

The Work- Anywhere, Get More Done, Small Business

**How Microsoft Office 365, GoDaddy and the cloud
can improve productivity, mobility and collaboration**



Microsoft



Office 365

Brought to you by
GoDaddy



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The Work-Anywhere, Get More Done, Middle-Market Business

How Microsoft Office 365, GoDaddy and the cloud can improve productivity, mobility, and collaboration.

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Introduction

Better business through cloud mobile productivity

You and your employees only have so many hours in the day. So, you need to maximize the time you have.

And when you consider that [53 percent](#) of customers expect a response to email within four hours, it's no wonder we tend to work from wherever we happen to be. In fact, a recent GoDaddy survey found that 37 percent of small business owners work on the go from a variety of locations. Who hasn't popped into a coffee shop to borrow WiFi to compose a quick email?

But email is just one piece of the puzzle. Today's small and medium-sized business owners, and the IT professionals who serve them, are focused on more comprehensive productivity, mobility and collaboration tools. They need these tools to allow employees to get more done, help them compete in their markets, and to serve the needs of their customers across town and around the world.

Enter the cloud and Microsoft Office 365 from GoDaddy.

**The cloud levels
the playing field
for smaller
businesses.**



What is the cloud and why does it matter?

You've no doubt heard about "the cloud," but what is it? Basically, the cloud is a combination of computer networks that allows you to access business solutions— email, document storage and applications like in Microsoft Office and more — over the internet versus on a local machine.

Software is maintained by servers you reach out to online when you need them vs. having to download it onto your organization's PCs or Macs.

Access to key business solutions anytime, anywhere.

But what the cloud is isn't as important as *why* it matters — and in a word, it's mobility. Mobility is everything now that our mobile devices are so ubiquitous, performing a range of activities that were formerly limited to desktop and laptop computers. And if you can work from anywhere — home, the office, a coffee shop, a plane, an aircraft carrier (seriously, people do this) — that means you can be more productive.

Your employees expect the same. The cloud offers a way to extend productivity, security and access to information for your entire workforce on the devices they want to use.

And the cloud is more robust than simply being able to use your critical applications wherever you want to — it enables new forms of collaboration that help boost productivity and sharing among employees. It enables collaboration and productivity in new and exciting ways.

In other words, the cloud levels the playing field, giving small business teams the same "work anywhere" and "work together" capabilities previously only afforded to big corporations.

**Business
benefits**

Business benefits of the cloud

The cloud is a technological innovation that's having a real impact in business. Here's how:

BYOD 2.0 Simplicity in diversity.

The bring-your-own-device (BYOD) movement relieves businesses from tracking and maintaining aging company-owned cell phones and computers, but it comes with a downside. When every employee is using a different device, the business faces the challenge of ensuring security, manageability and consistency of work-related data and software.

The cloud can help. By providing productivity tools and secure, shared storage in the cloud and off of the physical device itself, everyone is using the same solutions, even if they're using different devices. Employees are more productive and satisfied with their jobs, and your business benefits from higher-quality work as a result.

Synchronize your business.

The business doesn't start at 9 a.m. and end at 5 p.m. anymore. Even if it did, odds are you have suppliers, partners or customers in other time zones. When you use cloud productivity and collaboration tools you can stay on the same page with distant

partners and off-site employees, all working with the latest versions of that spreadsheet or document at any time. And for team members sitting across the hall from one another, storing and managing documents in the cloud means never having to send documents back and forth via email.

Use the tools you know.

Do your people prefer Windows devices, iOS or Android? Cloudbased versions of popular business software suites are available across all mobile platforms.

Empower your team to get the most of the tools they already know and use.

Build business anywhere.

Mobile tools let your sales force close deals and get contracts signed, all while at the customer's office or picking their kids up from school. Anywhere they go, your business tools go with them.

The mobile productivity toolbox

What do today's workers need to be productive on the go?

Content creation applications. Familiar, standard tools for creating documents, spreadsheets, presentations and other building blocks of business communication.

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.

Storage and synchronization. Enterprise-grade cloud storage that keeps information accessible and synchronized across devices.



**The cloud
& you**

What can you do with the cloud?

So, what processes and results can medium-sized businesses achieve through the cloud? Business managers can make it easier for their people to contribute value and improve the work experience by extending productivity tools and data to mobile users through the cloud. This can benefit the entire organization.

Use work flexibility to compete for talent.

Smaller businesses face bigger challenges in recruiting top talent; therefore, you need every advantage to attract and retain the best people to help you grow. By embracing the cloud for mobile productivity, you offer a more flexible work experience that lets people balance work and life.

Enable choice without compromise.

Motivate your people by encouraging them to use the device they prefer, but keep the experience consistent and your data secure through the cloud. This lets you say yes to BYOD but no to the risk and complexity of supporting so much different equipment.

Align with global trends in mobility.

You and your team are in good company. More than 260 million people who work in small to middle-market businesses telecommute or use cloud-based services. The rising global generation is mobile and you'll benefit by tapping into this developing market and workforce.

The rising global generation is mobile.

Reduce data risk.

If someone on your team loses a device that has business data on it, you risk not only lost productivity but also security of sensitive data. Cloud-based storage, on the other hand, makes data available securely through an app. It also makes it far easier to restore data when a replacement device connects to it..

Drilling down

To best realize the productivity benefits for your business, be sure you've asked the following questions:

1. How much aging hardware cost you?

Look at the total cost of ownership for your on-site servers. If you're using on-site servers for your email, look at your current cost of ownership. What about your server room, including energy, heating, ventilation and air conditioning? Don't forget to factor in staff time spent maintaining on-premises hardware, too. What's your downtime, and how does that translate to lost productivity costs? Before replacing aging hardware, compare the costs of on-premise versus the cloud for your business needs.

2. Are your employees giving away valuable business information without realizing it?

Even if your business isn't yet using the cloud, chances are your employees are. But some free and consumer-grade cloud-based products make money by tracking how they get used or by distracting advertising.

“Free” services often come with other information security risks.

Evaluate all the hidden costs as you look at the value of a straight-forward license agreement.

3. How easy is it to manage mobile device apps and security?

Users need to access apps on their devices, but those apps and devices need to be managed and kept up-to-date. Does your solution provide a way for users to self-install approved apps and remotely lock and/or wipe corporate data from devices that get lost or compromised?

4. Can your people securely and simply access corporate data on personal devices?

It's likely that your employees have two or more devices. Does your mobile business solution make it easy for them to sync data from work folders to authorized personal devices? Do you have a way to manage content security on files, even outside the firewall?

Let's bust some myths

As with any technology, the cloud comes with its fair share of confusion. It's the reason so many small businesses are still using in-house servers or individual personal computer hard drives to store and maintain email data and critical documents/data. Let's dispel a few of the common myths.

Myth No. 1: If our data moves to the cloud, our business will no longer have control over our technology.

Fact: It's true that your IT staff won't be the ones to physically upgrade a server when the time comes. But you still have complete control over all your data. Often, cloud solutions are more reliable than on-premises systems, because they are maintained around the clock and are upgraded more frequently. And that means fewer headaches and less time spent maintaining hardware and upgrading software for your IT staff. Instead, they can spend more time improving business operations and launching agile initiatives

Myth No. 2: Keeping data on-premises is safer than in the cloud.

Fact: It's becoming increasingly clear that your on-premises systems aren't inherently more secure than they'd be in the cloud. And, as it turns out, [94 percent](#) of small and mid-size companies gain security advantages when using the cloud.

The cloud gives small- and mid-sized businesses a security edge.

In addition to Microsoft having an Office 365 dedicated security team as well as industry-leading regulatory compliance experts on staff, it's worth noting that Office 365 has a 99.9 percent uptime guarantee.

Myth No. 3: Corporate spies, cyber thieves and governments will have access to my data if it is in the cloud.

Fact: Not to worry. Your IT team manages access, sets up rights and restrictions, and provides smartphone access and options. Your company remains the sole owner: You retain the rights, title, and interest in the data stored in Office 365.

As for email, Office 365 email is encrypted when it is on the Microsoft servers, but it's not while en route from one user to another. If you send sensitive data — credit card details, social security numbers, health data, proprietary business information — through email, you need additional encryption to protect that data.

You can add Email Encryption with [Office 365 from GoDaddy](#), which offers extra security on email in transit, making it virtually impossible for the contents of the email to be stolen. Plus, add email archiving to recover email and attachments that were accidentally deleted and to stay compliant with industry regulations.

Myth No. 4: Email in the cloud isn't any easier for your IT team.

Fact: By moving your business email to the cloud, you can rest easy knowing that the experts who created the software are taking care of the tricky maintenance, while your IT team maintains your company's capabilities and how employees use features.

IT can spend more time on the core operations that build business value rather than keeping up with persistent hardware maintenance.

Plus, with Office 365 from GoDaddy, you can use the Archiving Add-on to be sure you always have access to inbound and outbound email messages and attachments, and can quickly find them.

**Working better
together**

Co-authoring and co-working in the cloud

Efficient collaboration and communication are vital components in the success of every business. Researchers at the University of Virginia estimate knowledge workers spend [70 to 85 percent of their time collaborating](#) in meetings or via email, telephone and other communication methods.

But not all of that time is spent actually collaborating. Technical issues and incompatibility eat away time and budgets. According to industry analyst firm IDC, [inefficient collaboration costs organizations \\$19,732 per information worker](#) annually and accounts for an average loss of 21.3 percent in organizations' total productivity each year. That stings.

Just like in large businesses, small business employees need to work together on the same documents, such as sales reporting spreadsheets and marketing plans.

An important collaboration feature of productivity tools is real-time co-authoring, which makes it possible for you and your team to edit and contribute to documents at the same time.

These cloud-based tools save as you go. So when you work together on a Word document, you see everyone's edits as they occur in real time. You can also use the version history to refer back to snapshots of the document during the editing process.

Because Office 365 supports mobility and flexible work styles, it doesn't matter whether you and your team members are working on the web, a desktop, a laptop or a mobile device. Every change will be synced in the document, and automatically saved to the cloud.

Make meetings easier

Meetings are an important part of business, providing valuable opportunities for people to brainstorm, strategize and share information. But not all meetings are created equal. According to information compiled by Atlassian, most employees attend [62 meetings a month, including the 31 hours they spend in unproductive meetings](#). Those unnecessary meetings carry a high price, costing U.S. businesses \$37 billion annually.

New communication and collaboration tools like Skype for Business make it easy to conduct modern meetings that are more efficient and productive.

How? Tools such as Skype for Business provide familiar, easy-to-use features plus enterprise-grade security, compliance and control.

It can be tough for small businesses to get everyone together in the same room. Using Skype for Business HD video calling, co-authoring, app sharing and presentations, your team can actively participate in meetings from anywhere. You can host or join a meeting from any of your favorite devices — whether they run on iOS, Android or Windows — and easily present, share and collaborate on documents or a virtual whiteboard during the meeting.

Need to ping someone for a quick question? Use Skype for Business IM, and then add voice, video and screen sharing as the conversation evolves. With just a click or two, you can initiate an IM chat, share documents or set up an online meeting where team members in different locations can meet face-to-face and view the same information, without spending the time or money to travel to meet in person.

A vibrant blue sky with scattered white clouds. A large, fluffy white cloud is prominent in the bottom left corner, while smaller, wispy clouds are scattered across the upper half of the frame.

“Effective collaboration is about maximizing time, talent and tools to create value.”

— EVAN ROSEN, AUTHOR, THE CULTURE OF COLLABORATION

**Make
connections**


Connect to customers through the cloud

As more people turn to mobile devices as their first (or only) way of accessing entertainment, information and commerce, your business' online presence needs to be mobile-friendly. And the cloud is the ideal platform for mobile development.

Mobile first, cloud first. Creating a website or social media presence is not the only way to reach customers. Businesses today are tapping into the mobile market with apps that offer content, convenience, location-based features and more. The cloud enables you to develop and deploy those apps faster, and scale them up to meet higher levels of demand instantly, without the need for new equipment.

Sync and swim. One of the most popular uses of the cloud in the consumer world is cloud storage that synchronizes across different devices, so you're always looking at the latest version of a document no matter where you access it. That's useful to business as well, but only when you can be assured of the security, privacy and access control you need.

Heavy lifting, light footprint. Thinking about more ambitious mobile tools? The cloud is ideal for custom business and data applications because massively scaled cloud infrastructure can handle the load that crunching numbers or displaying rich images requires without taxing the capabilities of a mobile device. This makes it easier for your IT staff or partner to provide business data and analysis tools as a service in secure mobile apps.

A photograph of a market stall. In the foreground, a wooden crate is filled with ripe red apples. A person's hand is holding a green apple, poised to place it into the crate. In the background, another wooden crate holds several jars of jam. To the right, a digital scale sits on a wooden surface, and a small basket of raspberries is visible. The scene is set outdoors, with other market stalls and people blurred in the background.

44% of small- and mid-sized businesses say cloud and mobile technology has created more satisfied customers.

Source: [Microsoft](#)



Case Study: Imagination Yoga

[Imagination Yoga](#) brings the benefits of yoga to children through adventure stories combined with yoga movements. While the founders' expertise is in yoga education for children, they are also business owners who need to work efficiently.

Previously, the founders — Jessica McClintic and Jamie and Jon Hopkins — worked from their homes and shared a single Google email account to correspond with customers and exchange financial spreadsheets, student enrollment information and new yoga lessons.

The company stored most of its documents on a computer in Jessica's home, so Jamie and Jon had no access to company information when Jessica was unavailable. They tried using Google Docs to collaborate but found the system unintuitive and problematic. Then, they studied up on Microsoft Office 365.

Easy and affordable

"Like most small businesses, we thought that the tools available with a service like Office 365 would be outrageously expensive and impossible for us to attain on our own," says Jon, the company's technical director. "But that's definitely not the case with Office 365, which makes everything easy to set up and use, at an affordable price."

With Office 365 in place, Imagination Yoga now uses Microsoft Exchange Online to send email messages from their personalized mailboxes and share calendars with one another that show all classes, meetings and facilitator events. They can view mail and calendar information regardless of their location. They also use Microsoft SharePoint Online as their document repository and collaboration workspace, working on shared documents to remove versioning issues.

Benefits galore

The Imagination Yoga team says that as a result of using Microsoft Office 365, they've improved productivity, become more responsive to customers and enhanced their senses of business legitimacy.

"We have all our financial, contact and other data together in one place using SharePoint Online, which is an enormous time saver for the three of us," Jamie says. "We have 100 to 200 fewer emails each month among the three of us, and we now can respond to our customers faster and look more professional."

**Microsoft
Office 365
from
GoDaddy**

Office 365: The Microsoft Office you know...only better

Microsoft Office 365 is a suite of cloud-based productivity services, which includes the Office desktop software you already know and use; including Microsoft Word, Excel, PowerPoint, Outlook, OneNote, Skype for Business, and OneDrive.

You're going to get more out of your Microsoft Office suite, because it's not just an email solution, it's an entire business platform. And with office 365, you receive the added benefits of having that Office Software being licensed, deployed and (most importantly) updated as a service and seamlessly connected to your cloud storage.

Nearly 80 percent of the top 10 malware detected by a company could be avoided if their technology was updated correctly. Ugh, but upgrading software can be a hassle. We know this. And that makes this pretty cool: Instead of buying software that will be out of date next year (or next month), Office 365 works like a magazine subscription.

Every time there's a new edition of Office, it gets delivered to you automatically, at no extra charge.

No big upfront cost now. No big upgrade cost later. Just a low monthly price to always have the latest version.

With Microsoft Office 365 from GoDaddy you get to pick a plan that's right for you and your business as well.

Why GoDaddy?

Nearly [40 percent of organizations](#) say technology is the part of their business they are least qualified to handle on their own. Whether you're a small business with limited IT resources or an IT professional yourself, (which means you're overworked, are weright?) you can sleep easier with GoDaddy on your tech team.

With Office 365 from GoDaddy, selecting the right plan for your business, migrating from your existing email platform, and getting ongoing help support for your Office 365 suite has never been easier.

Here are a few more things to know about working with GoDaddy.

Flexibility that meets your needs. GoDaddy has Office 365 plans that help solve for a diverse organization. Have employees who just need email functionality and others who need the full benefits of Office in the cloud? Our Office 365 experts can help you pull the right package together for your organization. Easy management. Whether you have in-house IT or not, GoDaddy's Office 365 platform includes an easy interface for adding new users or changing settings.

You'll always be in the loop. Office 365 from GoDaddy comes with 99.9-percent guaranteed uptime. That's right, guaranteed. It's a great value. You can install new Office 2016 on up to five PCs or Macs per user.

We'll handle the migration. Our server experts will save your IT staff countless hours of work by migrating your emails, calendars, contacts, even your distros — all during times that are convenient to you, so your business keeps running smoothly.

You'll always have support. If you need help, we're here. GoDaddy's premium support is always just a phone call away, 24/7/365.

Exclusive GoDaddy savings. There are plenty of providers who offer Office 365, but no one can match our price (not to mention our service and support.) Marry the cost savings of moving to the cloud with savings on your initial purchase term.



Summing Up

Things to remember

The cloud allows you and your employees to work from anywhere, meaning you are more productive and can attract top talent from around the globe.

Using the cloud makes BYOD possible in your business, allowing employees to use the device with which they're most familiar, increasing productivity while maintaining security.

Migrating to the cloud means you'll never need to repair or replace aging servers. Not only that, IT staff will have more time to focus on initiatives to make your business run more efficiently rather than troubleshooting server issues.

A lot of what you've heard about the cloud isn't true. For instance, research suggests cloud-based solutions are actually more secure than on-premises systems.

Office 365 allows employees to collaborate in real-time in a variety of ways.

Skype for Business can grow with your business. You can start a conversation via IM, and then add voice, video and screensharing as things evolve.

Office 365 and GoDaddy enable collaboration and mobility. You can sync your email, calendar and contacts across all your devices with 99.9 % guaranteed uptime. And you can use the Office products anywhere — online or off.

Additional Resources

Additional resources

Check out these resources to learn more about the cloud and Office 365.

[Microsoft Office 365 from GoDaddy](#)

[The GoDaddy Blog](#)

[Get Help in Office 365 from GoDaddy](#)

Still have questions? Or are you ready to get started with Office 365 from GoDaddy today?

We're ready to talk. [Visit us](#) online or give us a call at 480-505-8877.

