

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SMALL BUSINESS ROI TEST #1

DO MICROSOFT SERVERS INCREASE MY REVENUE?

When considering the purchase of new technology, the first thought of many small business owners is "Will this technology help me increase revenues and grow my business?" For Small Business Server 2000, the answer seems to be a resounding "yes," with the only limitation being how imaginatively the technology is applied to business strategy.

Other strategies for increasing revenue used by survey participants include: providing a means for clients to submit jobs online; increasing geographic reach beyond local markets that are too small to sustain growth; providing technologies to sales people to improve customer communications; providing access to employees and managers wherever they happen to be and offloading and automating administrative tasks.

Real-Time = Real Revenues

For Diana Chan, founder of Chan CPA & Co., which provides virtual CFO and traditional accounting and tax services in the Silicon Valley, the biggest payback from using Small Business Server 2000 has been the competitive advantage it has given her firm in providing clients' visibility to "real-time" information.

"We have an auto parts retailer with many locations as a customer," Chan says. "In the past, they have not been able to see how well the stores were doing in a timely way. By putting our accounting software on the server running Small Business Server 2000, we're able to provide real-time up-to-date information on store performance. We place client share files in folders on our server and use the SBS 2000 security features to give approved users access to their specific data. The client onsite can continue working on routine accounting tasks while Chan CPA is ensuring accuracies and providing higher level accounting support. HQ knows what's happening at any time." Chan sees great potential for expanding this model to other clients, including venture capital groups that want to keep abreast of start up company cash flows, financial statements, burn rates and payrolls without hiring in house CFO/accounting staffs. Without adding onsite accounting staff of their own, clients can review the accounting data as well as the strategic information--charts, graphs, checklists, forms, board meeting Power Point presentations—all the tools that allow them to monitor the health of the company.

"This is a very cost-effective way for us to add value services," says Chan, who is anticipating a 40- to 50 percent increase in revenues. "I can add value to their information without having to be in their offices. It gives us a reach beyond our local geography. Not only are we able to integrate tax planning, operations and strategic performance of the company, but we can also have the office managers integrated into the process."

Chan has been in business for more than 20 years so she knows that technology is not the complete answer. "The hands-on virtual touch is what makes this work," she says. "Clients want to know that you're looking at their data and monitoring their performance. It's a stronger value proposition than an ASP because it offers technology—plus a personal touch."