

WHY BUSINESSES SHOULD LOVE MICROSOFT

The history of innovation for the small to midsize business market (SMB)

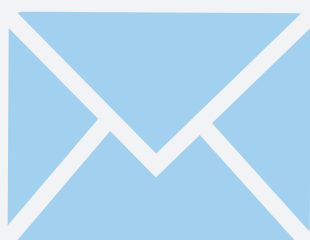


Current Products for SMBs



BUSINESS EMAIL USE [1]

73% of businesses in North America with 500+ PCs use Microsoft Exchange Server as their primary in-sources email system.



7% use Lotus Notes.

In another study, however: **97% of businesses** report Microsoft Exchange as their current email system. [2]

SEARCH ENGINE SHARE [3]

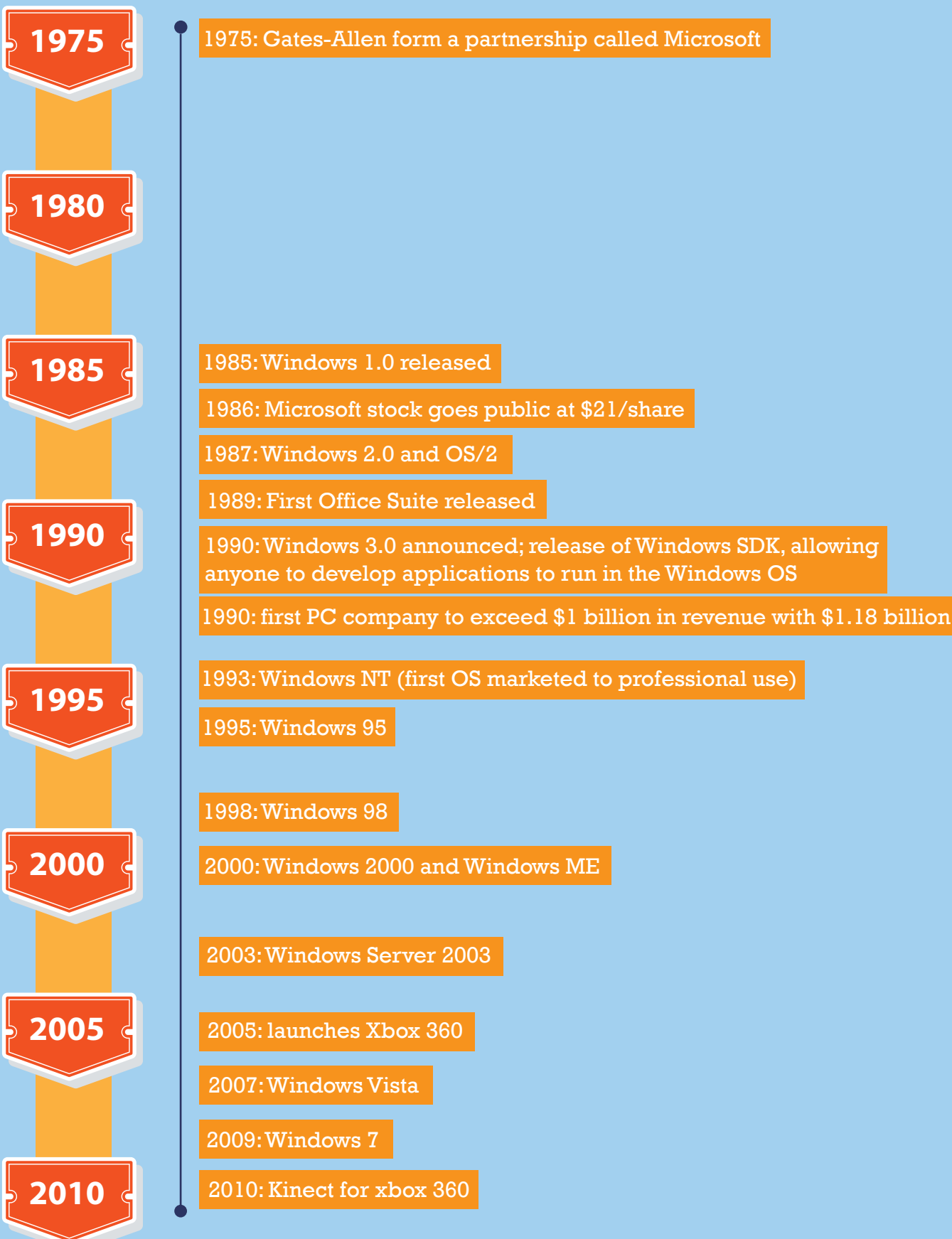
Google
65.6%

bing
30%
(14.1% Bing, 15.9% Yahoo)

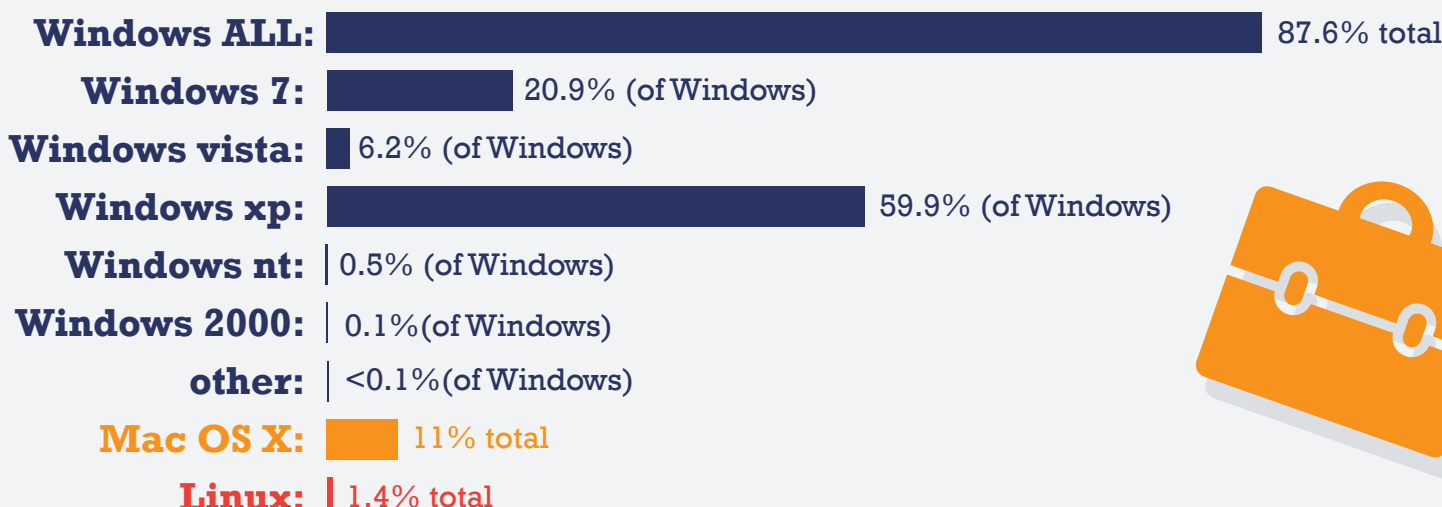
Ask.com
2.9%

Aol.
1.5%

HISTORY [4]

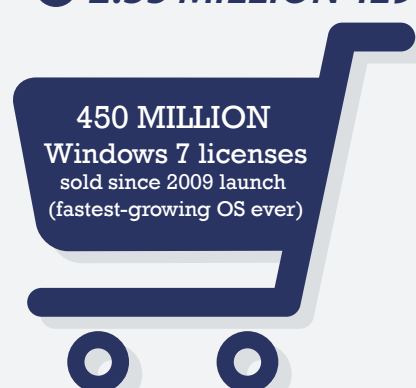


OS MARKET SHARE ON CORPORATE DESKTOPS, MARCH 2011 [5]



MISC. MICROSOFT USE (2011) [6]

2.35 MILLION IE9 downloads in first 24 hours of release (over 27x per second)



Nearly 50 million people use Office Web Apps
Every second, a copy of MS Office 2010 is sold
100.5 MILLION unique Bing searchers

Microsoft Dynamics CRM has over 30,000 customers and 2 MILLION users worldwide.

5 billion Microsoft Tags have been printed since its launch in January 2009
People spend 140 BILLION minutes on Windows Live Messenger every month

Microsoft Lync 2010 offers 337% ROI (risk-adjusted, with a payback period of 12 months; commissioned study conducted by Forrester Consulting on behalf of Microsoft in Nov 2010)

Over 15 MILLION people use Live@edu (largest cloud service for education in the world)

Cloud productivity services (including Office 365, BPOS, Office Web Apps, and Live@edu) being used by more than **80 MILLION** people worldwide. [7]

Windows Phone has more than 50,000 published apps and games in Marketplace, with an average of 300 added each day.

Ford has shipped over 4 MILLION vehicles equipped with Ford Sync powered by Microsoft

FEEL GOOD STUFF [8]



Microsoft donated over **\$504 MILLION** worth of software to **43,650** organizations worldwide in 2010.

Microsoft distributed over **800,000** training and certification vouchers in the US as part of **Elevate America** (program providing Americans with free technology training and certification to help them find employment).



Sources:

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