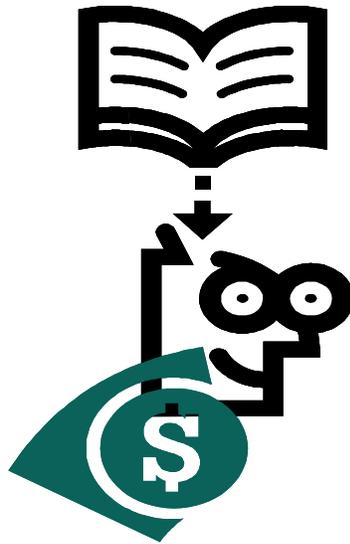


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SMALL BUSINESS SOLUTION COMBO

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Introduction

This guide represents an important landmark regarding the use of SBS 2003, as it brings a more practical and didactic approach to the solution uses. By using a more accessible language and terms that are more aligned with the market and business reality — thus leaving behind those once incomprehensible terminology —, Microsoft is providing all its users and consultants with a documentation that's crucial for the understanding and better use of Small Business Server 2003. Enjoy it!

The five myths of technology

Technology has evolved over time – not only in a technical sense but also in the way it interacts with men. Using the jargon of the industry, for the first and only time, software has become more "friendly". Translation: computer programs are now easier and more intuitive to use. It is simple, isn't it? Even microcomputers, known as PCs (personal computers) have now resources that simplify their use and make it very easy to install additional equipment such as printers — there is no need to call a friend of a friend to perform such a "complicated" task

The last argument employed by micro and small companies to avoid using technology in their business is cost. With fewer resources and unable to make significant investments, technology has always been considered an unnecessary "expense". If you are one of the entrepreneurs who fit in this category, this content will show you that, when adequately applied, computing resources can help you reduce costs, and make your company more efficient and productive.

And the reason for your company to stop spending money with technology and start investing in technology is simple: technology is no longer designed only for the big ones. Computing tools are accessible to any company, regardless its size. Not using it means missing a chance to grow. Adopting it adequately will give relevance to your investment and bring results to your business.

Technology is expensive



This is no longer true. Prices have been falling due to the fierce competition among the main suppliers and the technological evolution. You can now find PCs for about 2 thousand *reais* and servers (computers that centralize information in a network) for a little over 2 thousand *reais*.

When a technology benefits a company's business and is adequately used, the return on investments covers its costs. The purchase of a notebook, for instance. Acquiring such equipment for a professional who works eight hours a day at a company office may be expensive and unnecessary. However, acquiring it for a sales team that needs the support of mobile technologies is a good investment.

Technology is complex



Well, this is sort of true. It's always necessary to have some knowledge, even when handling the easiest software packages. But much has changed from the first computer programs to the current operating systems. The major concern of software developers and of Microsoft — which has 95% of the PC applications market — is to create programs that are increasingly easier to use and simplify the installation of peripherals such as printers, mice, keyboards, scanners, etc.

Technology requires internal maintenance



What is happening worldwide is that, with market stability, companies are trying to become more effective by focusing on processes in which they are experts (Core processes), leaving the non-Core processes to partners. They are forming alliances with suppliers/ partners and therefore replacing fixed costs with variable costs. Their suppliers are handling individual processes of the supply chain that once integrated form a value chain. As a result of outsourcing, companies have more time and money to focus on what matters the most: CLIENTS and new revenues. By doing this, companies should be able to focus on “noble” activities and outsource activities that are not so “noble”. Depending on the complexity of your technology infrastructure, it might be interesting to take advantage of some of the several services in the market that offer a good cost/benefit. Technology companies have also developed custom service solutions, available in packages at a lower price — compared to the price of conventional services — which may meet the needs of the majority of the micro and small businesses. These packages offer a wide range of services, such as installation and configuration of equipment and operating systems, extended warranties and onsite technical support, and phone support that can help clients identify and solve eventual problems. In addition, clients can always choose the most convenient package, according to their company's needs and budget.

Technology is insecure



The widespread use of technology tools and Internet has increased the risk of external attacks. Viruses and malicious codes, which are downloaded to a computer without the user's knowledge, can capture banking passwords. Simple security procedures can help minimize such risks. Antivirus software packages also block the main viruses. However, bear in mind that the main security threats do not come from the outside, but from inside your own company. Research shows that 80% of the attacks and attempts of invasion are performed by employees or former employees of the company. If you train your staff, use technology in a proper way, and have security procedures in place, the risks of problems and attacks can be minimized. Otherwise, it's just like buying an armored car and driving it with the windows open.

Technology is not necessary in my business



Where are you? In the beginning of the 20th century? A polemic article by Nicholas G. Carr, former executive-director of *Harvard Business Review*, the major business magazine in the world, defended the idea that technology has turned into a commodity, just like railways and electric networks. According to him, not using technology is like being out of the game. It's true that some businesses require more technology than others. But there is no doubt that it is always possible to reduce costs, drive growth, enhance processes, and improve customer service by investing in technology.

For more information, visit the websites:

<http://www.microsoft.com/presspass/features/2004/dec04/12-28mcdowell.mspx>

<http://www.microsoft.com/presspass/features/2006/jun06/06-11Keystone.mspx>

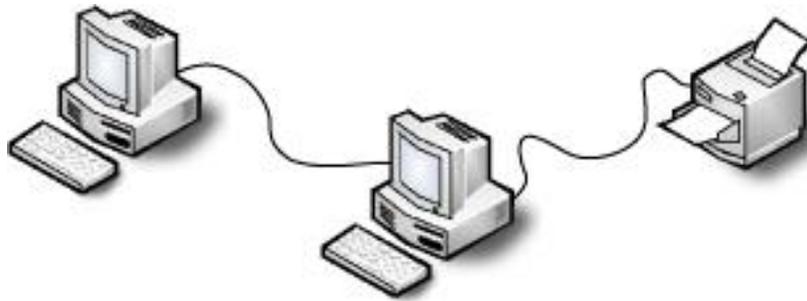
What does a network do?

A computer network is a set of equipment (desktops, servers, printers) and information that is linked in order to allow information sharing. Apart from this big convenience for a company, a network can offer the following features:

Shares and protects resources	A network can centralize data and share it according to the company's user guidelines, preventing undue access. In addition to that, with centralized data it's possible to have backups to protect this data in case of disasters.
Increases efficiency	Users are more efficient when they have access to important files, computer programs and the internet at all times. A network that allows remote access increases speed and provides mobility when it enables users to access e-mails in an efficient, easy and quick way.
Reduces Costs	With shared resources, several users can access a single resource — a printer, for instance, avoiding the need of acquiring and installing these resources individually.

Peer-to-Peer Network

In a peer-to-peer network, there are no dedicated servers or hierarchy among computers — all computers are equal. Normally, each computer works both as a client and a server for devices and data, and none of them is assigned to function as a network administrator. Users establish which data is shared over the network.



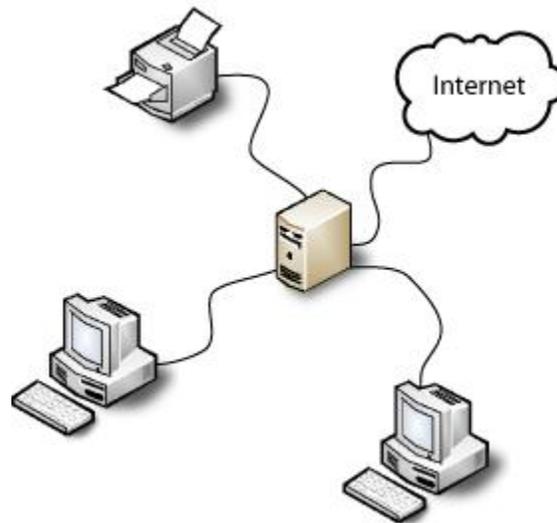
Picture 1 – Peer-to-Peer Network Scheme

Some characteristics of a peer-to-peer network:

- Used for smaller networks (up to 10 computers)
- Few security guidelines
- All users are located in the same general area
- Network growth becomes limited
- Each computer sharing its resources requires a large percentage of processing to support local user and network applications
- Each user is responsible for managing his or her own resources, so there is a higher risk of data loss and inadequate data handling.
- Each user is entirely responsible for his/her data backups.

Client/Server Networks

Networks in which security and information availability matters are considered important require the use of dedicated servers. This kind of equipment is more robust and its operating system is able to centralize data (for instance, e-mails and internet access). The most remarkable characteristic of the equipment is its scalability — in many instances, there is no need to replace equipment and systems to expand the network, which reduces the cost of ownership.



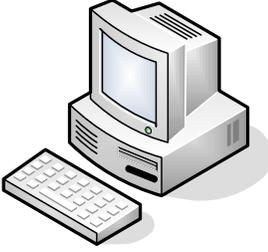
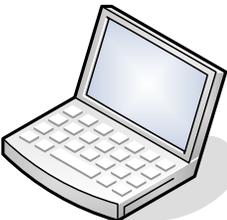
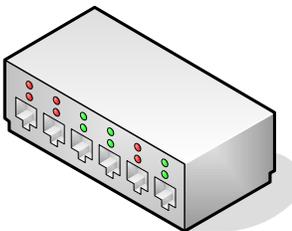
Picture 2 –Client/Server Network Scheme

Characteristics of a Client/Server network

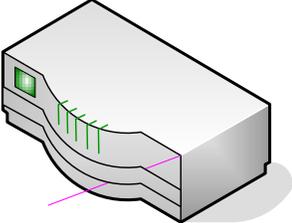
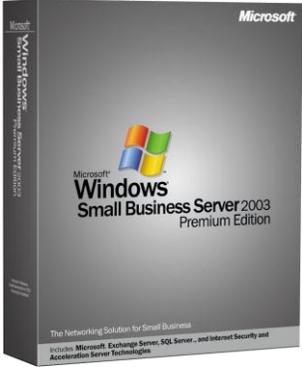
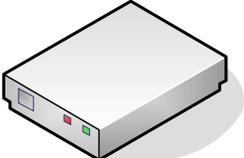
- Sharing resources becomes securer and faster, as they will always come from a single source.
- Security is a strength once it's possible to control users' access to information and resources from a single point.
- Data backup will be dynamic and performed by the network administration team, and not by each individual user.
- Users will be able to have their equipment more dedicated to their applications.
- Network growth follows company's growth.
- The network server can offer several services such as: e-mail, internet, fax, printing, filing, etc.

Network Elements

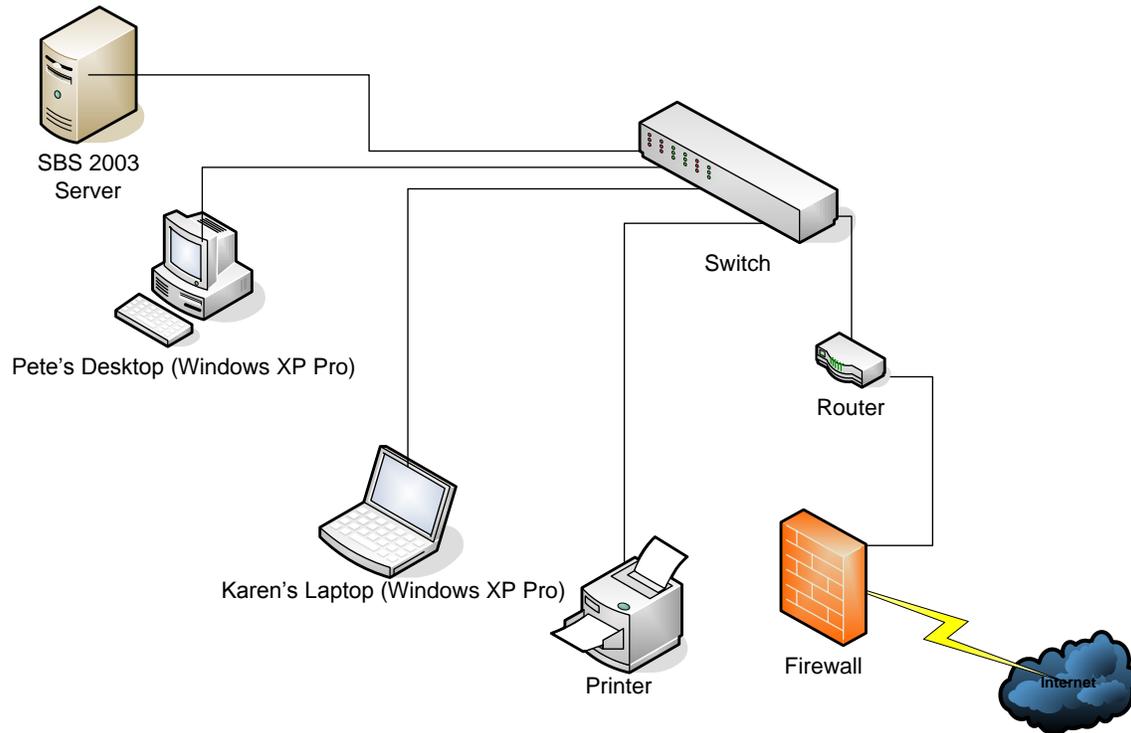
A standard computer network is comprised of connectivity equipment, which varies according to each project. Below there is a list of the most used equipment:

Equipment	Picture	Description
Server		<p>Specialized computer which centralizes company data, shared resources and data protection activities.</p> <p>Can be used for specialized applications — as an e-mail server, for example.</p>
Workstation		<p>User's equipment that accesses the internet, shared resources, as well as local and network applications: It can be of two kinds:</p> <p>Desktops: Equipment that remains at offices and do not has a built-in CPU, monitor, keyboard, and mouse.</p>
		<p>Notebooks: More compact equipment in which resources are integrated; for this reason, they offer greater portability.</p>
		<p>Connectivity device used to connect workstation cables to servers, thus enabling data communication through the network. It's also called concentrator.</p>

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Equipment	Picture	Description
Router		Equipment used to connect two or more networks. It's often used to connect a company to the internet.
Cables		Physical means used to connect workstations, servers and routers. They must always be connected to a switch.
Network Card		It's the connection point of a workstation or server in a network. Enables the use of cables.
Software		Facilitates the use of the hardware (equipment) and should be installed on servers and workstations so that users can perform their tasks.
Firewall		Device (or software) used to protect a company's network against attacks from ill-meaning people through the internet.

Below is an example of a network including its elements and connections:



Picture 3 – Network Map

Types of Servers

In a client/server network it's important to analyze how servers are used. See example below:

Note: *When it comes to server services, they can be concentrated in only one computer (physical) which performs several tasks.*

Authentication Server

An authentication server is used to check if the name of a registered user (Logon) and his/her password are authentic, that is, if they are the same as registered in this server. Another function of the authentication server is to guarantee that network resources (such as printers and the internet) and data are accessed according to the company's directives.

Application Server

The application server is, by definition, aimed at performing a specific network task. Currently there is a great number of market applications, see some examples below:

Electronic Mail	Centralizes users' e-mail boxes and handles all e-mail communications — inside and outside the company.
Fax	Works as a fax service center, where all inbound faxes are sent electronically to their recipient who can print it at any time.
Internet	Centralizes all internet accesses, eliminating the need of installing individual modems, which results in real savings. Can manage access flows, providing higher protection to company data.
Files	Centralizes users' individual folders, keeping their individuality and ensuring data backup, bringing more security to a work environment.
Printing	Shared printers are stored in a single server so that workstations do not need to use their individual resources — this makes the process easier to users.
Databank	Contains corporate data in an organized manner. Centralizes the main data of a company, and handles security, backup and access to this data.

How a server can be useful to your business

Having analyzed the importance of servers within a company, let's see some of the most common benefits of using them in a network environment.

Centralization of Documents

With all users' documents centralized into a single point, it's easier to set security guidelines in order to grant access to information to a user or group of users.

Another advantage is that it allows documents to be quickly viewed by a group. Also, data can be transferred in a safe and reliable manner.

Security

Security is the most important issue when it comes to adopting a server-based network. This includes performing user authentication at a single access point and controlling the access to a company's internal and external data and resources. This model covers all levels of data access, from the e-mail server – to which the right directives for sending and receiving messages can be applied – to the internet server, where internal internet access are monitored and attacks from external websites are prevented.

Other aspects covered by security are:

- Guidelines that restrict access to workstation components (for example, the control panel);
- Access permissions to folders and applications;
- Access restrictions to the server itself;
- Monitoring the access to resources and data of the company through audit;
- Defining users LOGON times;
- Defining which users can log on to a certain workstation.

Data Backup

Making a security copy of the data (called backup) using an external media such as CDs or Tapes provides extra protection to a company's most crucial data. Therefore, it's necessary to have a system that is able to fulfill such needs and is easy to handle.

A backup system offers a solution to help even the least experienced users to develop a simple and effective backup and data recovery strategy.

To recover information, it's necessary to have a restoration system (called restore) which restores all the data copied to its original format, folders and security definitions.

Electronic Mail

An electronic mail system must be able to provide immediate communications among all people in a company, regardless its size. Its main features are:

Mail Box	In an e-mail environment, the administrator creates an e-mail delivery box for each network user. This box, also known as e-mail address, will be the delivery point for all inbound messages addressed to its owner.
Notification	Addressees can be notified whenever they receive a message. For that, an e-mail notification screen is displayed, notifying user of the new message.
Return of Receipt	Users can be informed whether the messages they sent were sent, received, or read.
Answer	This feature allows the recipient of a message to respond to the sender, include other recipients to his/her response or even forward the message to another user.
Attachments	It's possible to attach files such as texts, electronic spreadsheets charts, and images to a message and send everything by e-mail.

Fax Service

The shared fax server does for fax communications what a printer does for printing operations. All fax capabilities are available to all network users so that they do not have to leave their workstations to send or receive a fax.

Collaborative Portal

Coworkers can share information in a collaborative and pre-set environment, using a web page format, in a quick and secure way. These websites include libraries of shared documents, company events, announcements, external links and other information which are relevant to the company's business.

Internet

The Internet server plays two roles within a network: one is to centralize accesses to the Internet by the workstations, drastically reducing costs related to modems and dial-up connections while increasing the rate of data transmission and reception. The other role is to monitor website access by users and prevent external attacks to the network.

The role of SBS in your company

In any business, it's essential to secure the most critical data and organize corporate data, as well as make the maximum use of all the computing equipment and resources. Implementing the right technology will help you achieve such goals and get more out of your time and money.

With Windows Small Business Server 2003 you will understand why choosing the right technology can be more efficient and reduce costs, and why having a good connection with your clients can make the difference.

For more information, visit the website:

<http://www.microsoft.com/windowsserver2003/sbs/evaluation/default.aspx>

Keep your data protected

With Windows Small Business Server 2003 it's possible to secure company data and offer more protection to your network and your business:

- Contains a built-in Firewall to protect data against non-authorized access and help prevent attacks by hackers in up to 60%;
- Prevents data loss through an internal backup and restore system which enables users to easily recover any accidentally deleted data;
- Removes virus from attachments automatically and more efficiently, and blocks messages with malicious content (spam), once it has more effective controls;
- Keeps access to data and resources by users protected by a set of characteristics, including authentication, authorization and encryption of data.

Points of argument

Consider to which extent you and your users depend on a work environment that is protected against spam and websites that might bring in viruses, and how important it is to be able to recover information that has been accidentally deleted. Many managers say that the greatest benefit brought by Windows Small Business Server 2003 is the certainty that their important data is protected.

Maximize company's productivity

Windows Small Business Server 2003 is specially designed to increase productivity, once it maximizes the use of the network equipment and resources. It also creates a more efficient business environment. With Windows Small Business Server 2003, it's possible to:

Share resources such as applications and Internet access, as well as equipment such as: printers, fax, CD-ROM units, etc;

- Increase cooperation among users through an Intranet that allows documents to be shared; coordinate work schedules and teamwork in critical projects;
- Run multiple applications more efficiently and store large amounts of data without decreasing the performance of the computers due to system overload;
- Be productive even when away from the office through remote access to e-mails, schedule, contacts and company data.

Points of argument

One of the best aspects of Windows Small Business Server 2003 technology is that it quickly adheres to a company's business by performing tasks more efficiently and at a more attractive, productive and effective cost. When is the best time for a company to adopt a technology that helps it operate more effectively? When it comes Windows Small Business Server 2003, the time is now!

More Effective Communications

With Windows Small Business Server 2003, companies can be managed and connected to their clients from virtually anywhere. You can:

- Access business information, including e-mails, contacts, schedules, applications, Intranet, and even the company's computer, through any equipment that is connected to Internet;
- Remotely send electronic messages from your e-mail account, ensuring the integrity of your brand and keeping track on the performed events.

Points of argument: The mobility tools of Windows Small Business Server 2003 give your business more flexibility and deep access to resources. Clients' proposals will no longer remain unanswered while your employees are away from the office — they will be able to access their account anywhere they are, in real time, as well as to share information such as schedules and tasks, and update their business information.

Get and keep more clients

Windows Small Business Server 2003 provides tools that help you enhance your company's identity and be connected to your client from virtually anywhere in the world. You can:

- Host your website and e-mail to strength your brand and credibility before your clients;
- Communicate with clients and access your information while you are away from the office via e-mail, contacts, schedule, and other resources of the company, in real time.

Points of argument The fact that you are connected to your business in real time, even when away from the office, increases your efficiency before your client. Studies show that having the ability to quickly respond to clients significantly increases the financial return. With Windows Small Business Server 2003, you keep your clients well-informed and served.*

* Studies based on Forbes. For more information, visit:

<http://www.microsoft.com/windowsserver2003/sbs/evaluation/roi/outofboxROI.msp>

Resources of the Standard Edition

Small companies need to access, update, share, and store increasing amounts of information. In order to attain advanced security in a small corporate network you must have tools for printing, collaboration, e-mail, Internet connectivity, fax and support that are specially designed for mobile employees. That's why Windows Small Business Server 2003 offers the following resources:

Windows Server 2003

This reliable operating system has advanced security features, and helps keep your internal network data always available. It also includes the service efficiency of the Microsoft Active Directory® directories and its tools.

Windows SharePoint Services

Team members can communicate and collaborate with each other more easily through this new website solution. You can manage group activities, collaborate more efficiently and carry out team projects in an easy way.

Exchange Server 2003 Technology

Boost your company's productivity with this infrastructure for communications, messages, and collaboration. In addition, team members can access their e-mails on the web through Microsoft Outlook® Web Access.

Microsoft Office Outlook 2003

With this, your employees can manage their e-mails, schedules, contacts, and other personal and professional information from one single location.

Microsoft Shared Fax Service

Now you can have fax services and use fewer phone lines by sending faxes directly from your computer whenever you want. You can also choose to receive faxes through SharePoint or e-mail. Or, if you prefer, you can send them directly to a printer.

Routing and Remote Access Services (RRAS)

This firewall technology can help you protect your Internet connectivity. It's particularly important for deployments in branches and other long-distance network applications.

For more information, visit the website:

<http://www.microsoft.com/windowsserver2003/sbs/evaluation/features/default.mspx>

System Requirements

If you want SBS to fully perform its tasks and the workstations to connect without any loss of performance, we recommend the following scheme for your system requirements:

Server

The hardware requirements for the installation and use of SBS on a server are:

Component	Required	Recommended
Processor	Pentium/Celeron 300 MHz Intel, K6/Athlon/Duron 300 MHz AMD, or other compatible processors (Windows Small Business Server 2003 Standard Edition supports up to 2 CPUs on a single server).	Intel Pentium/Celeron 550 MHz Intel (or faster), K6/Athlon/Duron 550 MHz AMD, (or faster) or other compatible processors (The Standard Edition supports up to 2 CPUs on a single server).
Memory	256 MB	384 MB of RAM or larger (up to 4 GB)
HD	4 GB available disk space	4 GB available disk space
Driver	CD-ROM or DVD-ROM	CD-ROM or DVD-ROM
Video	VGA	Super VGA (800 × 600) or higher resolution
Mouse	Microsoft Mouse or compatible tool	Microsoft Mouse or compatible tool
Other Devices	Keyboard; Ethernet Network Card that is part of Hardware Compatibility List (HCL)* of Windows Server 2003	Keyboard; Ethernet Network Card that is part of Hardware Compatibility List of Windows Server 2003

* For more information about HCL, visit the website:

www.microsoft.com/hcl

Clients

The hardware requirements for the installation and use of SBS on a Windows XP workstation are:

Component	Required	Recommended
Processor	Pentium 233 MHz	Pentium 300 or faster
Memory	64 MB	128 MB or larger (up to 4 GB)
Hard disk	1.5 GB available disk space	1.5 GB available disk space
Driver	CD-ROM or DVD-ROM	CD-ROM or DVD-ROM
Video	VGA	Super VGA (800 × 600) or higher resolution
Mouse	Microsoft Mouse or compatible tool	Microsoft Mouse or compatible tool
Other Devices	Keyboard; Ethernet Network Card that is part of Hardware Compatibility List (HCL)* of Windows XP	Keyboard; Ethernet Network Card that is part of Hardware Compatibility List of Windows XP

* For more information about HCL, visit the website:

www.microsoft.com/hcl

Licensing

Companies in expansion need software, whether as an application, operating system or server. However, the acquisition of essential software tools requires important technology decisions. Explore all the available options in order to find the most adequate product for your business.

Buying Small Business Server from a retailer

Whenever an off-the-shelf software package developed by Microsoft is purchased — either from an online retailer or by mail order — you receive a full packaged product (FFP). Although this is usually the most expensive way to purchase a software package, it can be convenient. Besides, if you compare prices, you can find discounted products.

You can get other benefits when buying a software package from a retailer such a number of hours of free technical support from Microsoft as well as discounts in software updates, which cost less than a complete version of the software. It should be clear that when you buy some Microsoft software, you are not buying a program but a licensed copy of the product, together with the right to use it.

For more information, visit the website:

<http://www.microsoft.com/windowsserver2003/sbs/howtobuy/default.mspx>

Buying Small Business Server in a new computer

When you buy your PC from an OEM (Original Equipment Manufacturer), it can already come with software packages. This type of purchase may be the most economical option for a company; however an OEM license presents some limitations. For instance, it does not include free technical support and you will not be allowed to uninstall the software from a PC and install it on another machine as you would when you buy a full packaged product from a retailer.

If you wish to buy a new software update, you can choose it according to your professional needs. You can buy a new PC with the new program or to buy an update from a retailer.

As it happens when you buy any other software package, you will have a license to use a certain program but you will not actually own the software.

For more information, visit the website:

<http://www.microsoft.com/windowsserver2003/sbs/howtobuy/default.mspx>

Buying Small Business Server with a volume discount

Even if you need only five software licenses, you might be able to get a volume discount. As it happens when you buy any other software package, you will receive a license to use the program but you will not actually own it. The volume license offers flexible options which will suit your specific business needs and keep your margin competitive.

New update option

Planning	Make payments.
Productivity	Extend the workspace to your house.
Support	Keep business systems running with stability.
Tools	Install software with efficiency.
Training	Speed up your employees' work with new products.

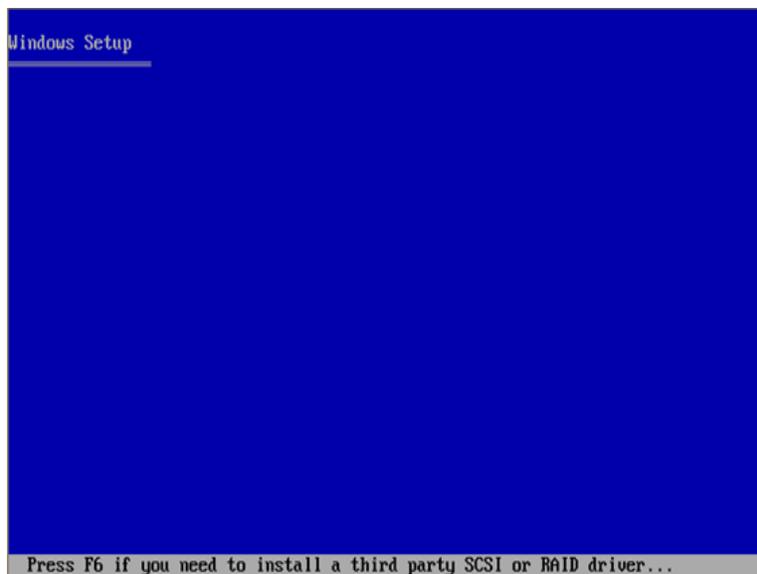
For more information, visit the website:

<http://www.microsoft.com/windowsserver2003/sbs/howtobuy/default.aspx>

SBS Installation

Windows Small Business Server 2003, in its Standard version, comes with 4 installation CDs — 3 for configuring the Operating System and server applications, and 1 containing Outlook 2003. The installation is a very intuitive process and depends on what is relevant to your company's business. Next you will see all the installation steps, starting from the beginning of the process.

1. Insert the Small Business Server 2003 Disk 1 into the CD-ROM unit; turn on the computer and wait for the message "**Press any key to run the CD-ROM**"; press any key to start installation.



Screen 1 – Installation of Small Business Server 2003

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2. On the **Welcome to Installation** screen, press *ENTER* to perform a new Windows Small Business Server 2003 installation.

```
Windows Server 2003 for Small Business Server Setup
-----
Welcome to Setup.

This portion of the Setup program prepares Microsoft(R)
Windows(R) to run on your computer.

• To set up Windows now, press ENTER.
• To repair a Windows installation using
  Recovery Console, press R.
• To quit Setup without installing Windows, press F3.

ENTER=Continue  R=Repair  F3=Quit
```

Screen 2 – Welcome

3. To continue with the installation process, you need to accept the terms of the **"Windows License Agreement"**. To read it, press *PAGE DOWN*. To agree, press *F8*.

```
Windows Licensing Agreement
-----
MICROSOFT SOFTWARE LICENSE TERMS

MICROSOFT WINDOWS SMALL BUSINESS
SERVER 2003 R2 STANDARD EDITION.

MICROSOFT WINDOWS SMALL BUSINESS
SERVER 2003 R2 PREMIUM EDITION

These license terms are an agreement between
Microsoft Corporation (or based on where you live,
one of its affiliates) and you. Please read them. They
apply to the software named above, which includes
the media on which you received it, if any. The terms
also apply to any Microsoft

* updates,
* supplements,
* Internet-based services, and
* support services

for this software, unless other terms accompany
those items. If so, those terms apply.

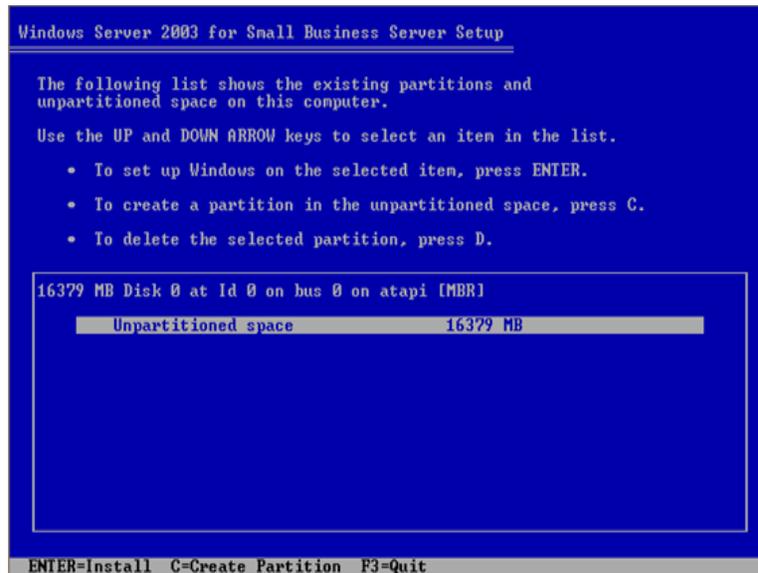
By using the software, you accept these terms. If you

F8=I agree  ESC=I do not agree  PAGE DOWN=Next Page
```

Screen 3 – Windows License Agreement

Small Business Solution COMBO

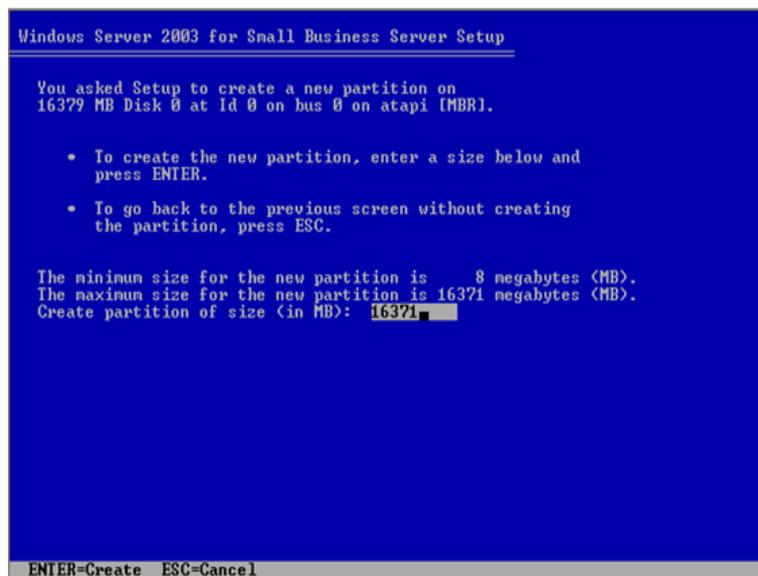
4. It's necessary to create a **partition*** for the installation of Windows Small Business Server 2003. Press **C** to create it.



Screen 4 – Creating a Partition

**Note: A partition is a space reserved in the Hard Disk (HD) to install the applications and the operating system that are part of the Windows Small Business Server 2003 pack. It is measured in MB (Megabytes) and the minimum recommended size is 16 GB (16.389 MB, as suggested on Screen 4 – Creation of Partition).*

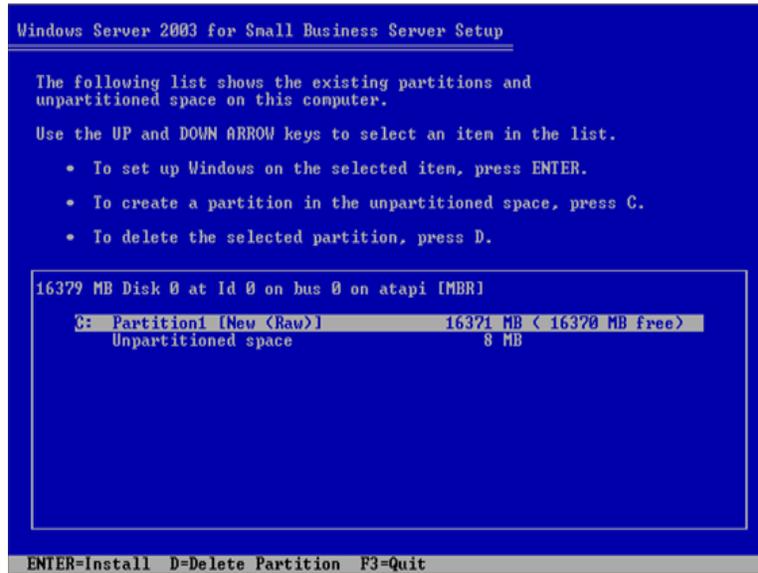
5. Define the size of the partition that you wish to create in the field "Create Partition of size (in MB)" and press **ENTER**.



Screen 5 – Defining the Size of the Partition

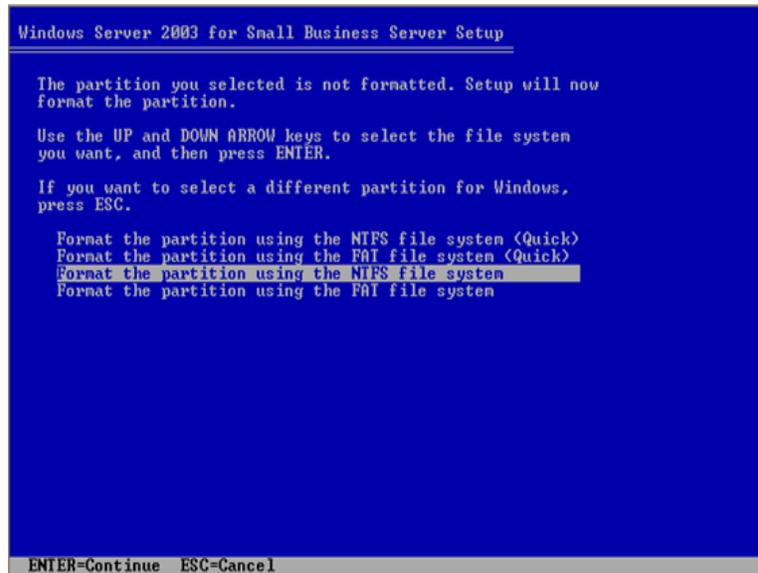
Small Business Solution COMBO

6. Check if all the partitions were created and click *ENTER* to continue.



Screen 6 – Confirmation of Created Partitions

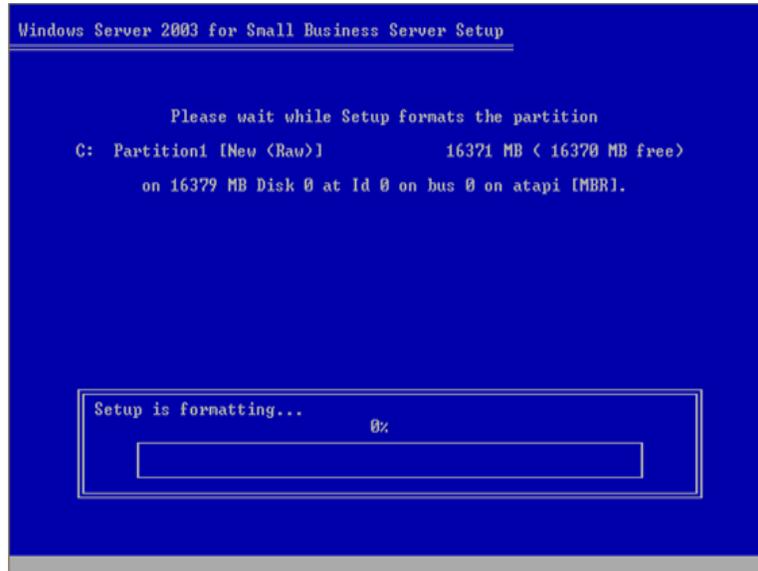
7. Before saving the files on the new partition you need to format this partition. Select the option "Format partition using the NTFS file system".



7 – Formatting Partition

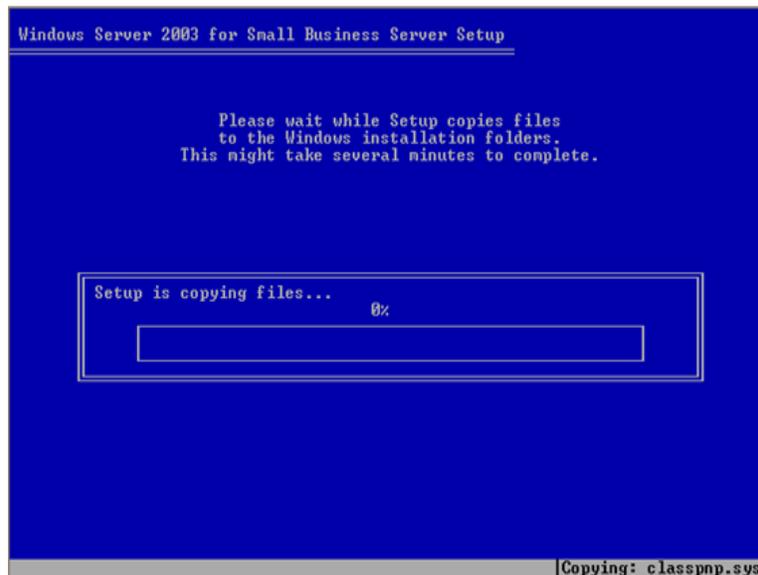
Small Business Solution COMBO

- Wait until the formatting process is completed. It can take some minutes. User's input will not be required until step 11.



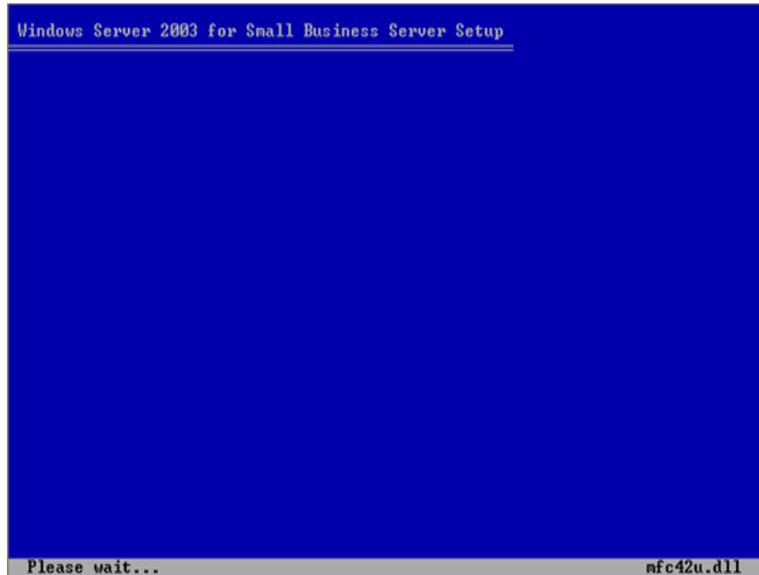
Screen 8 – Formatting Status

- After the formatting phase, the Pre-Installation files will be copied to the machine. This may take a few minutes.



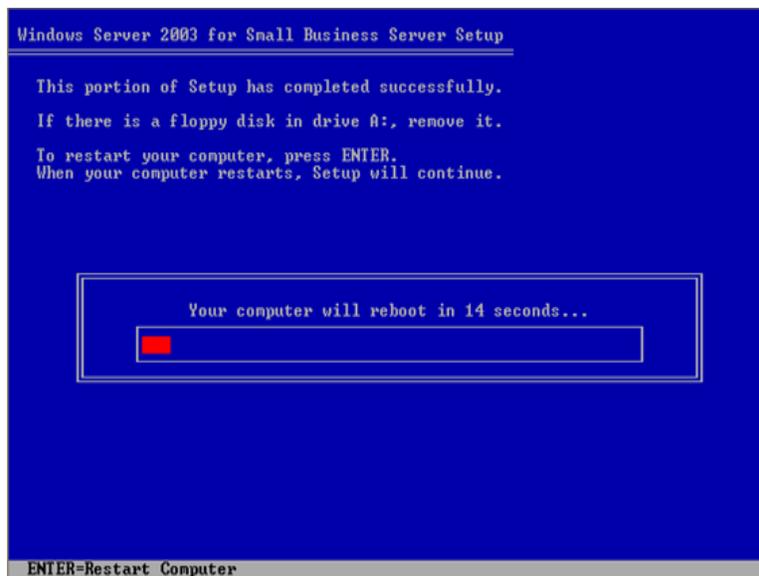
Screen 9 – Copying the Pre-Installation Files

10. Wait while the files are loaded for installation.



Screen 10 – Loading the installation files

11. To continue the installation, the computer must be restarted. It will be done automatically in 15 seconds. If you wish to speed up the restart process press *ENTER*.



Screen 11 – Restarting the Computer

12. When the Operating System restarts, ignore the message and wait for the Windows Server 2003 screen to appear.

The next step does not require user's intervention.



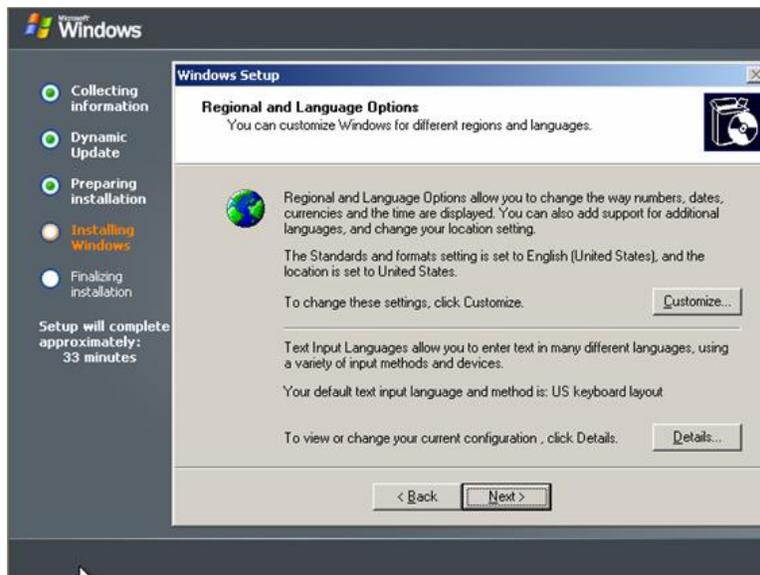
Screen 12 – Initial Screen — Windows Server 2003

13. The installation screen will appear automatically.



Screen 13 – Windows 2003 Installation

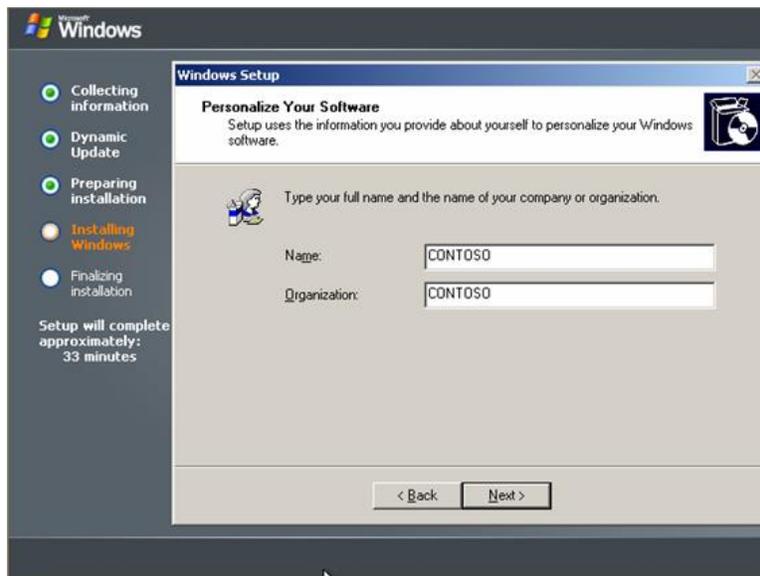
14. On the **Regional and Language Options page**, verify the default is set to English (United States) and click *Next*.



Screen 14 – Regional Settings

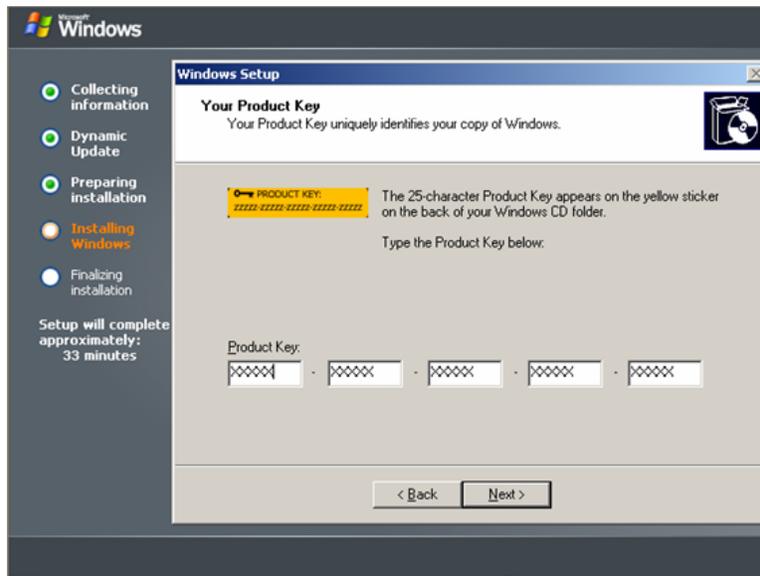
Note If you need to change the keyboard layout, select the second button *Details*.

15. On the **Personalize the Software** page, type the name of the user and the name of the organization, and then click *Next*.



Screen 15 – Personalizing the Product

16. On the **Product Key page**, type the product key that is printed on a label on the CD packages and then click *Next*.



Screen 16 – Product Key

17. On the **Computer name and administrator password** page, in the fields:

Computer Name Type the name of the server

TIP *This name can't have any accents or cedillas and should contain a maximum of 14 characters. Some suggestions: <Company>01, SRV-<Company>, SERVER01*

Administrator Password Should contain characters, numbers, and symbols.

TIP *On Windows, using uppercase and lowercase letters makes a difference; therefore they can be used to make access more difficult.*

Do not use easy passwords such as: Name of the Organization, Name of the Server, Name of the administrator or dates such as birthdays, or key words such as Password, etc.

This keyword can't be forgotten until the end of product installation, once it will be requested in several occasions.

After filling in the fields, click *Next*.



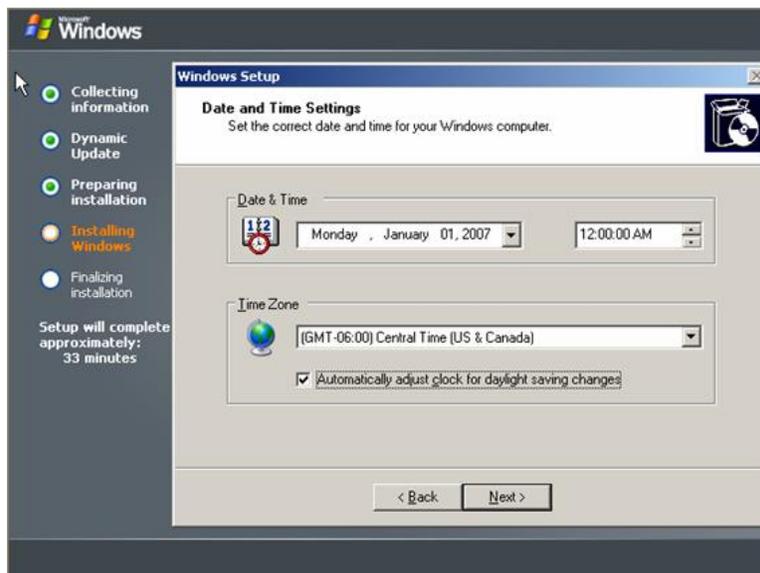
Screen 17 – Server name and administrator password

18. In case the suggestions above are not followed, a warning screen will be displayed. If you wish to keep the current password, click *YES*.



Screen 18 –Password related warning

19. On **the Time and Date Settings** page, make sure that time and date are correct and that *Time Zone* shows the correct time zone (US & Canada). Check the box *Automatically adjust clock for daylight saving changes* and then *click Next*.



Screen 19 – Time and Date Adjustments

Small Business Solution COMBO

20. Continuing the Installation. Having finished the adjustments, Windows Small Business Server 2003 will continue with the installation until the computer restarts.



Screen 20 – Continuing the Installation

Small Business Solution COMBO

21. As soon as the installation is complete and the computer restarts, you will be asked to type the name of the Administrator user and his/her password. To do that, press *CTRL-ALT-DEL*.



Screen 21 – CTRL-ALT-DEL

22. On the **Log on Windows** page, type the word ADMINISTRATOR in the field *User name*; in the field *Password*, you must type the same password you have just created (see step 17).



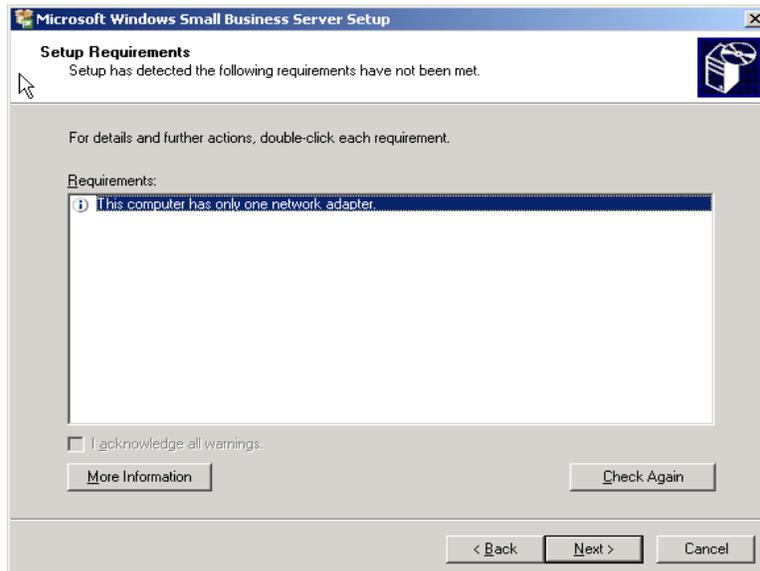
Screen 22 – Logon on Windows 2003

23. On the **Welcome to the Microsoft Windows Small Business Server Installation** page, select *Next*.



Screen 23 – Welcome

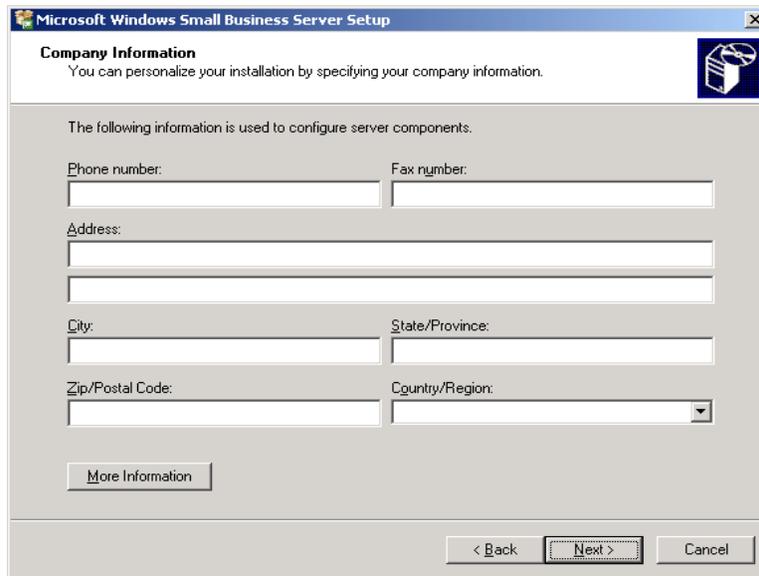
24. On the **Installation Requirements** page, you will see a list of requirements that have not been fulfilled during the verification process. If you wish to conduct a new verification, click *Check again*; otherwise, click *Next*.



Screen 24 – Installation Check List

Small Business Solution COMBO

25. On the Company **Information** page, type the appropriate client information and click *Next*.



The screenshot shows a Windows dialog box titled "Microsoft Windows Small Business Server Setup". The main heading is "Company Information" with a sub-heading: "You can personalize your installation by specifying your company information." Below this, it states: "The following information is used to configure server components." The form contains several input fields: "Phone number:" and "Fax number:" (text boxes), "Address:" (two stacked text boxes), "City:" and "State/Province:" (text boxes), "Zip/Postal Code:" (text box), and "Country/Region:" (dropdown menu). A "More Information" button is located below the input fields. At the bottom of the dialog, there are three buttons: "< Back", "Next >" (highlighted with a dashed border), and "Cancel".

Screen 25 – Company Information

Small Business Solution COMBO

26. On the **Internal Domain Information** page choose a domain name for the company (generally the first name of the company or its main name), followed by *.local*, then type it in the *field Full DNS Name of the internal domain*. The other fields are filled in automatically.

Examples of domain names:

Contoso Enterprises Ltd

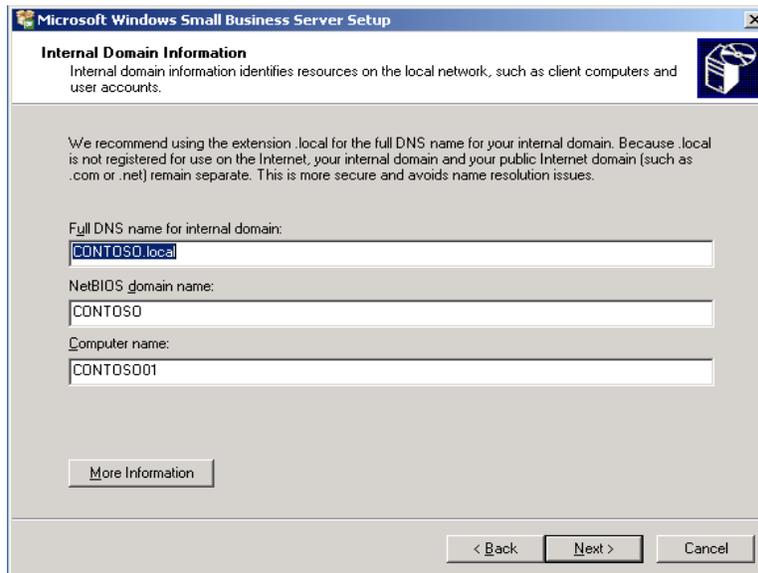
Contoso.local

Trucking and Shipping Ltd

Trucking.local

Peter's Imports Ltd

Peters.local



Microsoft Windows Small Business Server Setup

Internal Domain Information

Internal domain information identifies resources on the local network, such as client computers and user accounts.

We recommend using the extension .local for the full DNS name for your internal domain. Because .local is not registered for use on the Internet, your internal domain and your public Internet domain (such as .com or .net) remain separate. This is more secure and avoids name resolution issues.

Full DNS name for internal domain:
CONTOSO.local

NetBIOS domain name:
CONTOSO

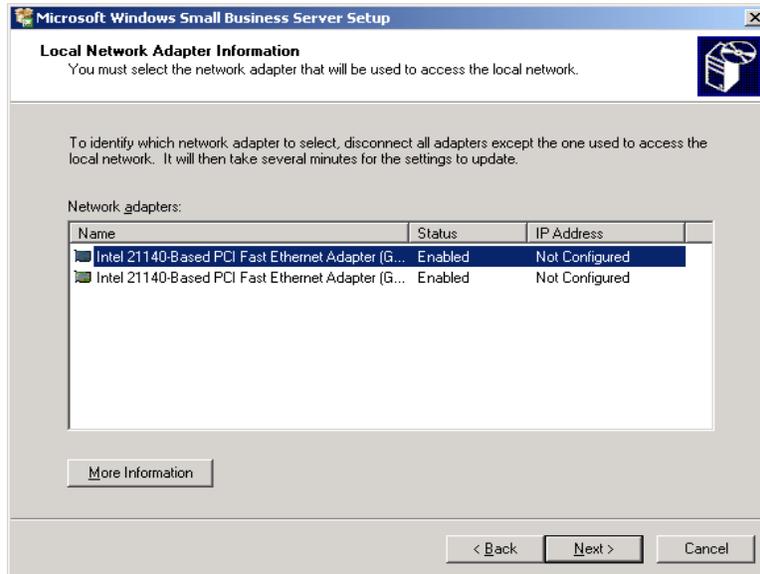
Computer name:
CONTOSO01

[More Information](#)

< Back Next > Cancel

Screen 26 – SBS Local Domain

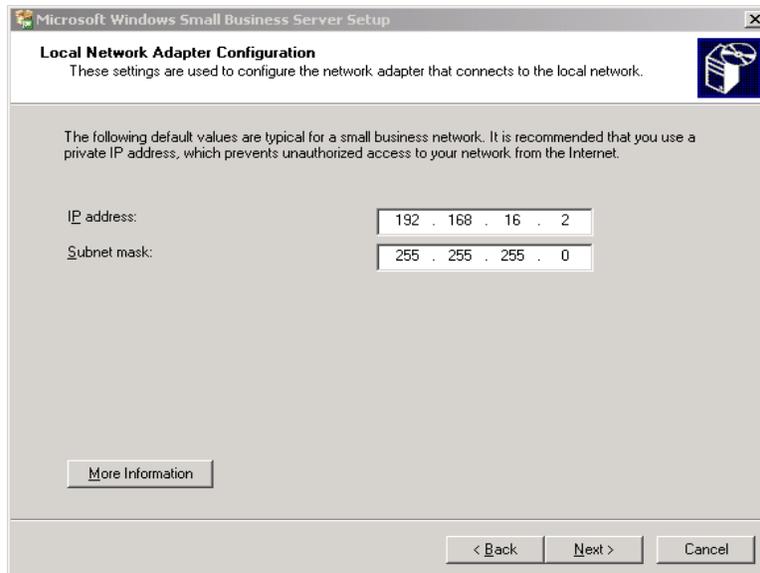
27. On the **Local Network Adapter Information** page, make sure that there is a configured network card and that its status says *Enabled* and click *Next*.



Screen 27 – Status of Network Card

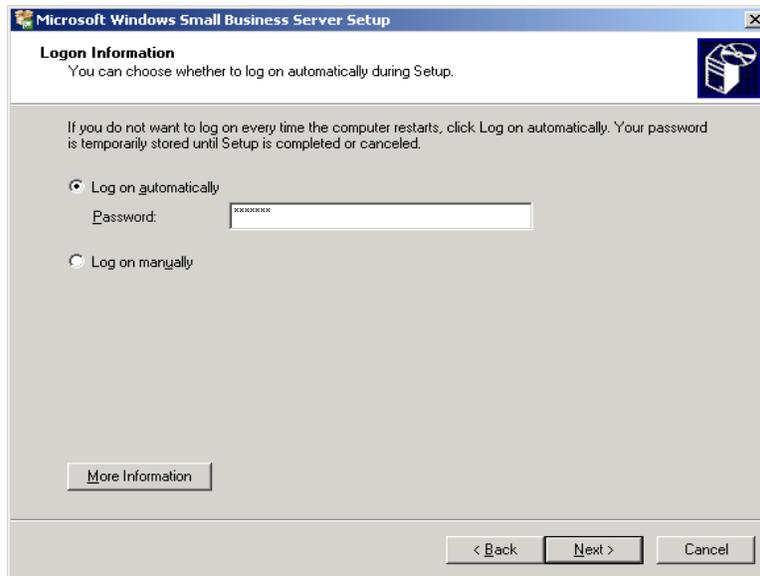
28. On the **Local Network Adapter Configuration** page, keep the default IP addresses and Sub network Mask, which are:

IP 192.168.16.2
Mask 255.255.255.0, and then click *Next*.



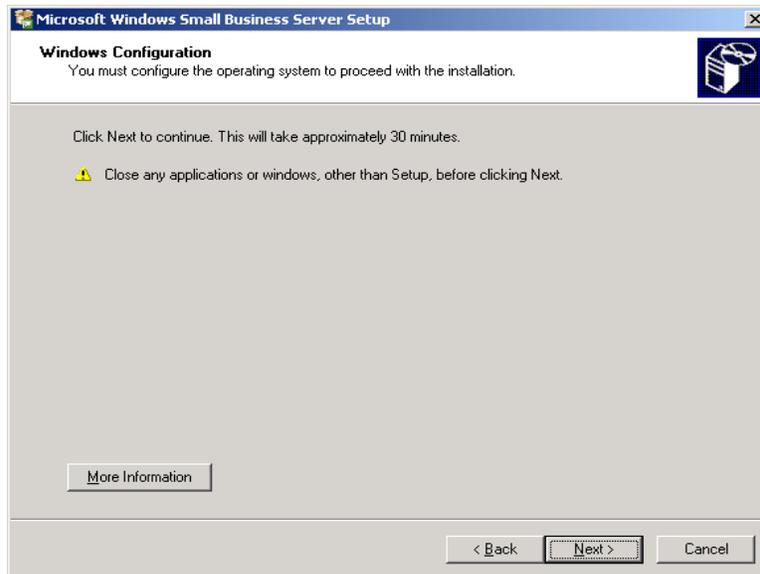
Screen 28 – IP and Network Mask

29. On the **Logon Information** page, check the box *Log on automatically*, type the administrator password (the same from step 17) and click *Next*.



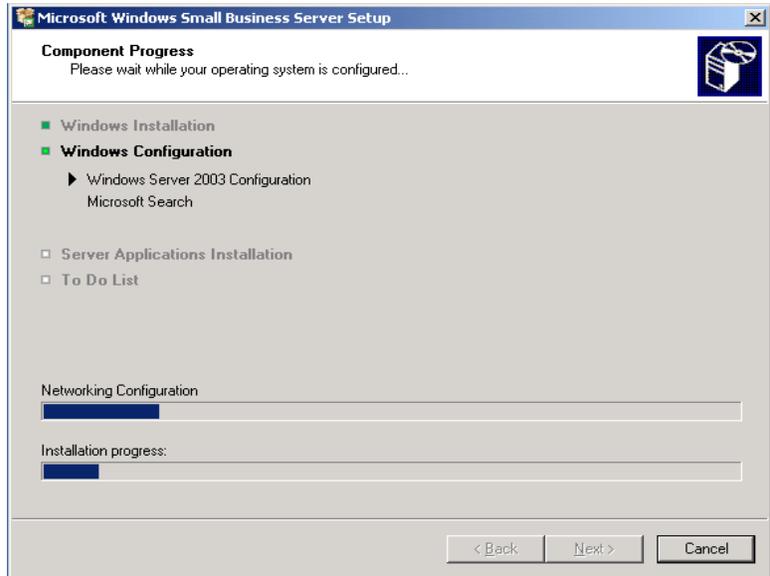
Screen 29 – Automatic Logon

30. On the **Windows Configuration** page, make sure no other application is open, then click *Next*.



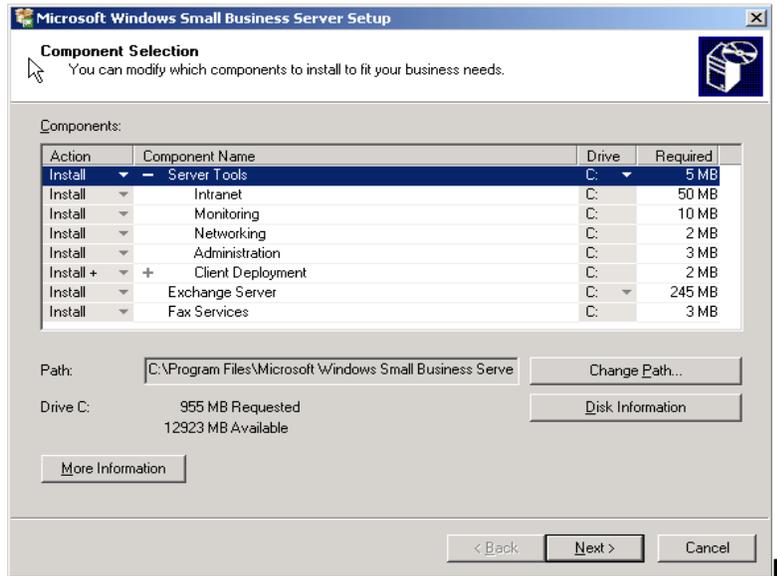
Screen 30 – Closing Applications

31. Having finished inputting the initial information, Windows Small Business Server 2003 will continue the installation process automatically.



Screen 31 – Continuing the installation process

32. Soon after the computer restarts you will see a **Component Selection** page. Verify if you need to change any installation path for the components, select the appropriate one and click *Change Path* or click *Next*, when applicable.

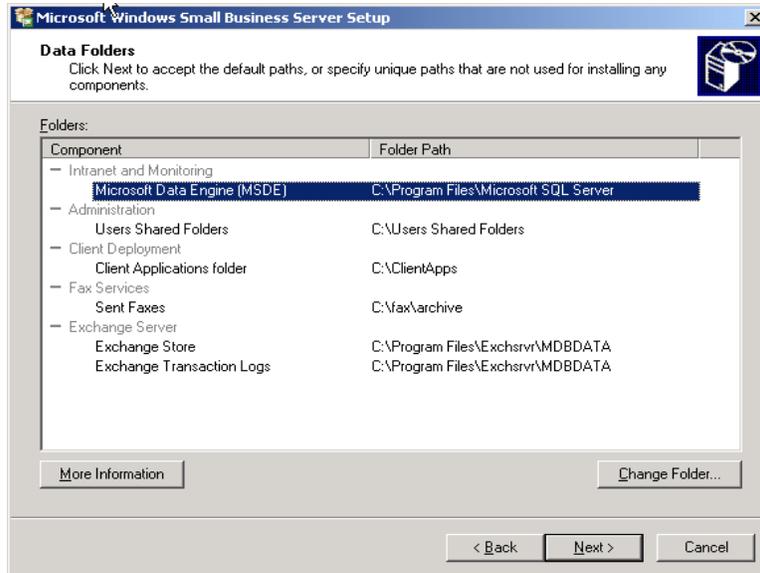


hyju1,

Screen 32 – Changing Application Path

Note It is highly recommended that the application paths are **NOT** altered.

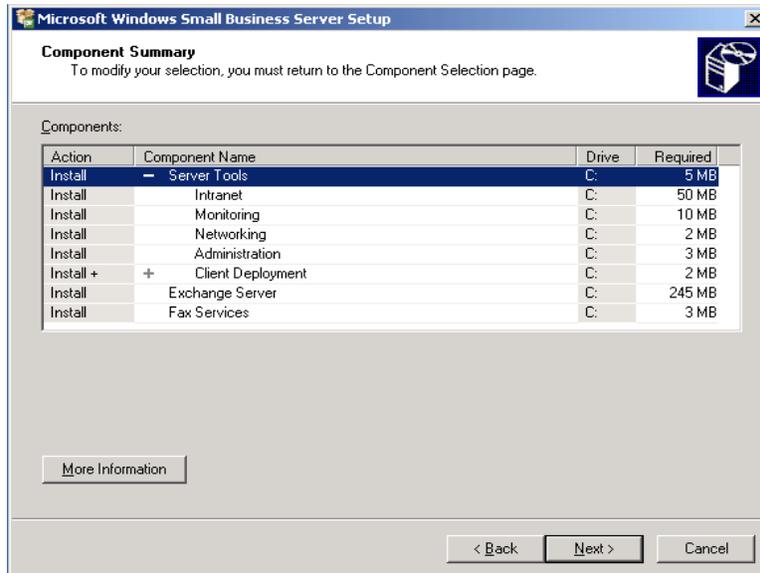
33. On the **Data Folders** page you will see the Component Selection screen. If you need to change some installation path for the components, select the appropriate one and click *Change Path* or simply click *Next*, when applicable.



Screen 33 – Changing data folder path

Note It is highly recommended that the data folder paths are **NOT** altered.

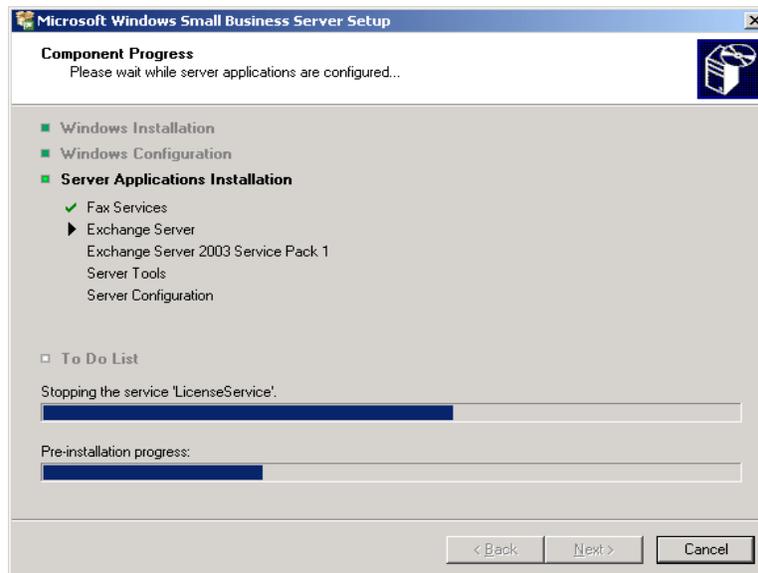
34. On the **Component Summary** page, click *Next*.



Screen 34 – Component Summary

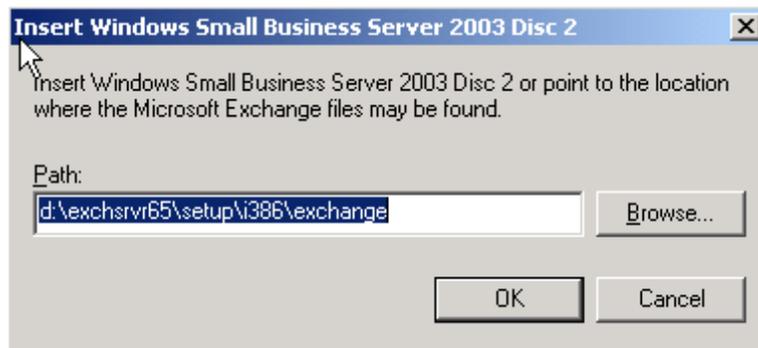
Small Business Solution COMBO

35. After all the information regarding the folder paths is complete, Windows Small Business Server 2003 will continue the installation process automatically.



Screen 35 – Continuing the installation process

36. When the installation disk 2 is requested, insert it and click *OK*.



Screen 36 – Change installation disk

Small Business Solution COMBO

37. The same applies to disk 3 and disk 4. When requested, insert it and click *OK*.



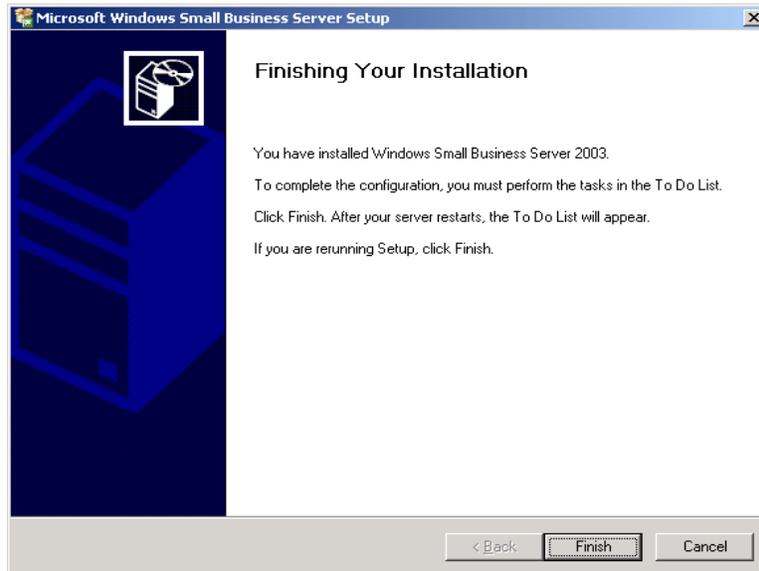
Screen 37 –Change Installation disk

38. The same applies to the Microsoft Outlook 2003 disk. When requested, insert it and click *OK*.



Screen 38 – Change Installation disk

39. On **the Completing Your Installation** page, click *Finish*.



Screen 39 – Completing your Installation

40. By clicking *ok* the computer restarts



Screen 40 – Restarting the Computer

After the installation, Windows Small Business Server 2003 will show you a list of To Do tasks, such as the one below:

To Do List

When the installation is complete, Windows Small Business Server 2003 gives you a “to do list”, which is a list of the configurations that need to be done in order to adequate the solution to the client's business. Before starting the process you will need to collect the following data:

- External domain name
- List of the company’s printers (with the respective drivers)
- User List
- Determine rules to name the resources (users, computers, and resources)

This manual offers guidance for these steps:

External domain name

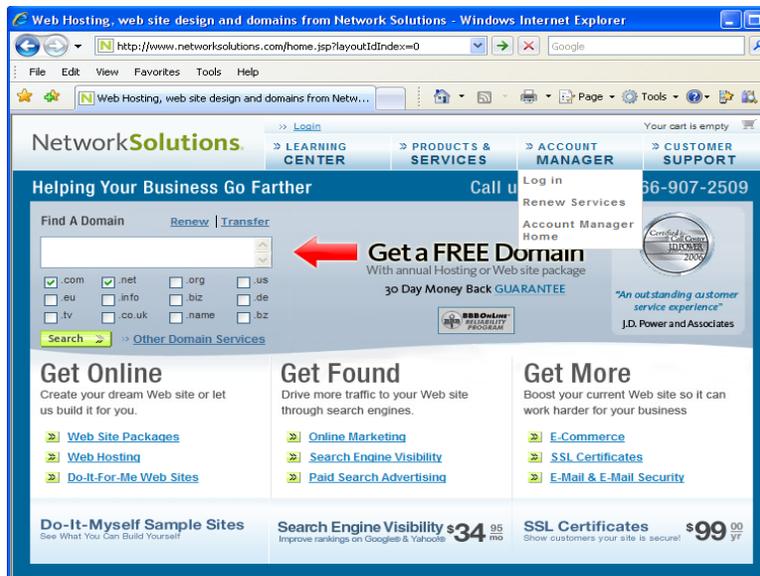
The external domain name is the name used by a company for its website and e-mail. Some recommendations:

- It should evoke the name of the company
- It should be short and easy to remember
- It should not contain accents and symbols such as: . , ! : and others
- It should not conflict with any other existing name.

To search for a domain name, check the Networksolutions website. For this, type:

<http://www.networksolutions.com>

Small Business Solution COMBO

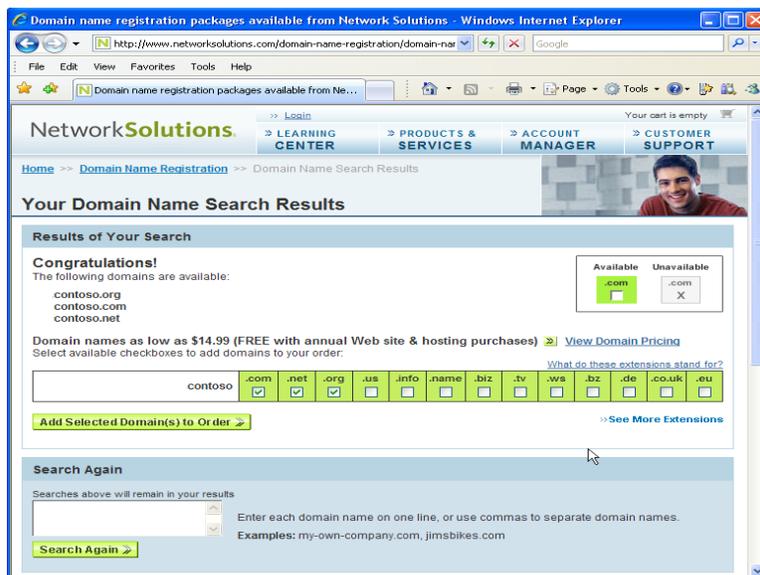


Screen 1 – NetworkSolutions.com

In the field www., type the domain name you wish to search. For instance:

contoso.com

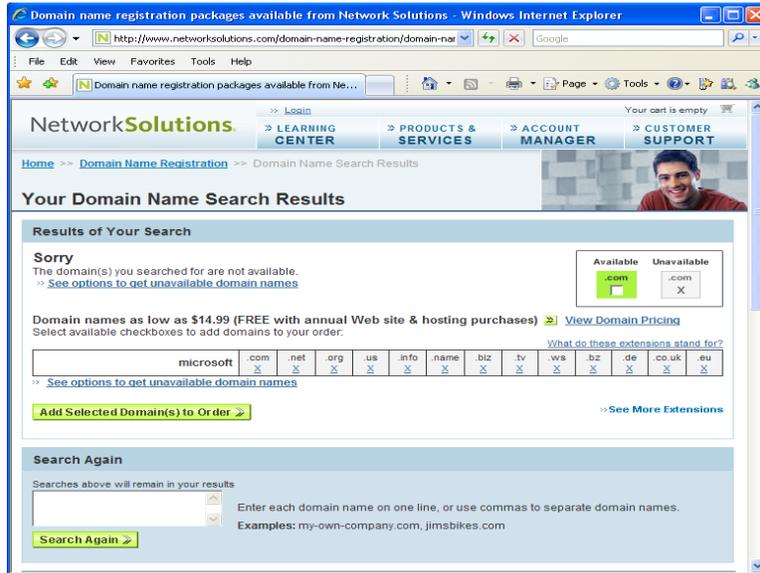
If this domain does not exist, the following screen will be displayed:



Screen 2 – Non-existing Domain

Small Business Solution COMBO

Otherwise, the following screen will be displayed (used as an example: microsoft.com):



Screen 3 – Existing Domain

If as result of the search you've found a domain that has not been registered yet, you need to register it. The safest method is to hire a company that specializes in this type of service. Such company will not only register your domain, but also offer you website hosting services, e-mail redirection services, and the necessary infrastructure to enable such operations to occur smoothly. See below some suggested links:

NETWORKSOLUTIONS	http://www.networksolutions.com/products-services/index.jsp
REGISTER	http://www.register.com/retail/index.rcmx

Having done all the necessary surveys, it's time to adequate the solution to your company's environment.

Printer list

This list should contain all the printers that will be shared as well as their respective drivers. You can establish beforehand if they are compatible with Windows — during the installation process or by conducting an HCL research (Hardware Compatibility List).

For more information about hcl, visit the website:

www.microsoft.com/hcl

User List

The user list should contain users' full names, departments and other data that the company deems to be relevant in order to monitor and make information available to users.

Naming Rules

Naming rules may vary according to each company or consultant. See some suggestions below:

Users: Naming rules must cover 3 aspects:

1. Each user must have a different Logon name.
2. In case of repeated names, the appropriate procedures should also be established by the naming rules.
3. They must consider temporary users.

For each of the above aspect, there is one suggestion:

1. Use the first letter of the first name plus the surname. For example:

Julianne Peters → JPeters
Newton Smith → NSmith

2. If as a result of rule 1, two or more users end up with repeated names, after the second repeated name, the next letter(s) of their names should be added. For example:

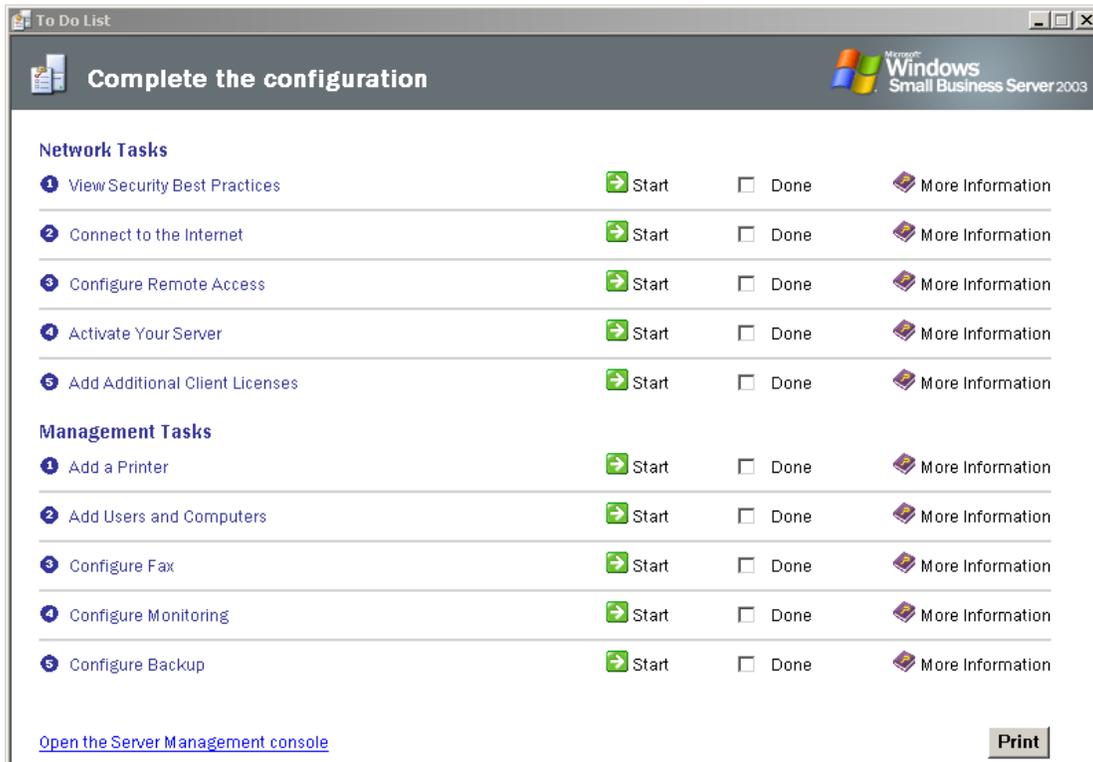
Alexis Barros → ABarros
Anna Marie Barros → ANBarros
Andrew Barros → ANDBarros

3. For temporary or external users, a prefix letter should be added in order to indicate their status. For temporary users, add a **t-**, and for external users, add an **e-**. For example:

Temporary Marie Oliveira → t-MOliveira
External Peter Gomes → e-PGomes

Final Adjustments

Having collected all the data, you can now organize Windows Small Business Server 2003 configuration in a more appropriate way. You'll see two configuration modules on the "To Do List" screen, as follows:



Screen – To Do List

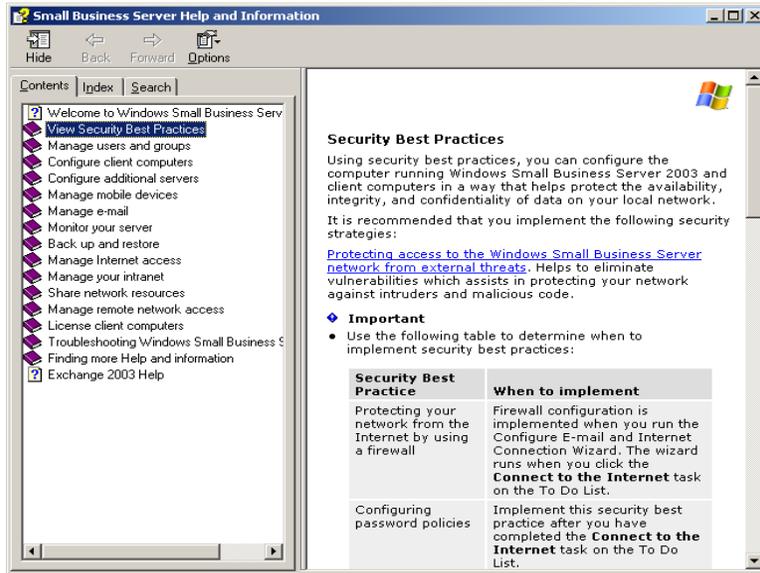
Next, we will present the tasks for network configuration. Some of them will be performed at this point and others, in the following modules.

Network Tasks

They are related to server's initial configurations. Next you will see the main configurations of Windows Small Business Server 2003, designed to adjust the server to your needs regarding the Internet, e-mail, security, remote access, product activation and license control.

Security Practices

Security practices are sets of documents that establish the guidelines for data security issues for all levels of the company.



Screen – Best Security Practices

Connect to the Internet

This is the most important aspect when it comes to Internet configuration and the following steps must be meticulously followed. We will present the most important configuration aspects:

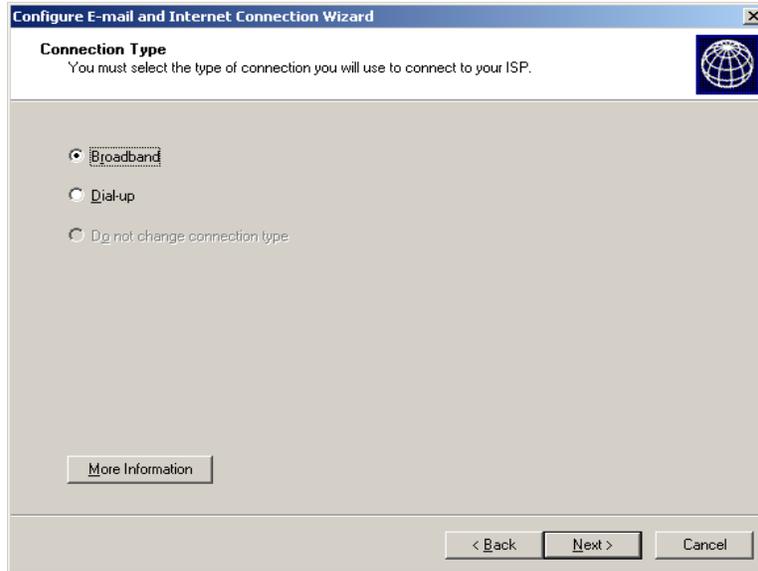
1. On the **Welcome to the** Configure E-mail and Internet Connection Wizard page, click *Next*.



Screen 1 – Welcome

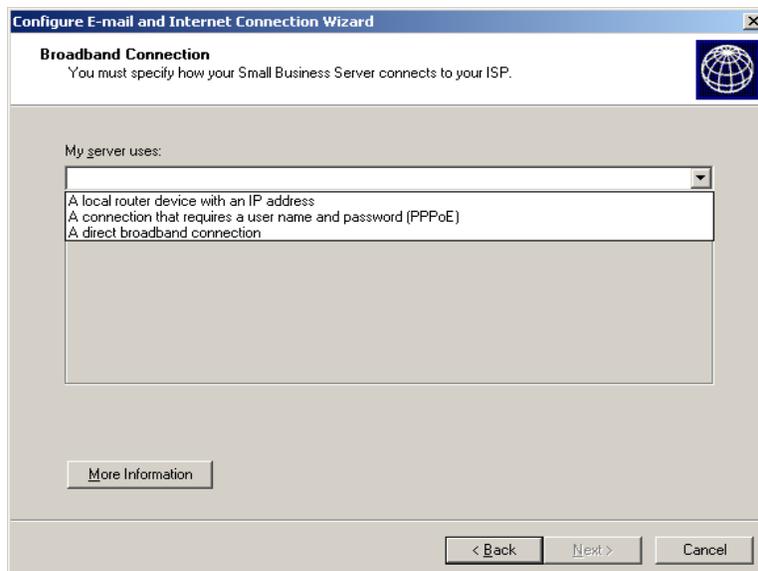
Small Business Solution COMBO

2. On the **Type of Connection** screen, select *Broadband Connection* or *Dial-up* (in case of using a telephone line). The first option is more interesting, but this service must be contracted beforehand with a service provider. After checking the appropriate box, click *Next*.



Screen 2 – Type of Connection

3. On the **Broadband Connection** page and in the field *My Server uses*, select the option that best applies to your provider. The most usual one is *One connection which requires one username and password (PPPoE)*. After selecting, click *Next*.



Screen 3 – Select the Broadband Connection

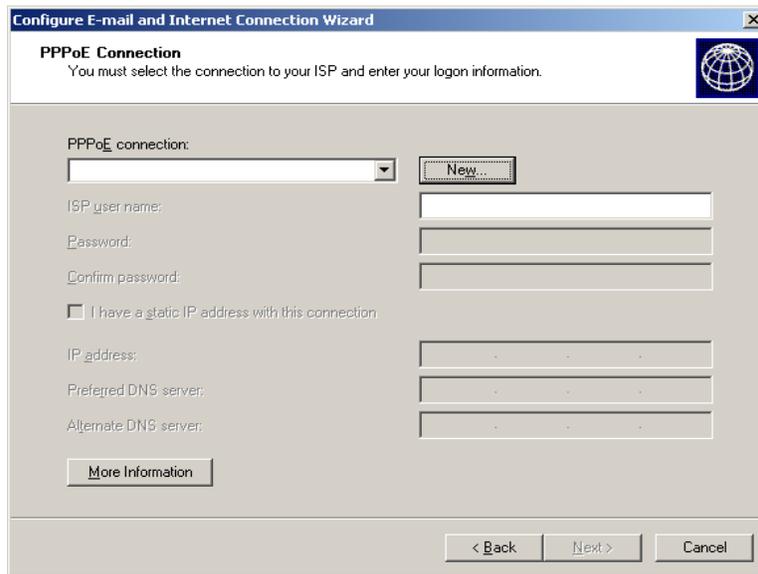
Small Business Solution COMBO

4. On the **PPPoE Connection** page, select *new*, where you will be required to provide the connection name (usually you can keep the suggested name); as for the service name, enter the name of your internet access provider, for example: *Terra*.

Information for the other fields must be supplied by the internet access provider:

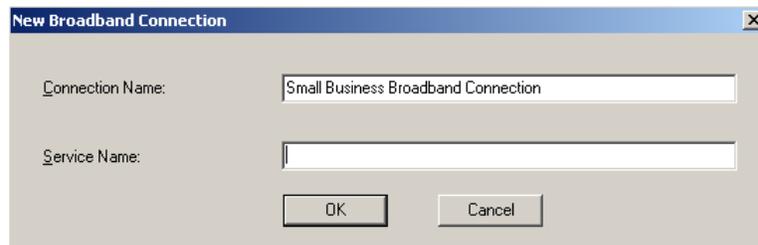
User name in the provider	Registered User
Password	Registered password
Confirm Password	Password Confirmation

In case your provider offers a static IP address (containing 4 numbers) and the same kind of preferential and alternative DNS. Example of IP address: 192.168.0.100. After completing it, click *Next*.



Screen 4 – Configuring a Broadband Account

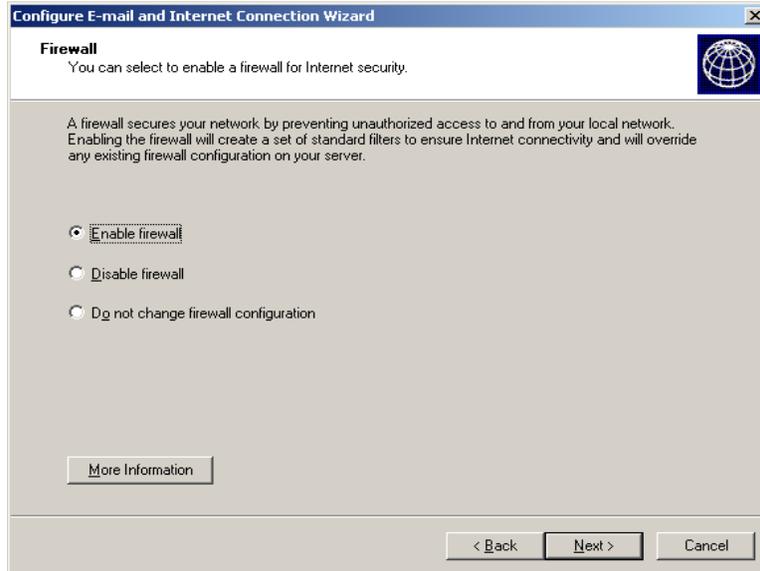
Here you should inform the names of the connection and the server, as explained in the previous step.



Screen – Complementing account configuration

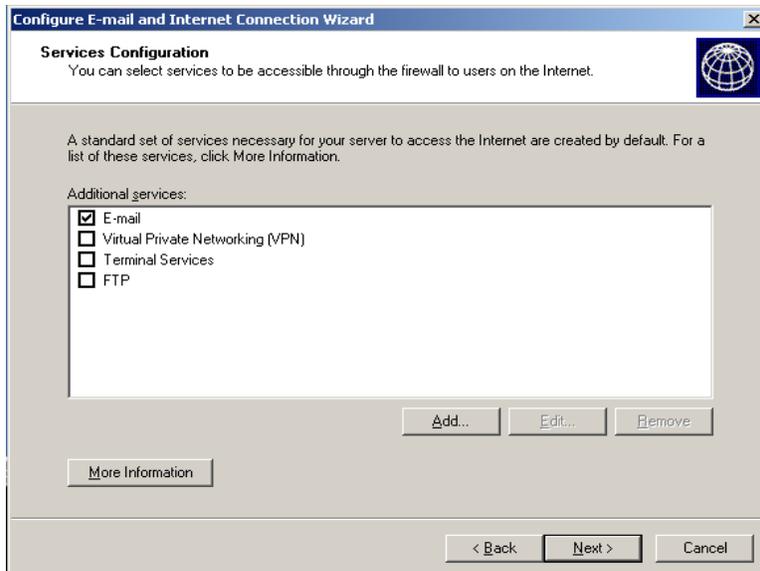
5. On the **Firewall** page, check the box *Set up Firewall* and then click *Next*.

Now your Windows Small Business Server 2003 will be protected against external attacks perpetrated by intruders (known as Hackers). Enabling this item is highly recommended.



Screen 5 – Enabling Firewall

6. On the **Service Configuration** page, check the boxes related to additional services such as *E-mail* and *Virtual Private Network (VPN)* and then click *Next*.



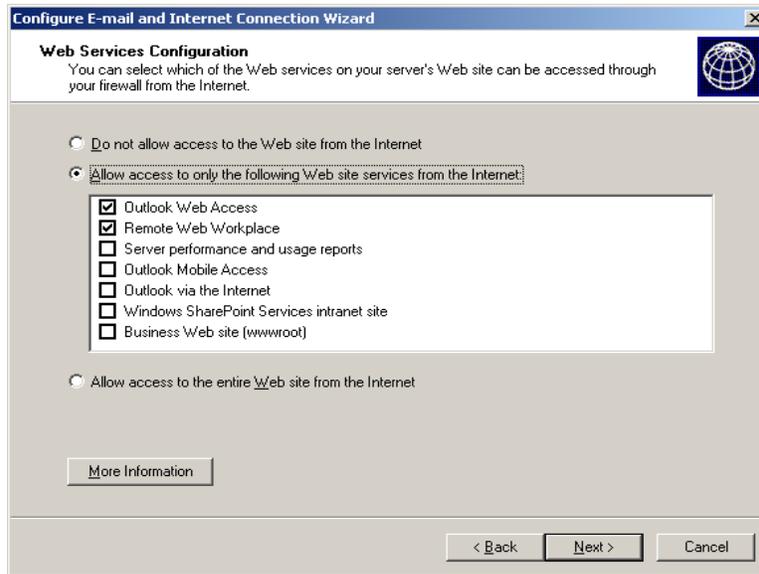
Screen 6 – Connection Services to be protected

Small Business Solution COMBO

7. On the **Web Services Configuration** page, make sure the box *Allow access only to the following website services through the Internet* is checked and take a look at the following services.

- *Outlook Web Access* (for remote e-mail access)
- *Remote Web Workplace* (for remote access to a client's server)

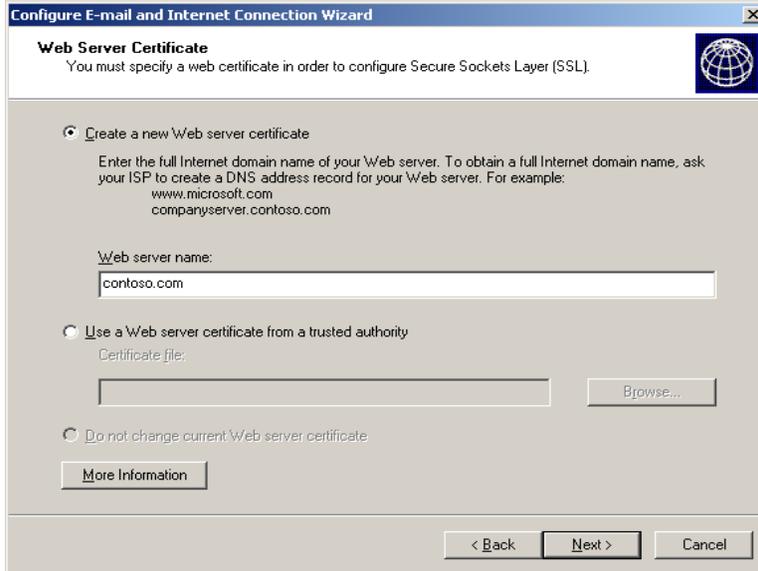
After choosing, click *Next*



Screen 7 – Web services to be protected

8. On the **Web Server Certificate** page, make sure the box *Create a new Web server certificate* is checked, and in the Web Server Name field, type the contracted domain name (for example: contoso.com) and then click Next.

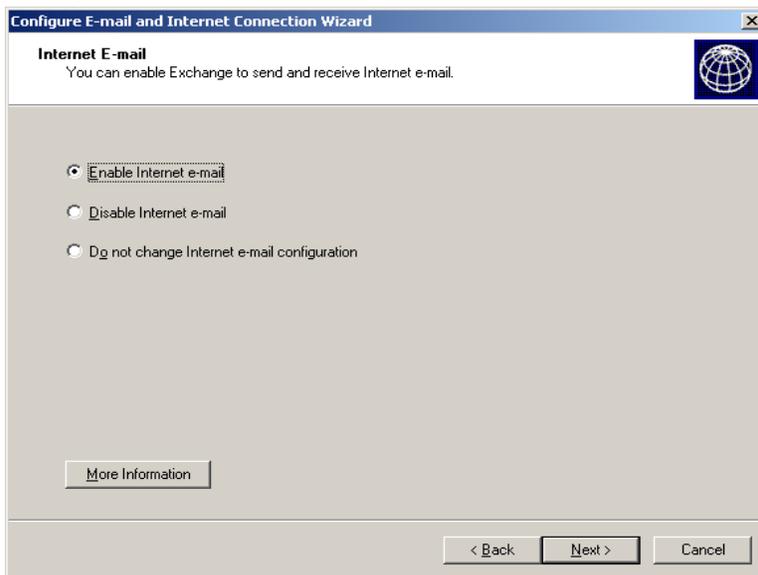
By doing this, you can guarantee that all remote accesses to server and e-mails are protected. Having made your choice, click *Next*.



Screen 8 – Creating a Certificate

9. On the **Internet E-mail** page, make sure the box *Enable Internet e-mail* is checked and then click *Next*.

At this point you can create users' e-mails for external use.

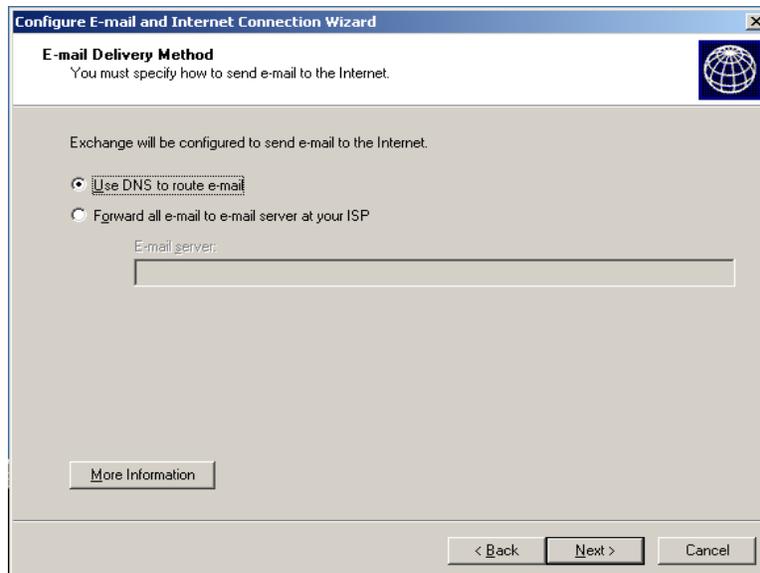


Screen 9 – Enabling e-mail service

10. On **the E-mail delivery method** page, you have two options.

- *Use DNS to route e-mails*
Used when the DNS service of your server is responsible for making decisions regarding the target domain names for outbound messages.
- *Forward all e-mails to the server of your internet service provider*
Used when the provider offers an IP or server address for routing messages.

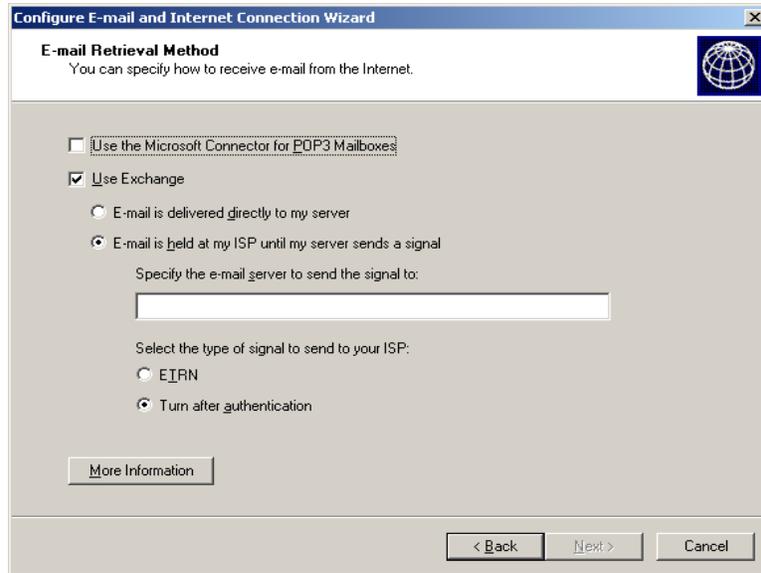
After choosing, click *Next*.



Screen 10 – Name resolution Method

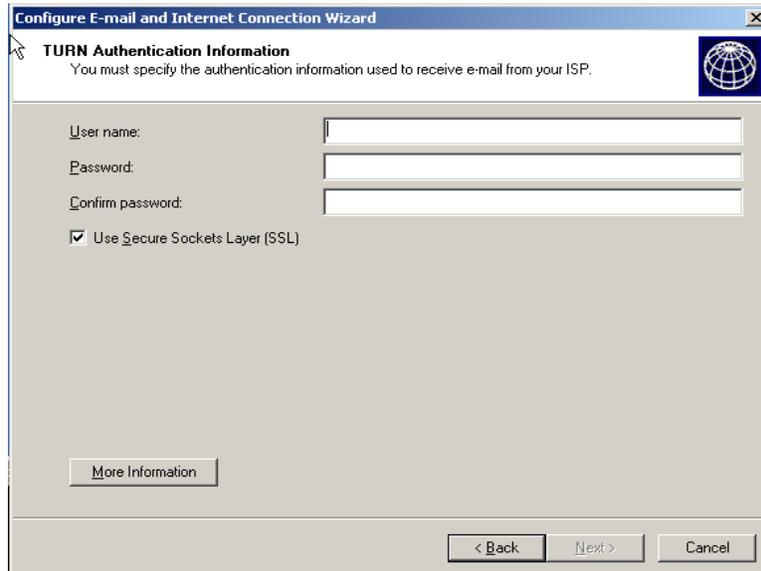
Note The most interesting choice in this scenario is to check the Use DNS to route e-mails box.

11. On the **E-mail Retrieval Method** page, the configurations will depend on your Access Provider. In case it does not provide this information, keep the suggested options and click *Next*.



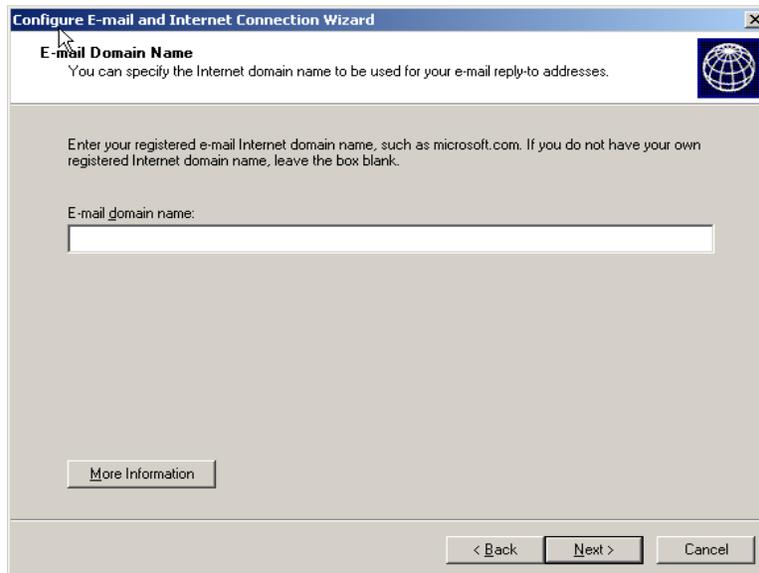
Screen 11 – E-mail Retrieval Method

12. On the **TURN Authentication Information** page, in case your Provider guides you in this sense, enter the *User name*, *Password* and *Password Confirmation*. This information will be provided by your access provider; click *Next*.



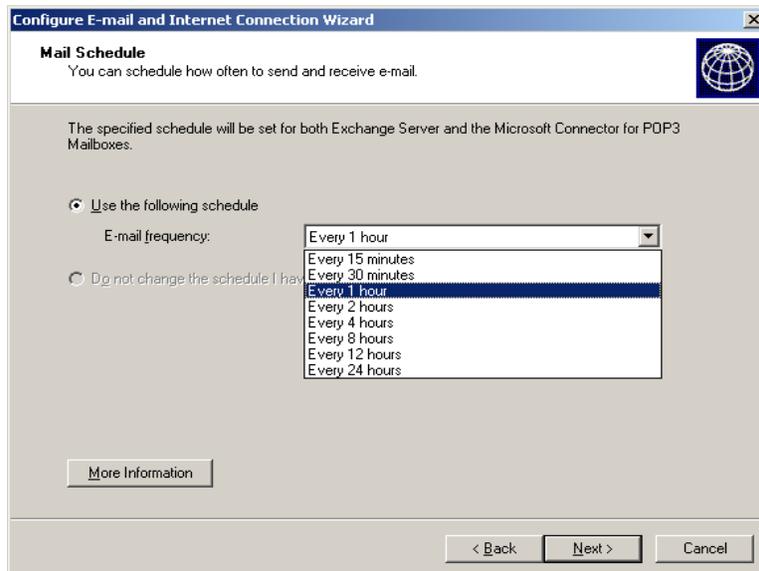
Screen 12 – Confirmation for Authentication

13. On the **E-mail Domain Name** page, type the Internet registered name, for example: contoso.com and then click *Next*.



Screen 13 – Confirming e-mail domain

14. On the **E-mail Scheduler** page, make sure the box *Use the following scheduler* is checked and select a frequency of occurrence (the suggestion is every one hour), and then click Next.

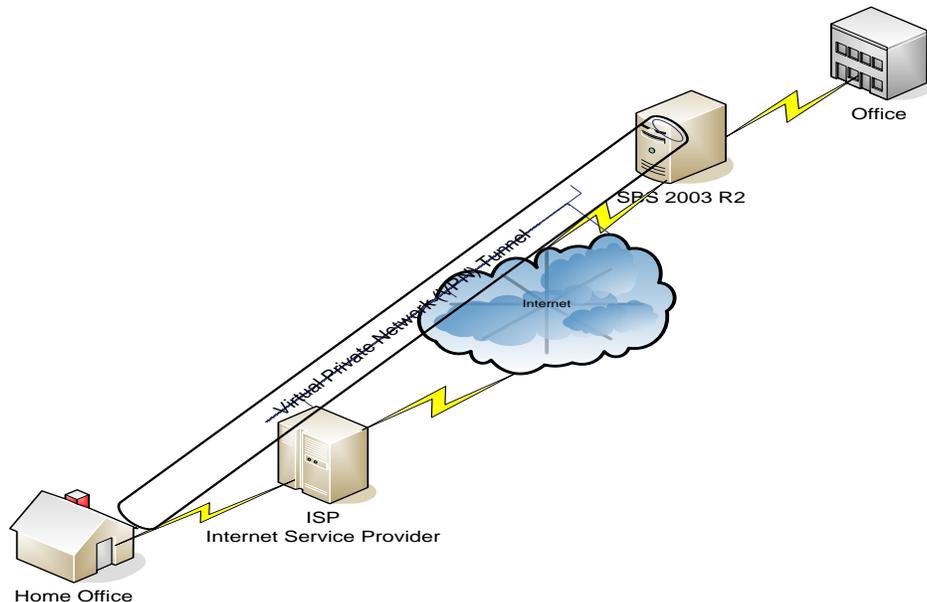


Screen 14 – E-mail scheduler

Configuring the Remote Access

The Remote Access Configuration is important for external connections to a client's network. These connections are enabled by a technology called VPN (Virtual Private Network). It allows a user to be secure while connected to the internet.

The following picture illustrates the connection.



VPN Connection Scheme

The advantages of creating a VPN connection are:

- The external connection can be performed through any internet provider, including the free ones.
- As it's a secure connection, the risk of attacks is very small.
- You can provide remote maintenance for Windows Small Business Server 2003 servers without actually visiting a client at his location.
- Employees will be able to access their files directly through Internet
- There are no additional costs involved in this kind of connection, once it is done through the internet link already in use at the company.

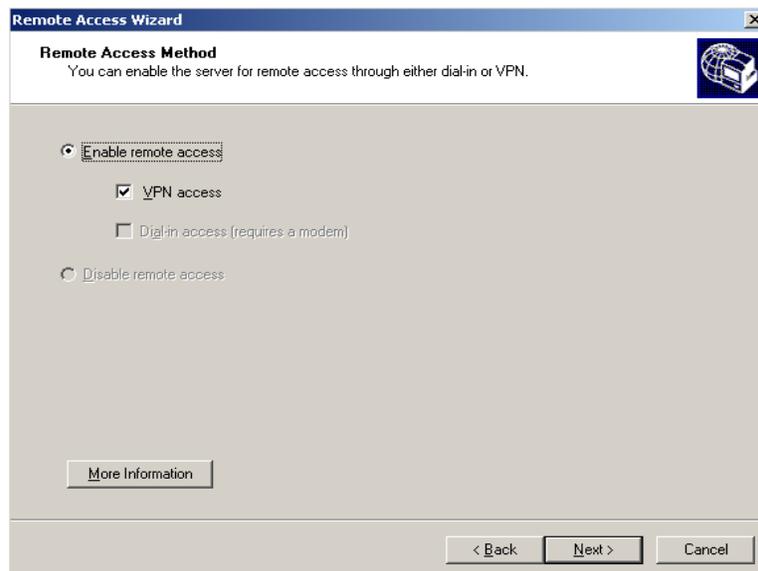
To enable this connection, the following steps must be taken:

1. On the **Welcome to the Remote Access Wizard** page, click *Next*.



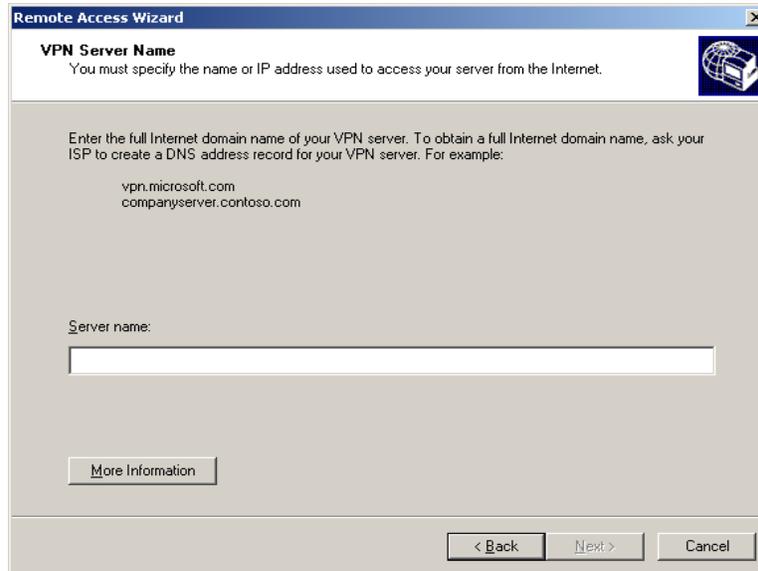
Screen 1 – Welcome

2. On the **Remote Access Method** page, make sure the box *Enable remote access and VPN Access* is checked, and then click *Next*.



Screen 2 – Enabling VPN

3. On the **VPN Server Name** page, type the name you have chosen for the access server in the field *Server Name*, for example: Contoso01 or, if you prefer, your IP address, for example: 192.168.16.2, and then click *Next*.



Screen 3 –VPN Server Name

4. On the **Completing Remote Access Wizard** page, click *Finish* to end the wizard.



Screen 4 – Completing the Wizard

Activating the server

The server needs to be activated in order to allow the client to work with the licensed product, which is registered with Microsoft. The steps are simple:

1. On the **Let's Activate Windows** page, select the best option for the existing Internet connection. If it's activated, check the box *Yes, let's activate Windows over the Internet now*; otherwise check the box *Yes, I want to telephone a Microsoft Service Representative to activate Windows*. After choosing, click *Next*.



Screen 1 –Activation Method

2. On the Register with Microsoft page, you have two options:

- *Yes, I want to register and activate Windows at the same time.*

This option allows the client to activate Windows and enter the appropriate data to register with Microsoft.

- *I don't want to register now, let's just activate Windows.*

This option only activates Windows, leaving it ready to be used.



Screen 2 – Windows Registry

After checking the appropriate box, click *Next*.

The registry and/or activation of Windows Small Business Server 2003 through the Internet take only a few minutes and is the fastest way to register.

Adding Client Licenses

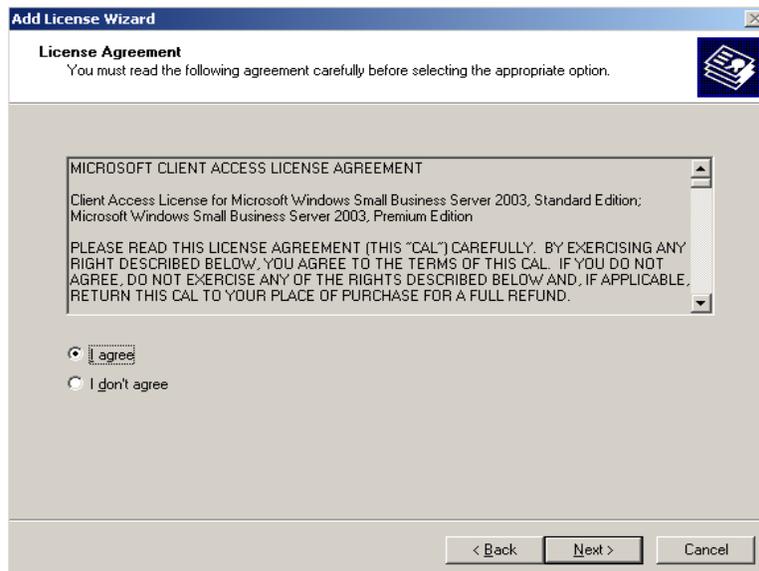
The feature adding client licenses is used to register the logs of application accesses, called CAL (*Client Access License*) that Microsoft installed in the equipment. This process is important because it will enable Windows Small Business Server 2003 to control the whole network. See the steps below:

1. On the **Welcome to the Add License Wizard** page, click *Next*.



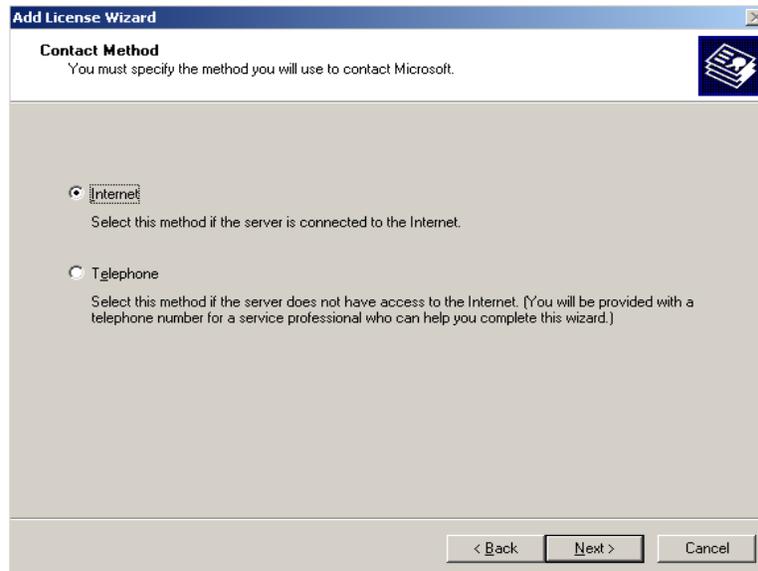
Screen 1 – Welcome

2. On the **License Agreement** page, make sure the box *I Agree* is checked, then click *Next*.



Screen 2 – Accepting the License Agreement

3. On the **Contact Method** page, you can choose between *Internet* or *Phone*; consider the best option, then click *Next*.



Screen 3 – Checking Contact Method

After selecting the option, you must add the product keys that are listed on the OEM license agreement or printed on the product packages.

Management Tasks

After configuring the server, some further steps are required to ensure that the environment is complete and in accordance with the client's needs. These steps include the following items: Add a printer, monitoring, fax, backup, and others. The steps presented below explain the main tasks.

Add a Printer

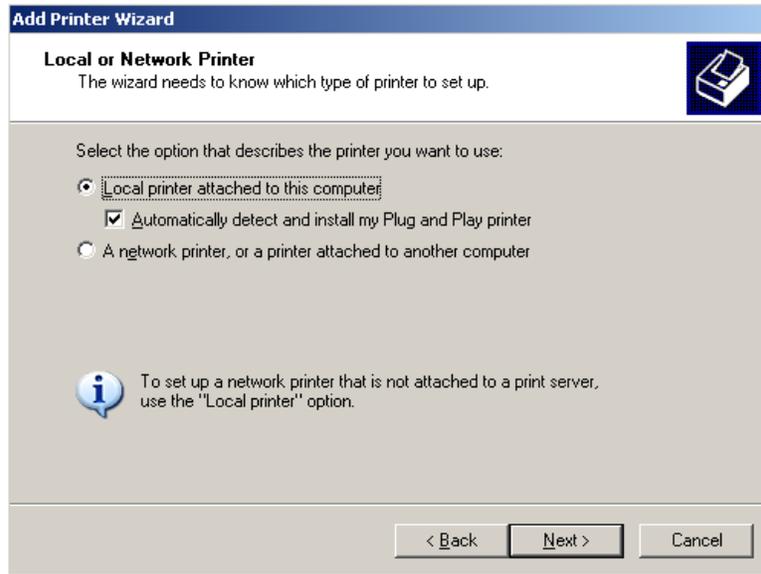
As suggested before, it's good to have a list of printers and its respective drivers (just in case). Follow the steps below for printer installation. You must perform the same steps for all printers connected to the clients and the server.

1. On the **Welcome to the 'Add Printer Wizard'** page, click *Next*.



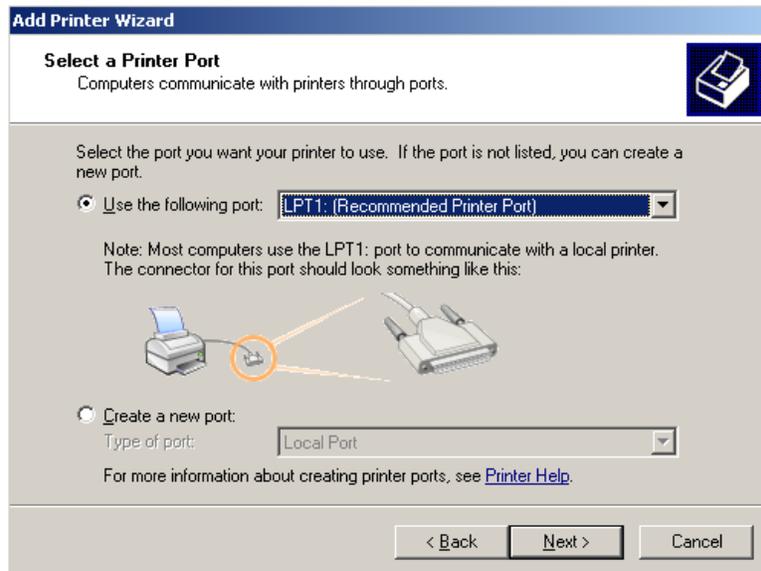
Screen 1 – Welcome

2. On the **Local or Network Printer** page, make sure the box *Local printer connected to this computer* is checked, as well as the box: *Automatically detect printer and install my Plug and Play printer*. By doing this, Windows will verify the printer model and if the appropriate driver is available, the installation will continue automatically. After choosing, click *Next*.



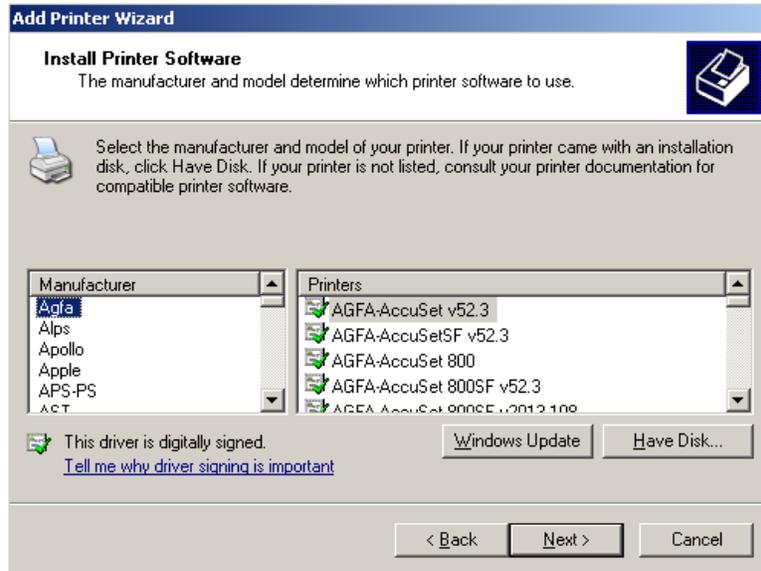
Screen 2 – Choosing a local printer

3. On the **Selecting a printer port** page, make sure the box *Use the following port* is checked and that *LPT1 (recommended printer port)* is displayed; then click *Next*.



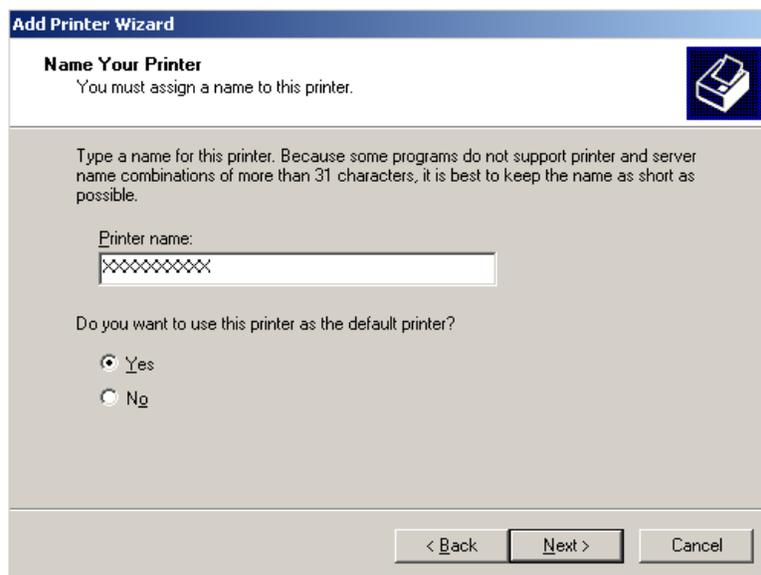
Screen 3 – Selecting a communication port

- If a printer is not automatically detected, the screen **Install printer software** will be displayed with a list of manufacturers and models. If your printer is not listed, you still can click *With Disk*. For this option, you must have an installation disk, usually provided by the manufacturer; then click *Next*.



Screen 4 – Selecting a printer model

- On the **Provide a printer name** page, in the field *Printer Name*, choose a name that appropriately describes this printer, for instance, the printer model (Color DeskJet) or the department (Laser-HR). If there is another printer installed in the computer, you can define which printer will be the preferred one. So, in the box *Do you want to set it as the default printer*, check *Yes* and then *Next*.



Screen 5 –Printer Name

6. On the **Printer Sharing** page, check the box *Share Name* if you want this printer to be viewed by other network users, and type the printer name. You can follow the same rules used for printer naming. Or check the box: *Do not share this printer* and then click *Next*.

Add Printer Wizard

Printer Sharing
You can share this printer with other network users.

If you want to share this printer, you must provide a share name. You can use the suggested name or type a new one. The share name will be visible to other network users.

Do not share this printer

Share name: XXXXXXXX

< Back Next > Cancel

Screen 6 – Printer Sharing

7. On the **Location and comments** page and in the field *Location*, type the physical location of the printer, for example: Sales 5th Floor and a comment about the printer (optional), for example: Black & White Printing; then click *Next*.

Add Printer Wizard

Location and Comment
You have the option of supplying a location and description of this printer.

You can describe the location and capabilities of this printer. This information may be helpful to users.

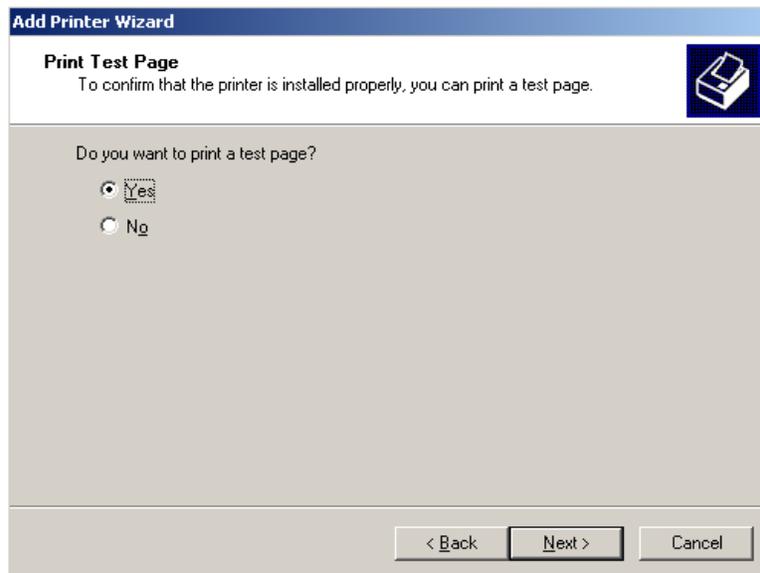
Location: _____

Comment: _____

< Back Next > Cancel

Screen 7 – Comment about the Printer

8. On the **Print Test Page** screen, we suggest that you check the box *Yes*, as this will assure you that the driver is correctly installed; then click *Next*.



Screen 8 – Test Page

9. On the **Completing the 'Add Printer Wizard'** page, click *Finish* to end the process.



Screen 9 – Completing the Installation

Monitoring Options

The monitoring options are aimed at generating the reports and counters you need to assess server performance, and enable you to take pro-active actions regarding the use of resources such as: Memory, Processor, HD, etc. See below how to configure them.

1. On the **Welcome to the Monitoring Configuration Wizard** page, click *Next*.



Screen 1 – Welcome

2. On the **Reporting Options** page, there are two reporting options:

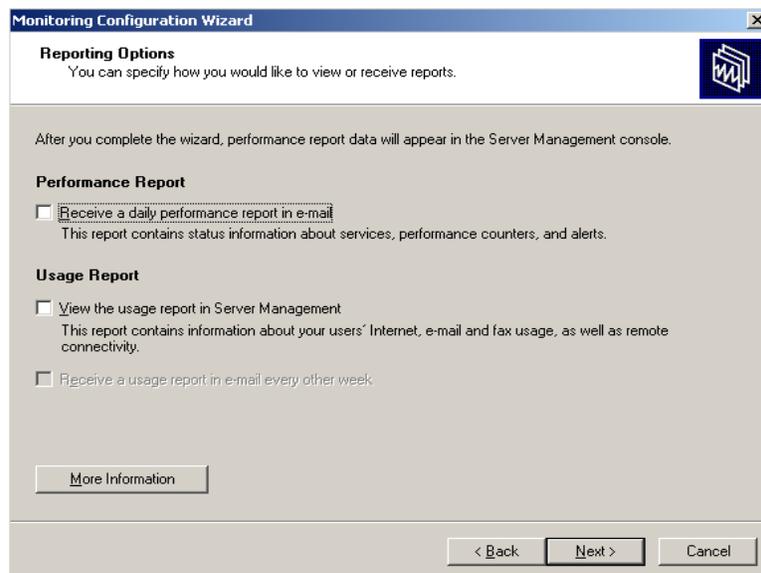
Performance Report Receive daily performance reports by e-mail

The most significant server performance data is sent to you by e-mail.

Usage Report View usage report in Server Management

This option enables reports to be stored in the server for future reference.

After making the choices, click *Next*.

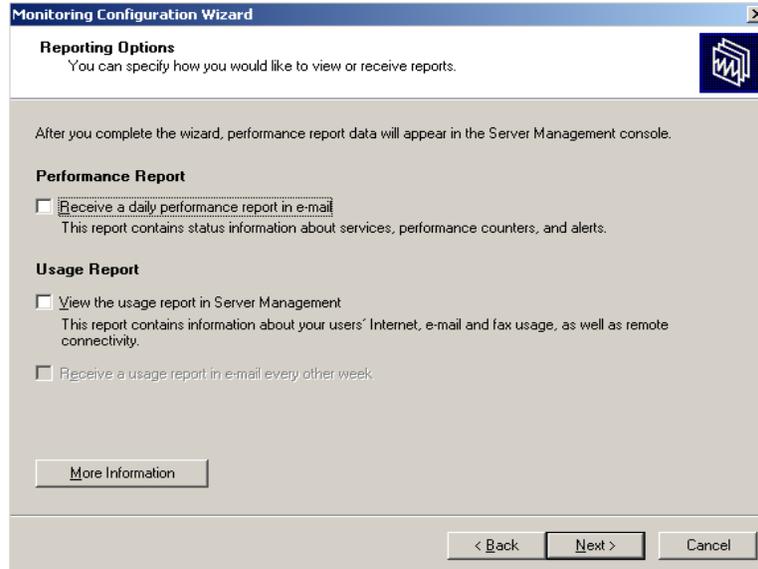


The screenshot shows a window titled "Monitoring Configuration Wizard" with a close button in the top right corner. The main heading is "Reporting Options" with a sub-heading "You can specify how you would like to view or receive reports." and a small icon of a document with a graph. Below this, a note states: "After you complete the wizard, performance report data will appear in the Server Management console." The "Performance Report" section has a checked checkbox for "Receive a daily performance report in e-mail" and a description: "This report contains status information about services, performance counters, and alerts." The "Usage Report" section has two unchecked checkboxes: "View the usage report in Server Management" (with description: "This report contains information about your users' Internet, e-mail and fax usage, as well as remote connectivity.") and "Receive a usage report in e-mail every other week." At the bottom left is a "More Information" button, and at the bottom right are "< Back", "Next >", and "Cancel" buttons.

Screen 2 – Reporting Options

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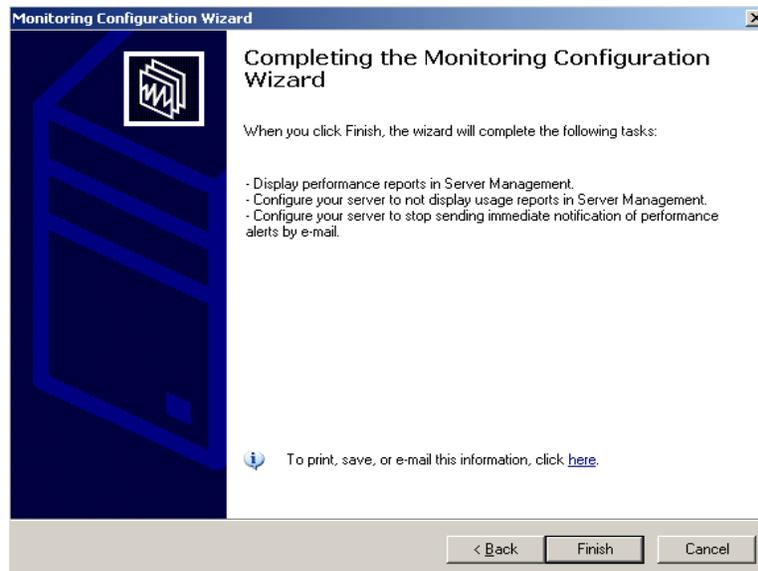
3. On the **Alerts** page, it's recommended to choose the option *Send me notification of performance alerts by e-mail*; and in the field *E-mail address*, type the consultant's e-mail or the network administrator's e-mail; then click *Next*.



Screen 3 - Alerts

Note It's possible to inform several e-mail addresses; you just need to separate with a ; (semicolon).

4. On the **Completing the Monitoring Configuration Wizard** page, choose *Finish* to end the process.

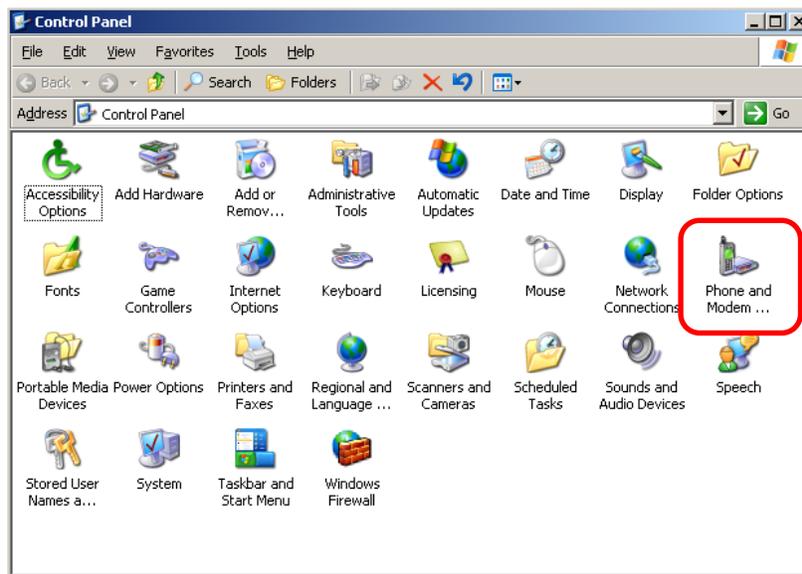


Screen 4 – Completing the Process

Configuring Fax Settings

Setting fax services will enable Windows Small Business Server 2003 to centralize all the activities related to sending and receiving fax. For that, it's necessary to have a fax modem card installed in the server and connected to a phone line. Next, you will learn how to configure the Modem before you start configuring the fax.

1. To install a new modem go to Control Panel following these steps: **Start / Settings / Control Panel**. A screen will be displayed; then choose *Phone and Modem Options*.



Screen 1 – Phone and Modem Options on Control Panel

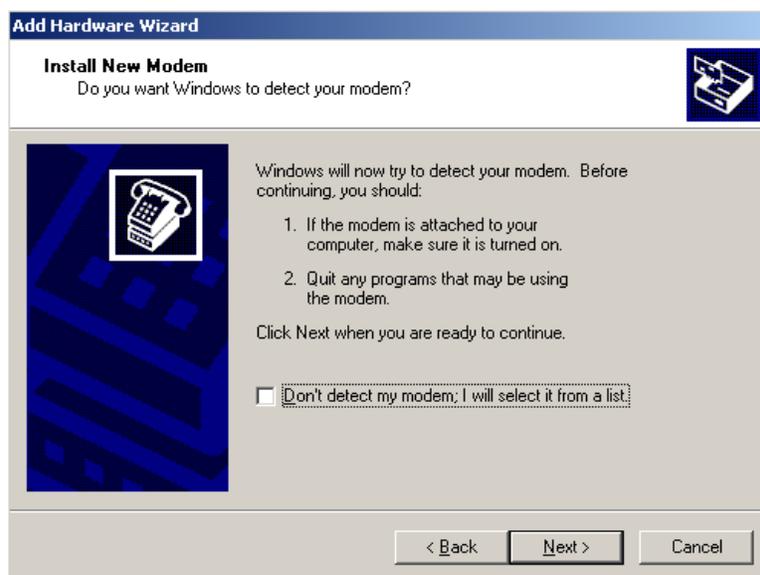
After choosing the option, the Install New Modem Wizard will be displayed.

2. On Phone and Modem Options, select Add and then OK.



Screen 2 – Adding a New Modem

3. On the **Do you want Windows to detect the modem?** page, choose *Next*, making sure that the box *Do not detect the modem. I will select it from a list* is unchecked, so that Windows can search its Plug and Play system.



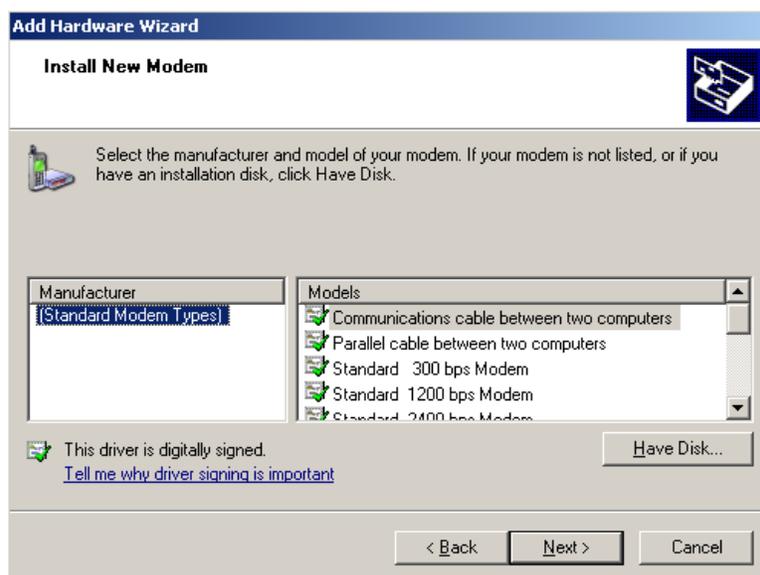
Screen 3 – New Modem Detection

4. If Windows does not find the modem in its list, the screen **Windows could not detect the modem** will be displayed. Choose *Next*.



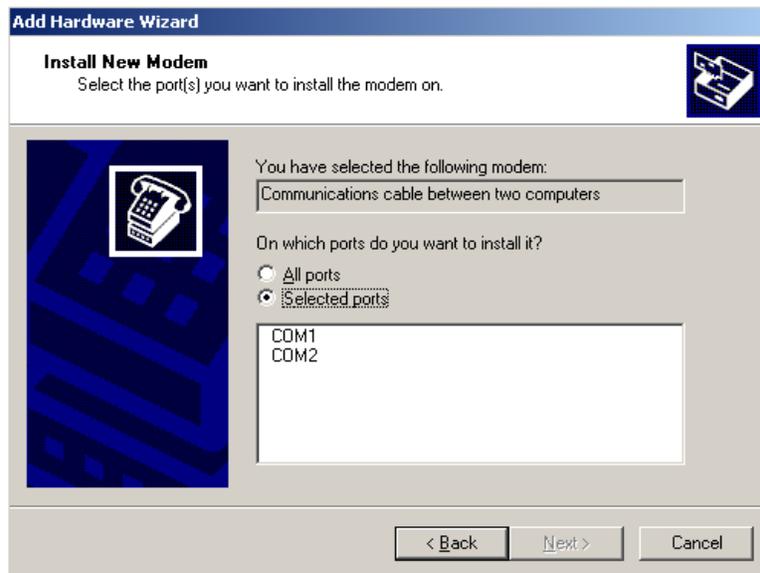
Screen 4 – Alert that Windows did not find the modem

5. On the **Install New Modem** page, choose the Manufacturer and the model. If you have the CD and the correct driver, choose the option *With Disk*, and then click *Next*.



Screen 5 – Selecting manufacturer and model

6. On the **Select the port (s) where you want to install the modem** page, make sure the box Selected Ports is checked; then select COM1 and click *Next*.



Screen 6 – Selecting the port

Note Port COM1 is the most common choice, but the modem may be connected to other ports. In order to know if everything is correct, at the end of installation, perform a port test.

7. On the **Modem installation is complete** page, click *Finish* to end the process.



Screen 7 – Finishing the Wizard

Having finished the installation of the Modem, the next step is to configure the Fax service.

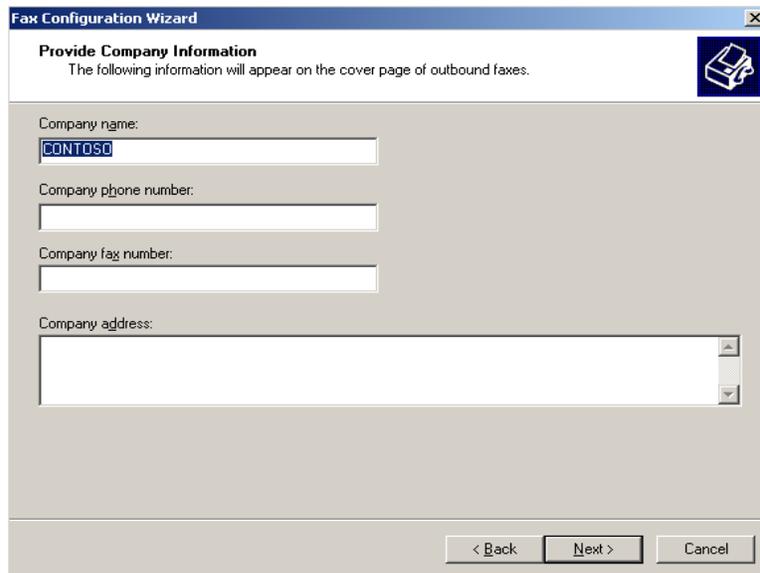
1. On the **Welcome to the Fax Configuration Wizard** page, select *Next*.



Screen 1 – Welcome

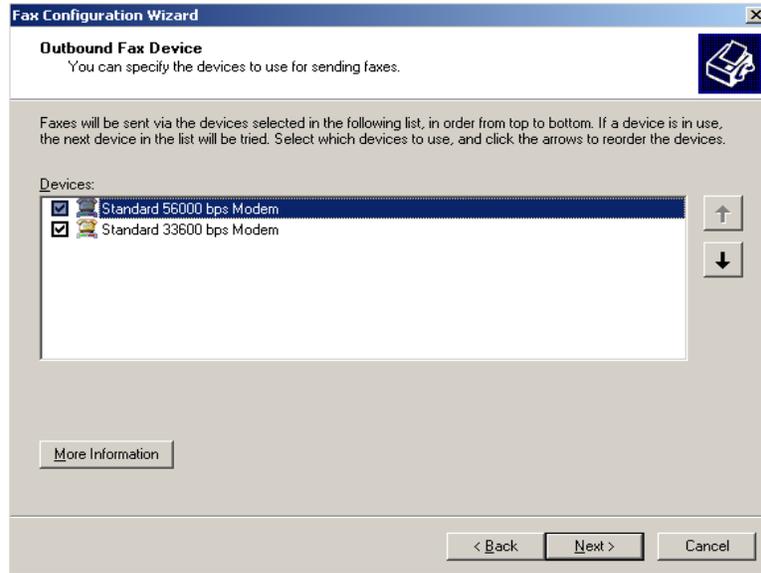
2. On the Enter **Company Information** page, enter the following data:

Name of the Company	The name that will appear in the headings and fax slip
Company Phone Number	Main phone number (with the area code)
Company Fax Number	Fax number (with the area code)
Company Address	The address which will appear in the headings and fax slips



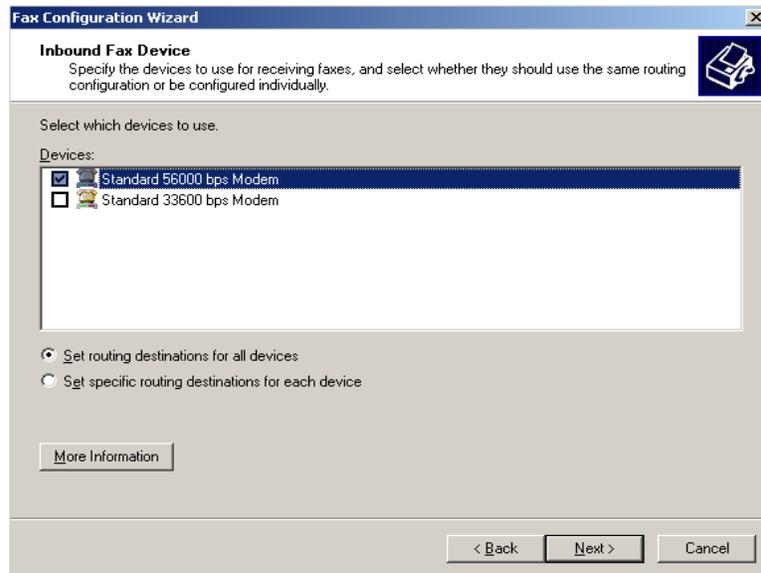
Screen 2 – Company Information

3. On the **Outbound Fax Device** page, select the modem that will be used to send Faxes. You can choose a device for outbound faxes and another one for inbound faxes. After choosing, click *Next*.



Screen 3 – Outbound fax device

4. On the Inbound **Fax Device** page, select the modem that will be used to receive Faxes. You can choose a device for **outbound faxes** and another one for **inbound faxes**. After choosing, click *Next*.

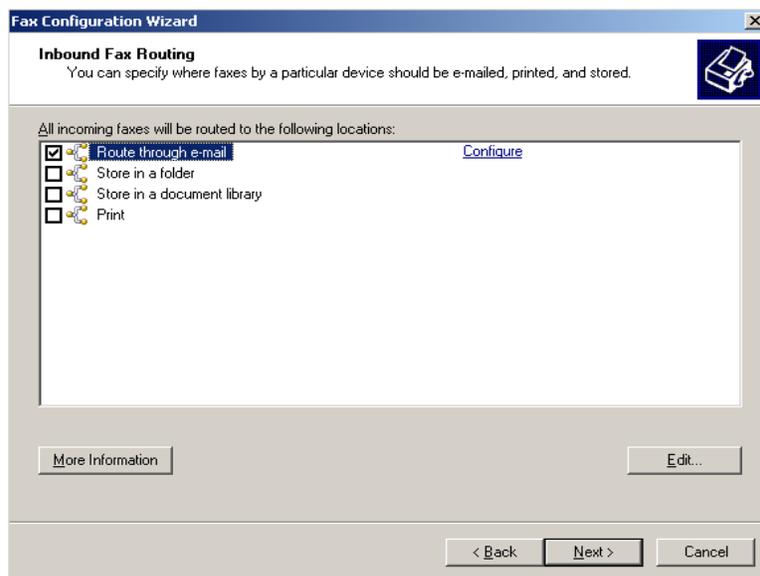


Screen 4 – Inbound Fax Device

5. On the **Inbound Fax Routing** page, you have the following options:

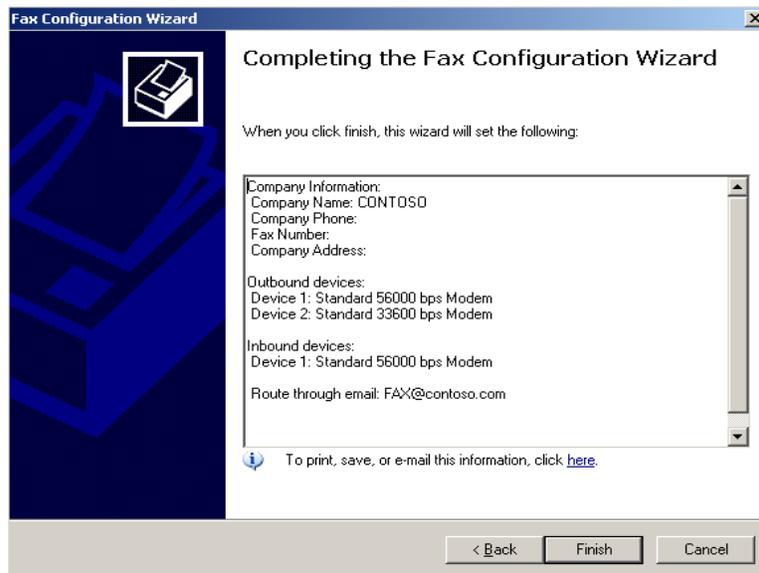
- | | |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| Route through e-mail | Routes the fax to an e-mail box. For that, you need to create a specific account. |
| Store in a folder | Routes the fax to a specific folder. This folder can be shared and you can determine which users will have access to it. |
| Store in a document library | It establishes a link to the company's intranet. |
| Print | Prints all faxes. This option is not recommended, once it does not help you to have any control on the faxes. |

After choosing, click *Next*.



Screen 5 – Fax Routing

6. On the **Completing the Fax Configuration Wizard** page, select *Finish* to end the wizard.



Screen 6 – Completing the Wizard

Configuring Backup

When it comes to configuring the environment and server that is running Windows Small Business Server 2003 the last important step of this process is the backup; the configurations will be adjusted to the Backup location and establish which files will be stored, how often the backup will be done, etc.

Note In order to have a more secure backup, we do not recommend storing it on a Hard Disk. Other storage options would be: CD-RW, DAT or DLT tapes, DVD-RW or other compatible medium.

If you choose to back up on a Hard Disk, do not use the same HD that is holding the data in order to avoid losing your data and backup in case something happens to this disk.

1. On the **Welcome to the Windows Small Business Server Backup Configuration Wizard** page, click *Next*.



Screen 1 – Welcome

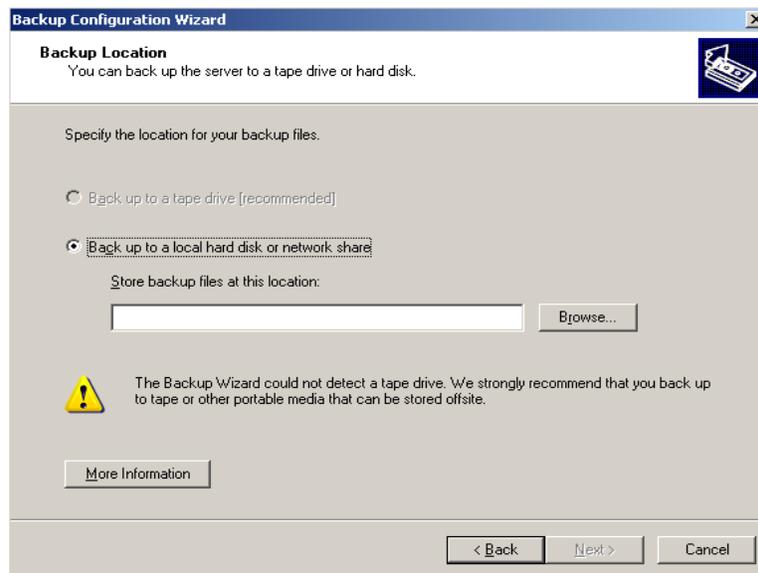
2. On **Backup Location** you have the following options:

Backup to a tape drive [recommended]

If a tape drive is available, this option will be enabled.

Backup to a local disk unit or shared folder on the network.

This option is the most used one once it does not require an external storage unit, only disks (local disks or disks from other computers). After choosing click Next.



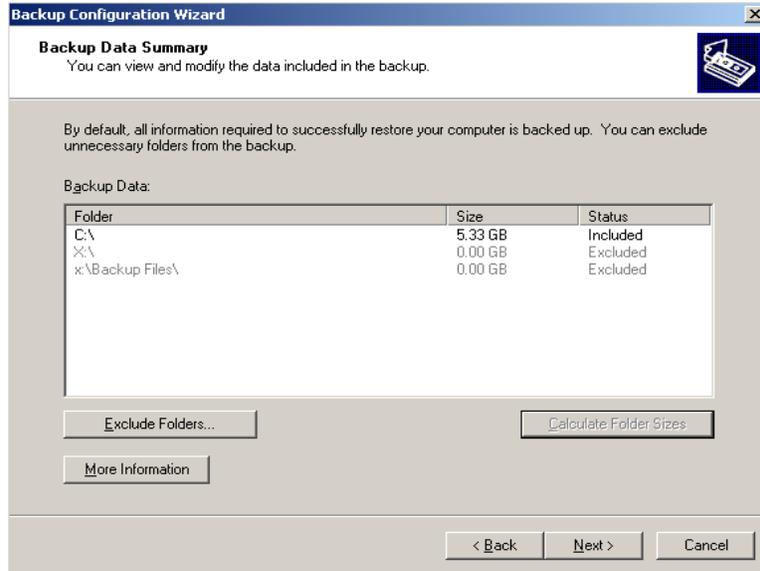
Screen 2 – Backup Location

If you choose to generate the backup on a disk, the following alert will be displayed. Select *No* to keep the default location or *Yes* to choose other unit or shared folder.



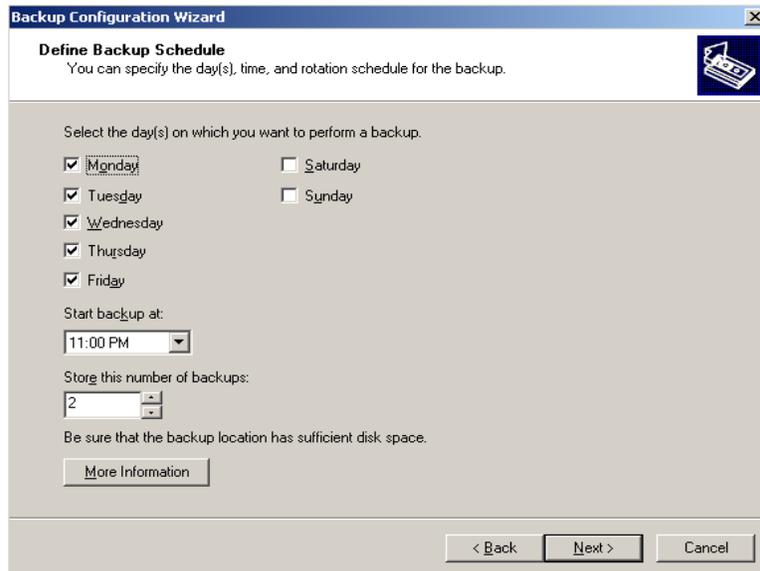
Screen – Backup on local disk Alert

3. On the **Backup data summary** page, choose the folders you wish to exclude from the backup. It's not recommended that you exclude any of them, because you'll need them to restore the System. After choosing, click *Next*.



Screen 3 – Excluding Folders

4. On the **Define Backup Schedule** page, choose the days, starting time, and number of backups to be generated, and then click *Next*.



Screen 4 – Backup Schedule

5. **On the Storage Allocation for Deleted Files and E-mails** page, Windows Small Business Server 2003 allows messages and files deleted by users to be stored for a certain time. For that, you need to set the following options:

Keep copies of e-mail messages permanently excluded.

This option enables to save users' messages for a certain number of days, even if they have been permanently erased.

Take periodic snapshots of users' shared folders

This option enables users to recover the previous version of a file, in case it is mistakenly deleted. The recommended size for this folder is 10% of the total size of the disk.

After choosing, click *Next*.

Backup Configuration Wizard

Storage Allocation for Deleted Files and E-mail
You can configure the server to temporarily retain copies of deleted files and e-mail.

Retain copies of permanently deleted e-mail messages
The server can keep deleted e-mail messages for a specified number of days.
Number of days:
30

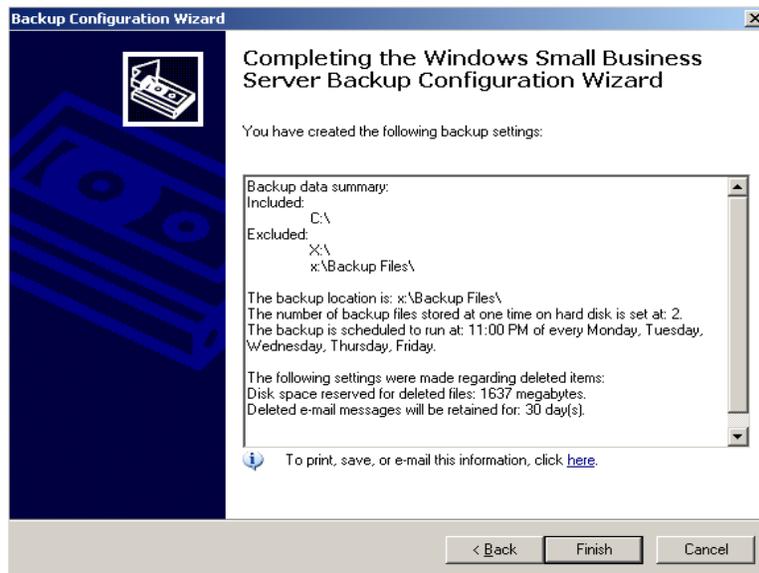
Enable periodic snapshots of users' shared folders
The server can take a snapshot of all the files in the shared folders. Users can then recover a previous version of a file or a file that has been deleted.
Maximum space allocated for snapshots:
1637 MB
The recommended space allocated for snapshots is 10 percent of the total disk space.

[More Information](#)

< Back Next > Cancel

Screen 5 –Deleted files and e-mails allocation

6. On the **Completing the Windows Small Business Server Backup Configuration Wizard** page, click *Finish* to end the wizard.



Screen 6 – Completing the Wizard

Installing Service Pack1

After installing Windows Small Business Server 2003, it's important to update the products with the latest versions for corrections and new features. Microsoft offers this installation package (called Service Pack) for free through the link:

<http://www.microsoft.com/windowsserver2003/sbs/downloads/sp1/default.mspx>

Some advantages of the Service Pack:

- Greater security and performance
- Enhanced Reliability
- More productivity and collaboration

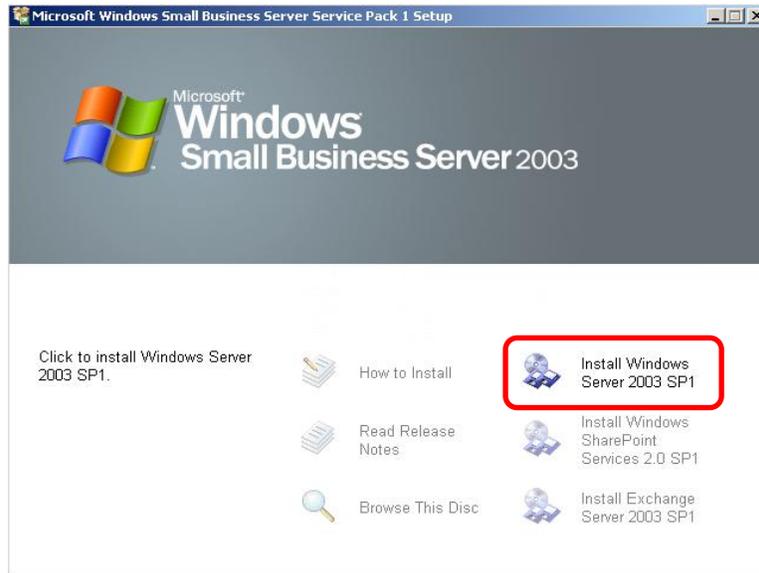
Windows Small Business Server 2003 Service Pack 1 includes the latest updates of Windows Small Business Server and its technologies:

- Windows Server 2003 Service Pack 1
- Windows SharePoint Services 2.0 Service Pack 1
- Exchange Server 2003 Service Pack 1
- Components of Windows Small Business Server 2003 Service Pack 1
- Windows XP Service Pack 2 for deployment by Client
- Microsoft Office Outlook 2003 Service Pack 1 for deployment by Client

After downloading the product, you should save it on a CD for future use. Follow the steps below to install it:

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1. On the initial screen, choose option **Install Windows Server 2003 SP1**



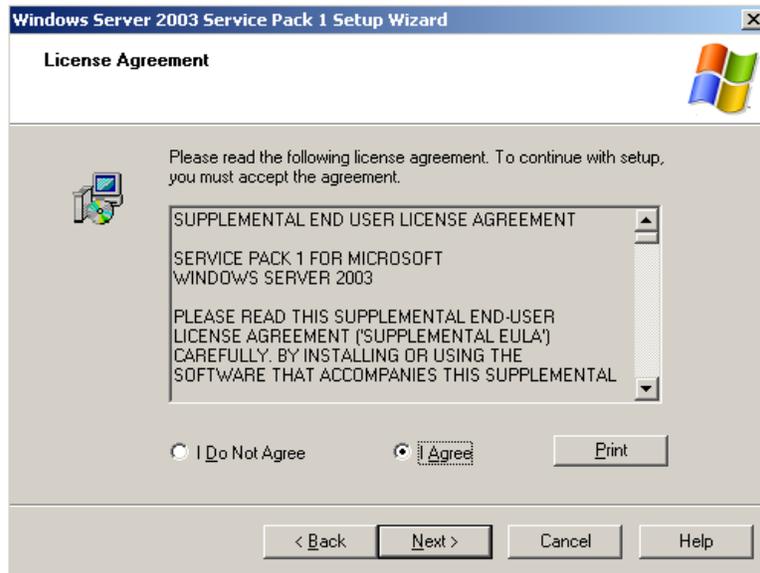
Screen 1 – Installing Windows 2003 Server SP1

2. On the **Welcome to the 'Install Windows 2003 Service Pack 1 Wizard'** page, click *Next*.



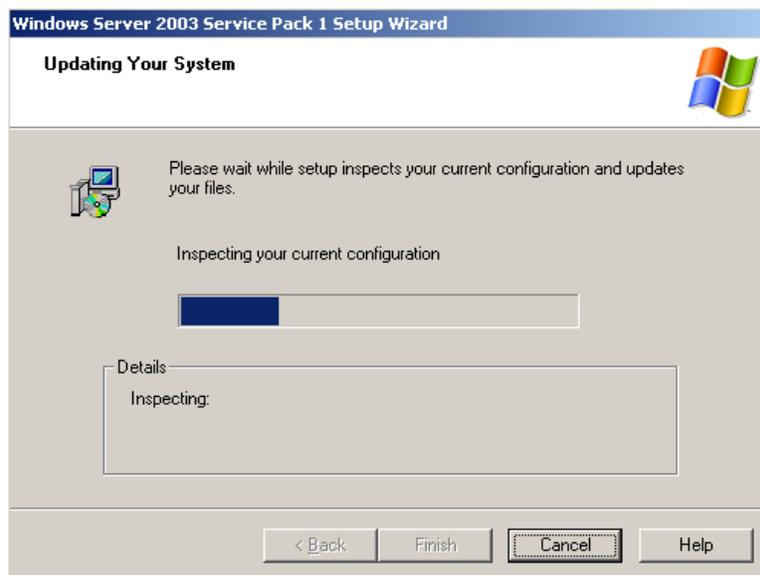
Screen 2 – Welcome

3. On the **License Agreement** page, choose *I agree* and *Next*



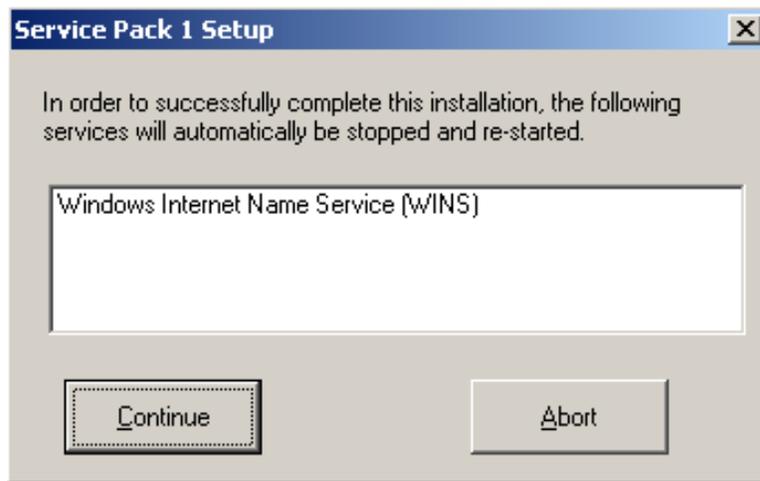
Screen 3 – License Agreement

4. **Updating Your System** will be displayed.



Screen 4 – Updating Your System

5. During the installation, it'll be suggested that the **WINS service** is restarted. To do that, click *Continue*.



Screen 5 – Restarting WINS service

6. On the **Completing the 'Install Windows Server 2003 Service Pack 1 Wizard'** page, make sure the option *Do not restart now* is unchecked and click *Finish*.



Screen 6 – Completing the wizard

Small Business Solution COMBO

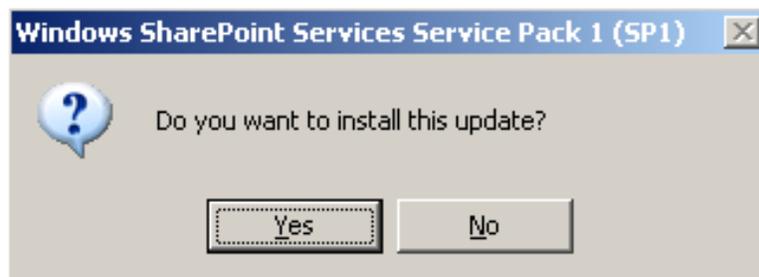
After restarting the computer, enter the main screen of Service Pack again and choose Install SharePoint Service Pack. The steps for that are presented below:

1. Choose **Install Windows SharePoint Services 2.0 SP1**



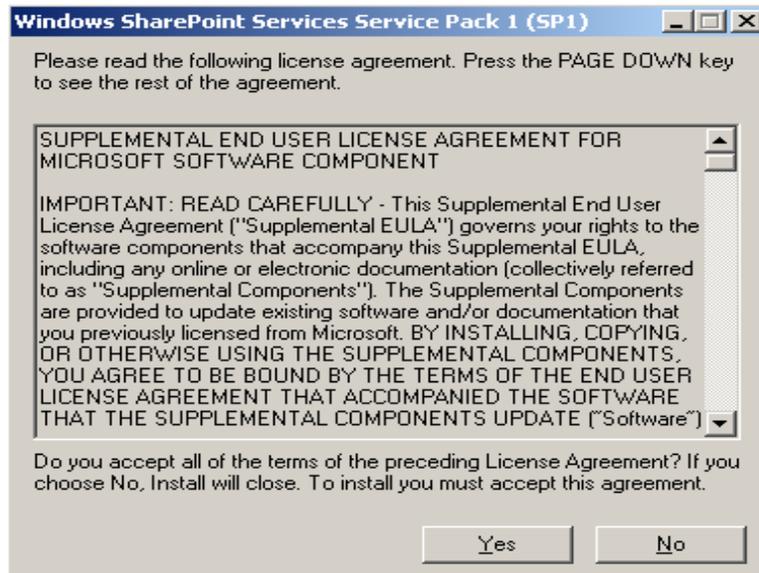
Screen 1 – Installation of SharePoint SP1

2. On the **Windows SharePoint Services Service Pack1 (SP1)** page, click **Yes**.



Screen 2 – Accepting Installation

3. On the **License Agreement** screen, click *Yes*.



Screen 3 – License Agreement

4. On the **Completing Installation** screen, click *OK*.



Screen 4 – Completing Installation

After these procedures, restart the computer.

Small Business Solution COMBO

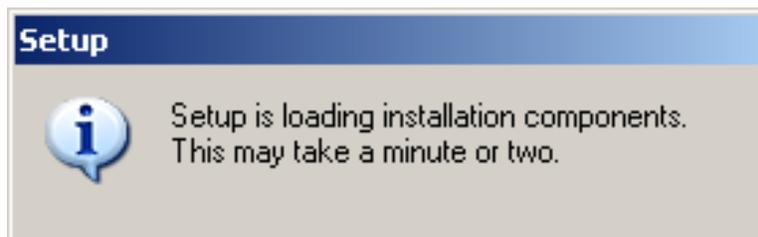
The last step for installing Windows Small Business Server 2003 Service Pack 1 is to install the Exchange server. To do that, go back to the initial installation screen:

1. Choose **Install Exchange Server 2003 SP1**



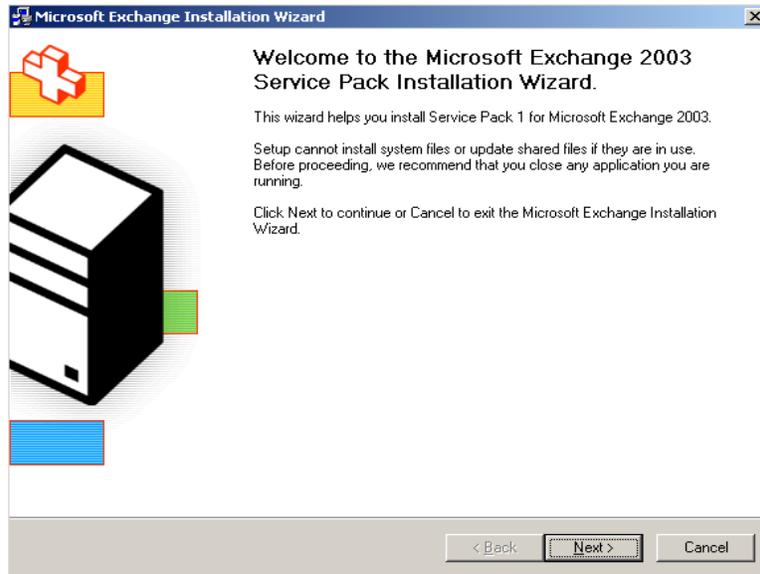
Screen 1 –Exchange SP1 Installation

2. After this, the Service Pack will be installed



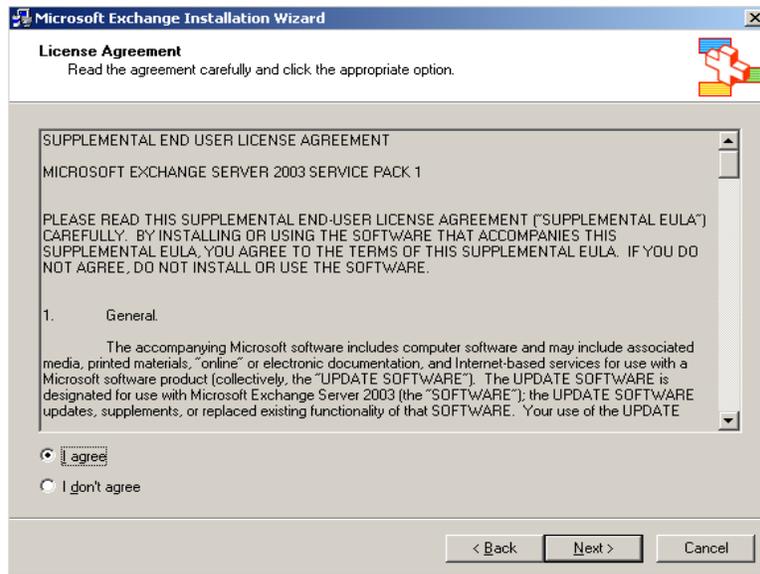
Screen 2 – Continuing the Installation

3. On the **Welcome to the Microsoft Exchange Service Pack Installation Wizard** page, choose *Next*.



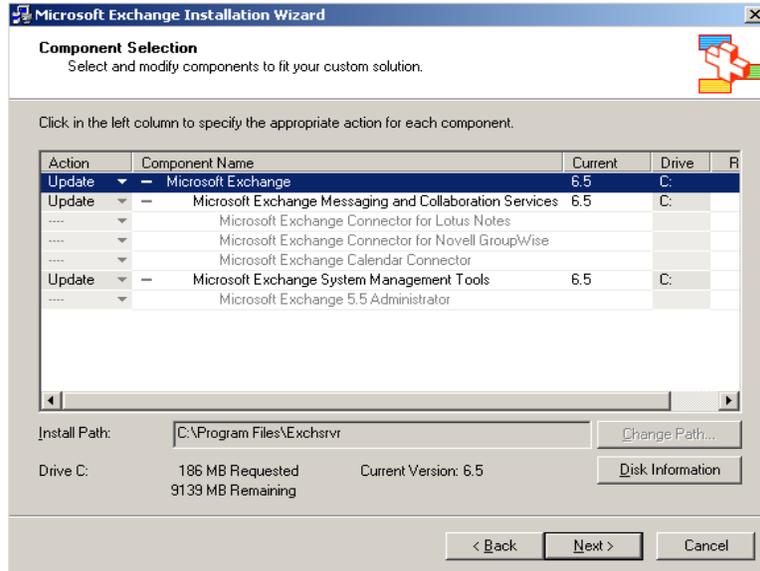
Screen 3 – Welcome

4. On the **License Agreement** page, make sure the box *I Agree* is checked, then click *Next*.



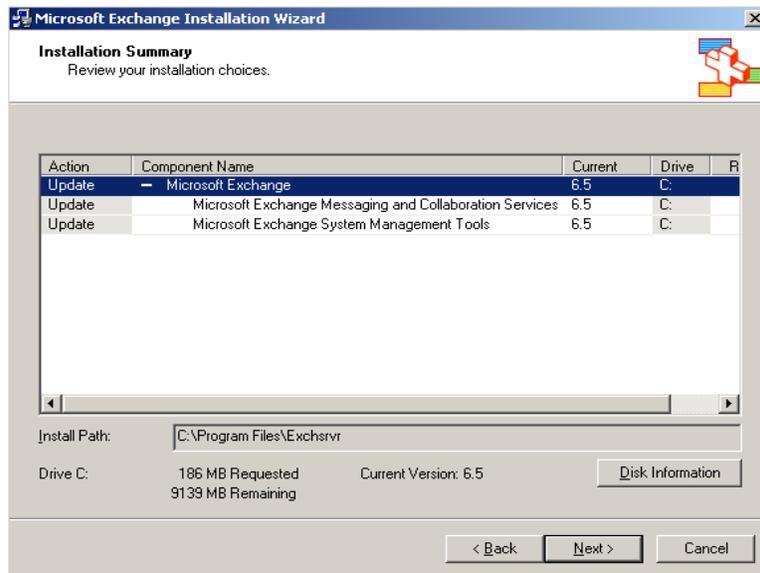
Screen 4 – License Agreement

5. On **Component Selection**, choose *Next*.



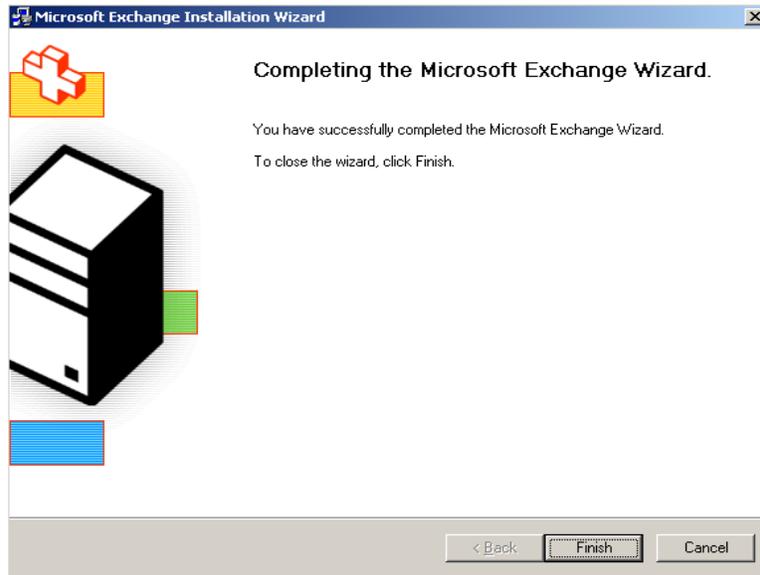
Screen 5 – Changing application folders

6. On the **Installation Summary** page, select *Next*.



Screen 6 – Update Summary

7. On the **Completing the Microsoft Exchange Wizard** page, click *Finish*.

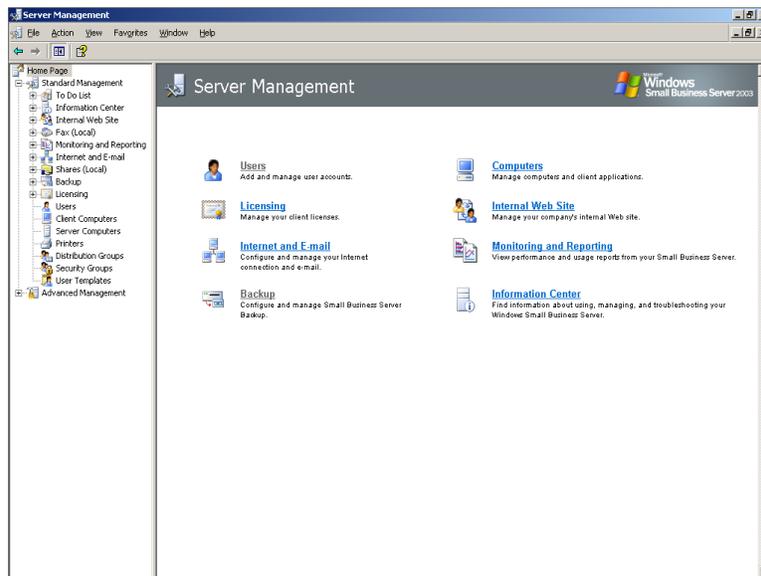


Screen 7 – Completing the wizard

Management of Small Business Server Provider

After configuring Windows Small Business Server 2003 to your company environment, it's now possible to perform maintenance activities for the introduction of new features. It covers the following topics:

Users	Add and manage users' accounts
Licenses	Manage the licenses on client computers
Internet and E-mail	Configure and manage Internet and e-mail connections
Backup	Configure and manage server information backup
Computers	Manage client applications and computers
Internal Website	Manage Windows Small Business Server 2003 Intranet
Monitoring and Reports	Display performance reports and server use reports
Information Center	Server Information Center



Screen 1 – Server Management.

This screen appears automatically when the Server is turned on. Next, you will be shown the main management features — some of them have already been described when we checked the To Do List.

Users

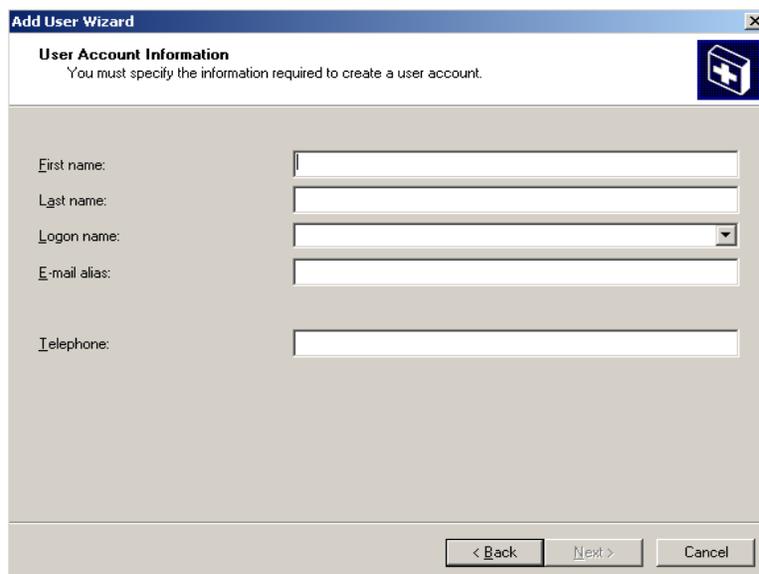
Next you will be shown the steps for the creation of a New User.

1. On the **Add User Wizard** page, click *Next* to start creating users.



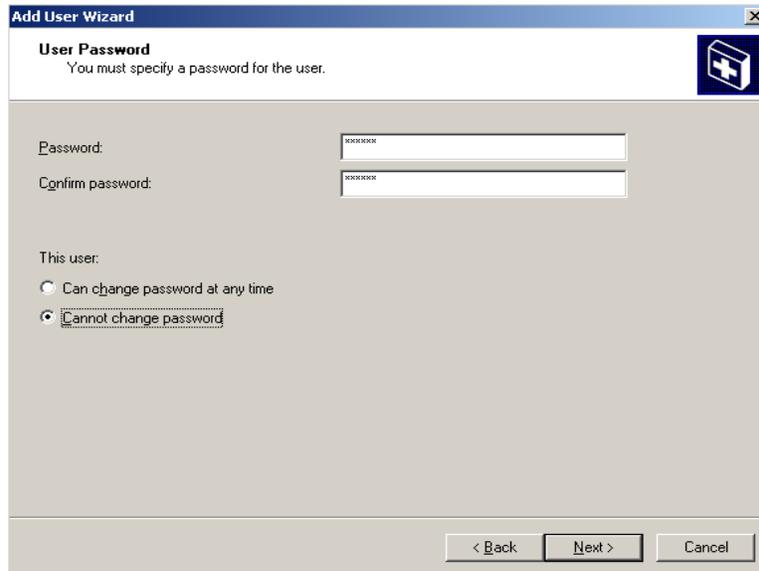
Screen 1 – Welcome

2. On the **User Account Information** page, type the requested information and click *Next*.



Screen 2 – User Account Information

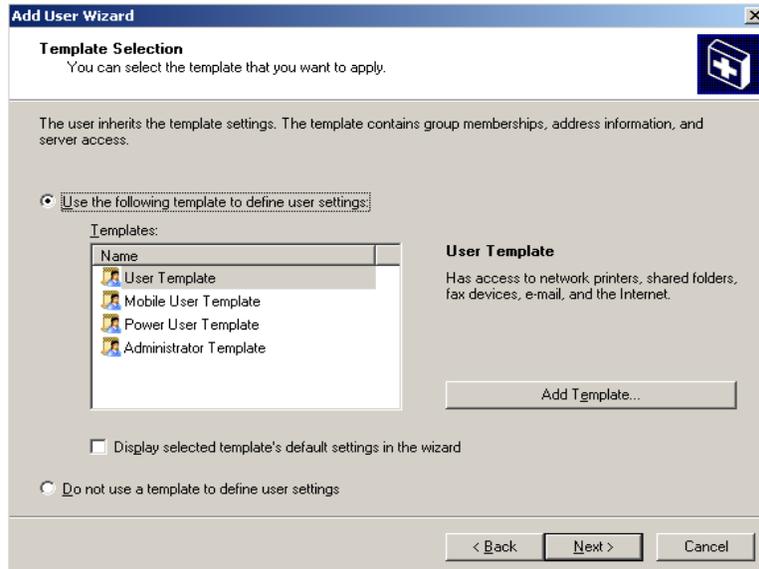
- On the **User Password** page, type a password and confirm it. You can define whether or not you want to allow a password to be changed at any time. After choosing, click *Next*.



The screenshot shows the 'Add User Wizard' dialog box with the 'User Password' step selected. The title bar reads 'Add User Wizard'. The main heading is 'User Password' with the instruction 'You must specify a password for the user.' Below this, there are two text input fields: 'Password:' and 'Confirm password:', both containing masked characters (dots). Underneath, there are two radio button options: 'Can change password at any time' (unselected) and 'Cannot change password' (selected). At the bottom, there are three buttons: '< Back', 'Next >', and 'Cancel'.

Screen 3 – Creating a user password

- On the **Model Selection** page make sure the box *Use the following model to define user's configurations* is checked; choose the model you want, and then click *Next*.

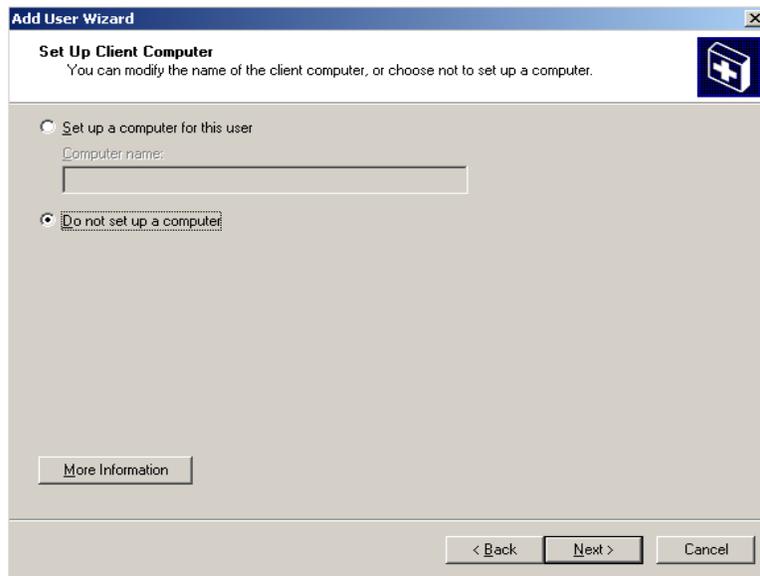


The screenshot shows the 'Add User Wizard' dialog box with the 'Template Selection' step selected. The title bar reads 'Add User Wizard'. The main heading is 'Template Selection' with the instruction 'You can select the template that you want to apply.' Below this, there is a paragraph: 'The user inherits the template settings. The template contains group memberships, address information, and server access.' There are two radio button options: 'Use the following template to define user settings:' (selected) and 'Do not use a template to define user settings:'. Under the first option, there is a list box titled 'Templates:' containing four entries: 'User Template', 'Mobile User Template', 'Power User Template', and 'Administrator Template'. To the right of the list box, there is a section titled 'User Template' with the description: 'Has access to network printers, shared folders, fax devices, e-mail, and the Internet.' Below this description is an 'Add Template...' button. At the bottom, there is a checkbox 'Display selected template's default settings in the wizard' which is unchecked. At the very bottom, there are three buttons: '< Back', 'Next >', and 'Cancel'.

Screen 4 – Selecting user model

Note For users of regular network the recommended model is *User Template*.

5. On the **Set Up Client Computer** page, choose the option *Do not set up a computer*, then click *Next*.



Screen 5 – Set up a computer

6. On the **Completing the Add User Wizard** page, click *Finish* to end the wizard.



Screen 6 – Completing the Wizard

Computers

After creating the users, the next step is to create computer names and adjust the applications that each one will run. It must be emphasized that a previous survey on the needs, departments, and standards for the naming process should be conducted before performing these tasks.

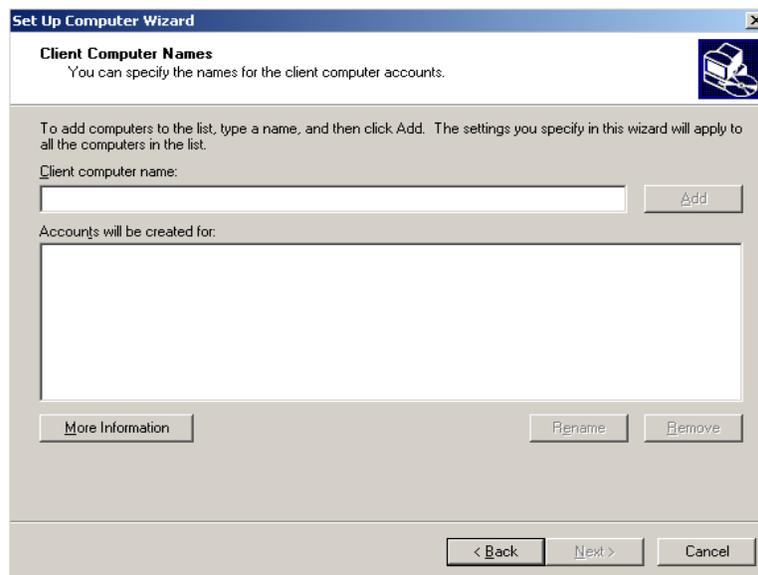
1. On the **Welcome to the Set up Computer Wizard** page, click *Next*.



Screen 1 – Starting the Wizard

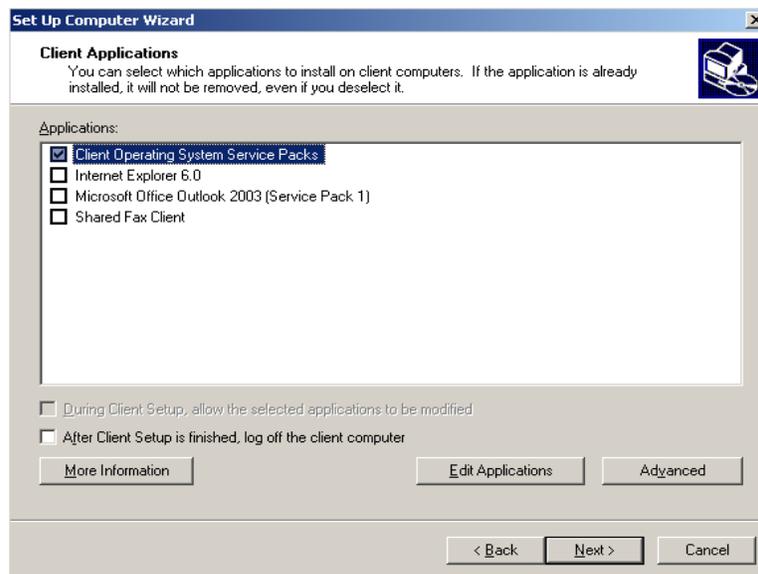
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2. On the **Client Computer Name** page, type the *Name of the client computer*, click *Add*, and then, *Next*.



Screen 2 – Selecting client computer names

3. On the **Client Applications** page, select only *Client Operating System Service Packs*; make sure the other options are unchecked; then click *Next*.

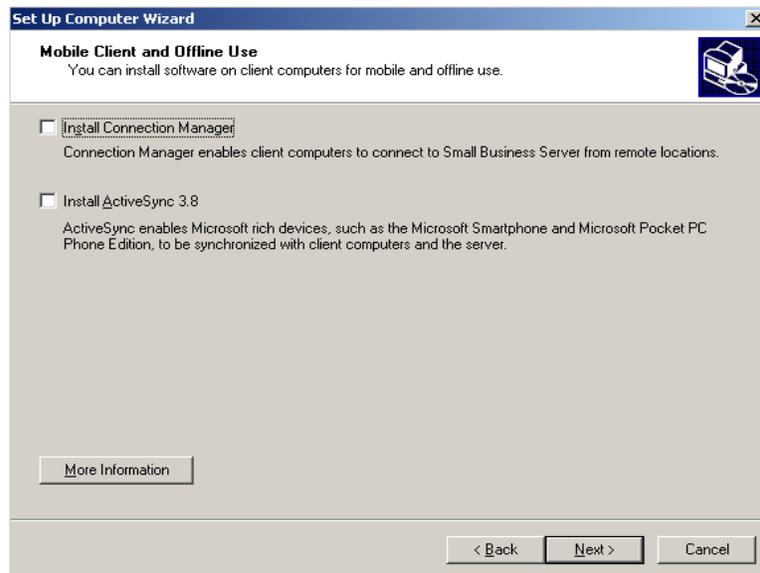


Screen 3 – Selection of Applications

Note The item *Log off client computer when Client Configuration is complete*, is optional.

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4. On the **Mobile Clients and Offline use** page uncheck the *Install Connection Manager and Install ActiveSync 3.8* boxes; then click *Next*.



Screen 4 – Configuring Off-line use

5. On the **Completing the set up computer wizard** page, click *Finish* to end the wizard.



Screen 5 – Completing the wizard

Internal Website

Here you can manage and customize the intranet of your client's company.

Creation

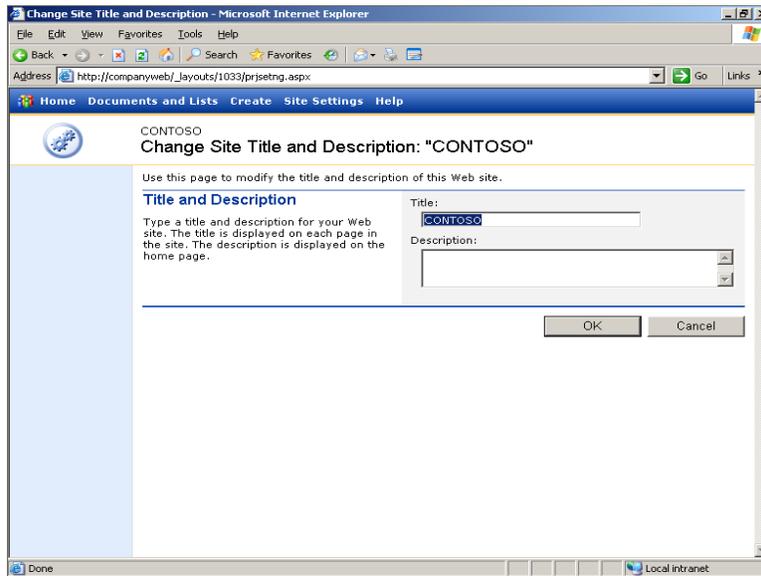
1. On the **Links: New Link** page, it's possible to add links to the initial page of a company's internal website. Type the URL address in *Type the web address* and its description in *Type the description*; then click *Ok*.

The screenshot shows a web browser window titled "Links - New Item - Microsoft Internet Explorer". The address bar shows a URL starting with "http://companyweb/Lists/Links/NewForm.aspx?". The page content includes a navigation bar with "Home", "Documents and Lists", "Create", "Site Settings", and "Help". Below this is the title "CONTOSO Links: New Item" and a toolbar with "Save and Close" and "Go Back to List". The main form area has three sections: "URL * Type the Web address: (Click here to test)" with a text box containing "http://"; "Type the description:" with an empty text box; and "Notes" with a larger text area. A legend at the bottom states "* indicates a required field".

Screen 1 – Additional Links

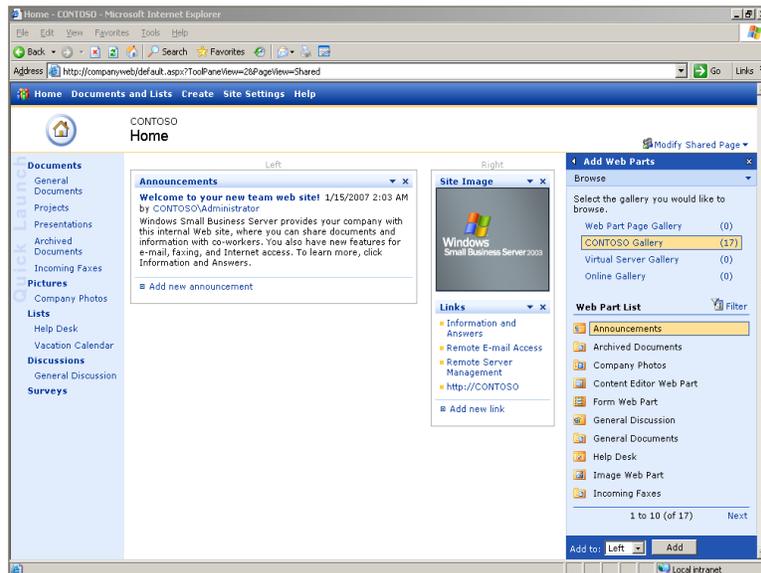
Small Business Solution COMBO

2. On the **Change site Title and Description** page, type the site *Title* and its *Description*; then click *Ok*.



Screen 2 – Intranet Title

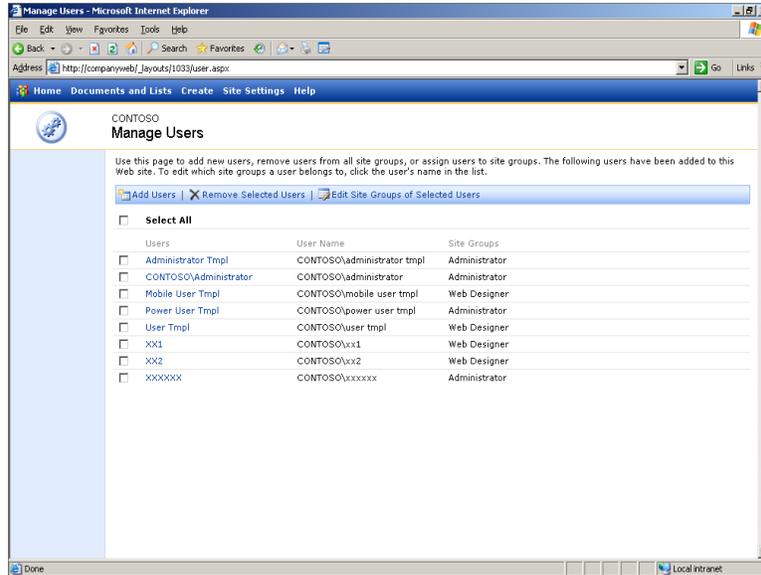
3. On the window **Homepage Layout**, you can modify the layout of the site's initial page, by adding and removing several types of web parts to customize its appearance.



Screen 3 – Changing the Layout of the site's initial page

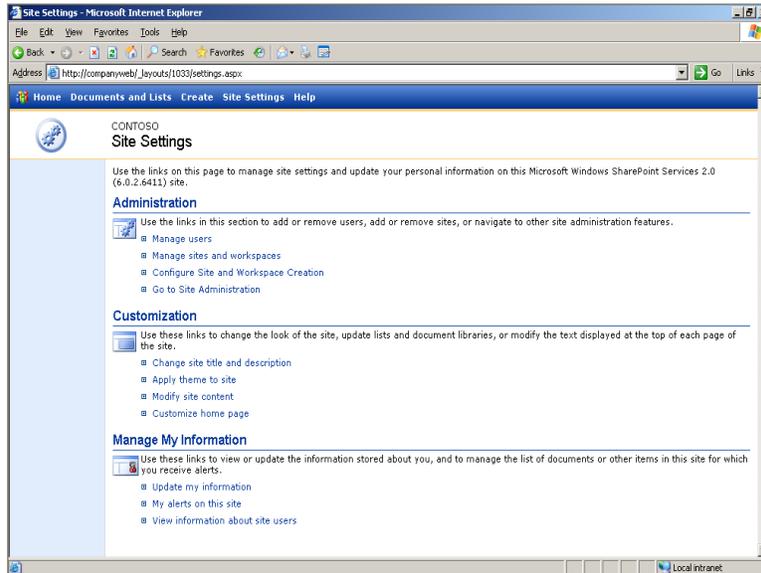
Managing Access

1. On the window **Manage Users**, it's possible to *Add, Remove* users and *Edit Site Groups of Selected Users*.



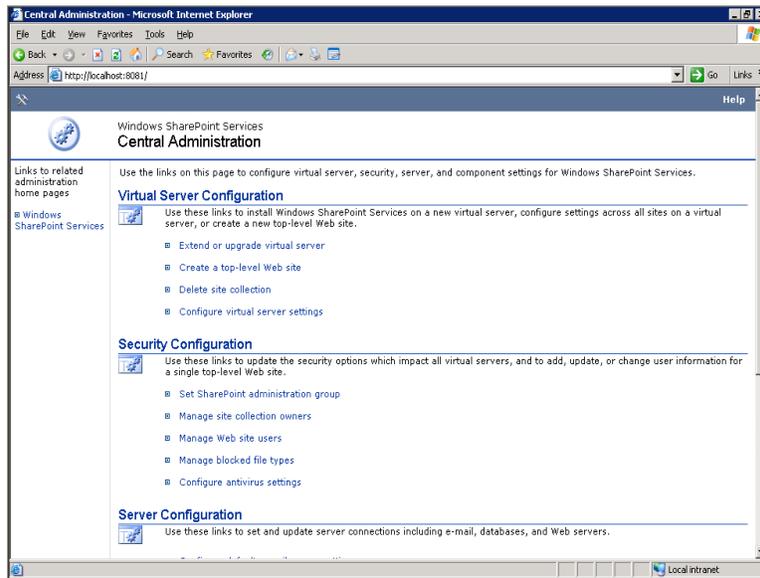
Screen 1 – Managing Users

2. **Site Settings** is the Administration page of a company's internal website; here, you can *Administer, Customize, and Manage Information*.



Screen 2 – Site Settings

3. On **the Central Administration** page use links to set the *definitions for virtual server, security, server, and Windows SharePoint Services components.*

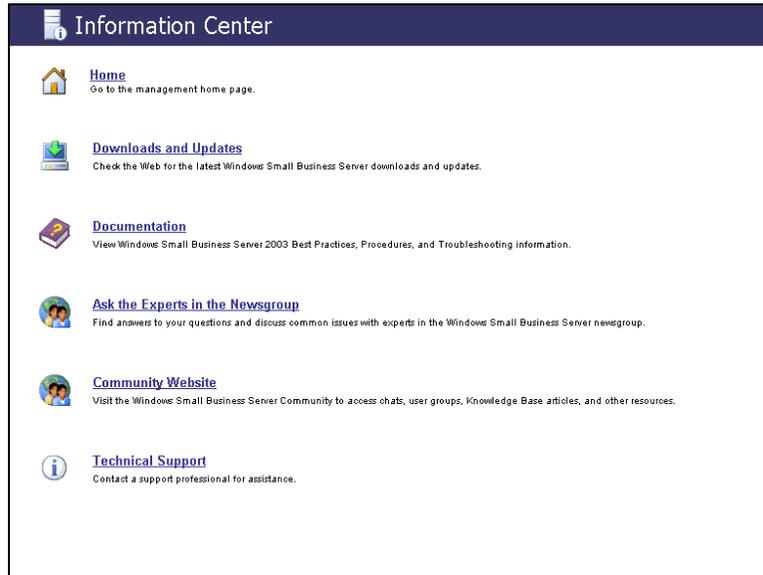


Screen 3 – Central Administration

With these configurations, your company will have a dynamic intranet, and all sharing files, central fax services, important links and information exchange capabilities will be centralized into a single access point via Browser (Internet Explorer).

Information Center

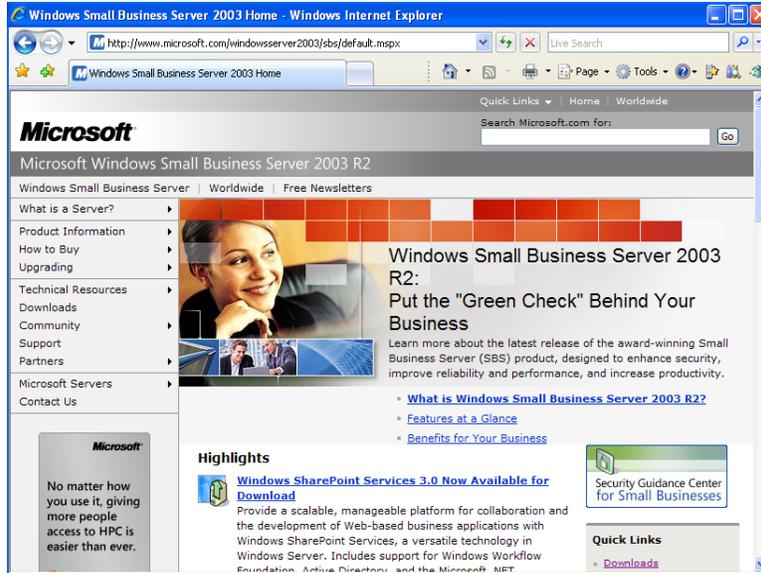
The information Center consists of a set of links which provide information about documentation, technical support, updates, and the community. It's targeted to the network administrator.



Screen 1 – Main Screen of the Information Center

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On the **Information Center** screen, click *Start* to access the initial Page of Small Business Server Management. After clicking *Downloads and Updates* and *Community Site*, you will see an Internet Explorer window with the Microsoft Windows Small Business Server 2003 website, and all the necessary information.



Screen 2 – Windows Small Business Server 2003 Website

On the **Information Center** page, if you click *Documentation* or *Technical Support*, a help screen with all the necessary information will be opened.

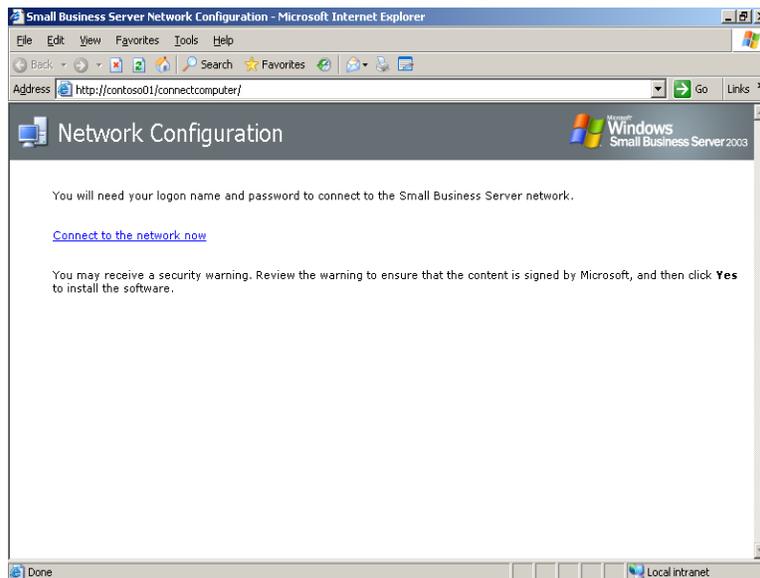


Screen 3 – Help Screen

Client Configuration

This is the final step for the configuration of a Windows Small Business Server 2003 network. After the creation of a user and a computer name, it'll be necessary to introduce a client (in our example, a Windows XP) so that it can receive the necessary configurations to become a part of a Small Business domain.

1. For that, on the **Client Computer** page, open the *Internet Explorer* and type *http://<nameofserver>/connectcomputer*



Screen 1 – Configuring the client computer network

Note: This process is only valid for Windows 2000 Professional and Windows XP clients.

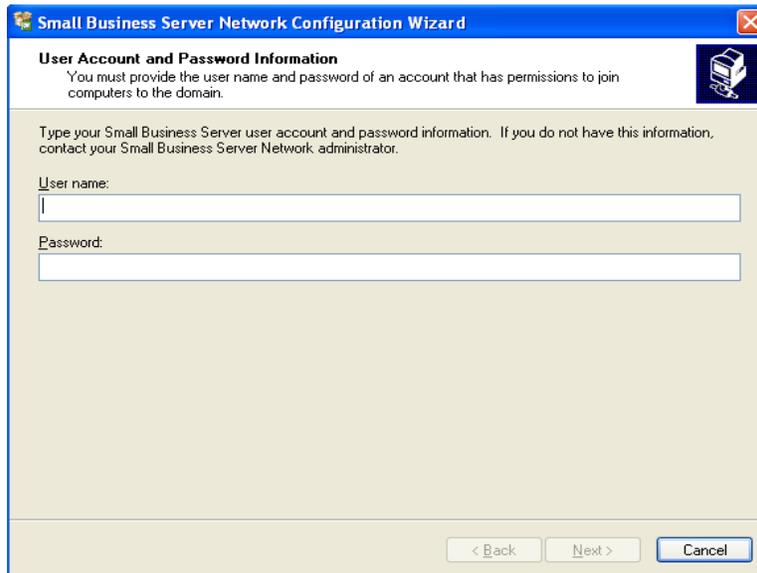
2. On the **Windows Explorer – Security Warning** page, select *Install*.



Screen 2 – Security Warning

Small Business Solution COMBO

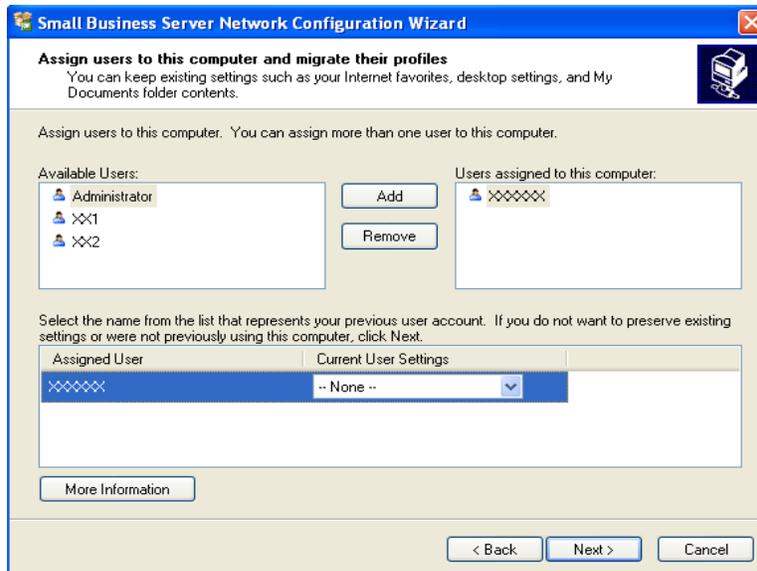
- On the **User Account and Password Information** page, type the *Name of the User and the Password*.



The screenshot shows a window titled "Small Business Server Network Configuration Wizard" with a sub-header "User Account and Password Information". Below the sub-header is a message: "You must provide the user name and password of an account that has permissions to join computers to the domain." A larger instruction reads: "Type your Small Business Server user account and password information. If you do not have this information, contact your Small Business Server Network administrator." There are two text input fields: "User name:" and "Password:". At the bottom of the window are three buttons: "< Back", "Next >", and "Cancel".

Screen 3 – User name and password information

- On the **Assign users to this computer and migrate their profiles** page, select the users from *Available Users*, click *Add*, check the *current user settings* box, then click *Next*.

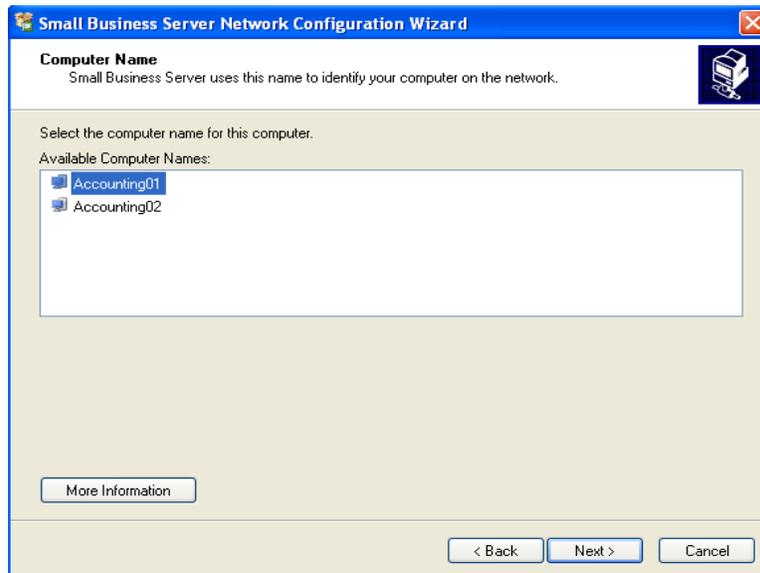


The screenshot shows a window titled "Small Business Server Network Configuration Wizard" with a sub-header "Assign users to this computer and migrate their profiles". Below the sub-header is a message: "You can keep existing settings such as your Internet favorites, desktop settings, and My Documents folder contents." A larger instruction reads: "Assign users to this computer. You can assign more than one user to this computer." There are two list boxes: "Available Users:" containing "Administrator", "××1", and "××2"; and "Users assigned to this computer:" containing "×××××". Between these boxes are "Add" and "Remove" buttons. Below the list boxes is a message: "Select the name from the list that represents your previous user account. If you do not want to preserve existing settings or were not previously using this computer, click Next." There is a table with two columns: "Assigned User" and "Current User Settings". The "Assigned User" column has a dropdown menu with "×××××" selected. The "Current User Settings" column has a dropdown menu with "-- None --" selected. Below the table is a "More Information" button. At the bottom of the window are three buttons: "< Back", "Next >", and "Cancel".

Screen 4 – Assigning users to a client computer

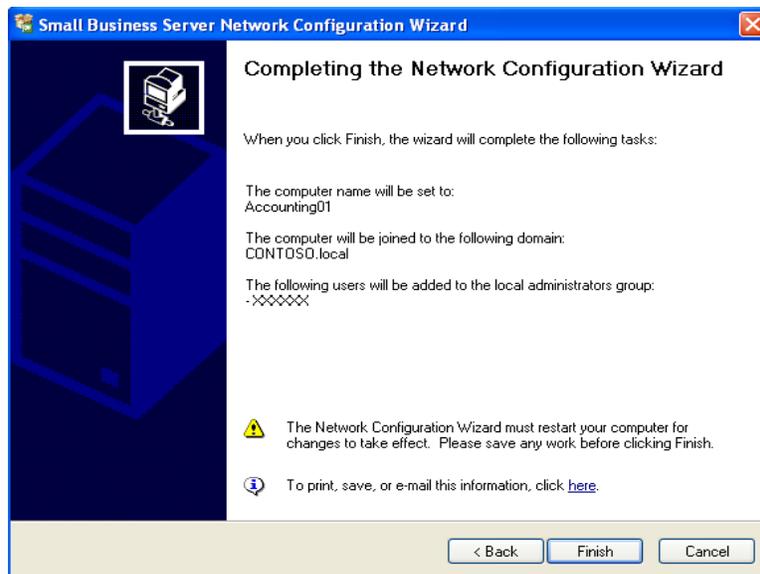
Small Business Solution COMBO

5. On the **Computer Name page**, select a name from *Available Computer Names* list you have already set.



Screen 5 – Selecting a computer name

6. On the **Completing Set up Network Wizard** page, select *Finish* to end the wizard. After the process, restart the computer.



Screen 6 – Completing the wizard

Services for Small and Medium Businesses

This last section of the guide will present and detail services that can be offered to small and medium companies that use MS Small Business Server in order to maintain their operating environment after the implementation phase.

Small and Medium Businesses definitely need adequate IT services, which can be translated into big opportunities for service providers. However, they are much more cautious when it comes to approving investments or expenses and may need more time to understand the importance of incurring in some IT expenses and/or investing in continued maintenance services.

The suggestions presented in this chapter do not apply to all cases; their applicability will depend on the market segment in which your client operates and the vulnerability of his company's IT environment. It will also depend on his capacity for investment and his approach to the costs involved in the maintenance of the service infrastructure.

Likewise, the amounts suggested for each type of service are mere suggestions, and each service provider company should adequate these amounts to its reality, as well as to the reality of its clients.

Rendering Services to Small and Medium Businesses

The major concerns of a company when it comes to presenting a portfolio of services designed for small and medium companies must be:

- **Understanding the Needs**

Each client has specific needs, and to presume them is a basic mistake that quite often is committed. Services providers tend to assume that they know their clients' needs better than the clients themselves and so they tend to determine what kind of service their clients want. The first thing you need to do when meeting new clients is to try to get detailed information about them in order to know their structure, environment, variables that impact their business, the maturity of their processes, and the type of IT resources they actually use. Only by knowing these new clients and their businesses, you will be able to offer them the service that best meets their needs.

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- **Client Expectation**

The second concern should be the client's expectations regarding the services which are being rendered. It is not only important to understand their problems and the context of their needs, but it's also important to offer them enough information about the scope of the services that are being rendered. Letting a client develop false expectations may cause you many problems in the future, inside or outside the context of these services.
- **Quality of service**

Another issue which is often dealt with the wrong approach is the technical knowledge of the service team. There is a natural tendency to assume that small companies face problems of little complexity, which is not necessarily true. By hiring professionals that are not fully qualified to meet the needs of small and medium companies, service providers often end up increasing or maximizing their clients' problems, which hurts their and affects the credibility of the services they provide.
- **Updated and Continuous Reporting**

Finally, an important aspect in the process of rendering services to small and medium businesses is to provide updated and continuous feedback. Service providers usually have an extensive portfolio of clients whose average invoicing is very low. Therefore keeping clients always updated on the changes in their IT environment can become expensive. However, these customer updates – not always practiced – can be the best available tool to close a new sale for the same client.

By taking these aspects into consideration, it's possible to develop a consistent portfolio of services and through it, a long-term service relationship; keep your clients' IT environment stable and constantly updated, and efficiently explore the resources that the MS Small Business Server platform offers for small and medium businesses.

Training your team to serve your clients

A critical success factor that needs to be highlighted is the importance of training the technical team that will be providing support services. Qualifying a technical team means to enhance their technical skills and also to standardize service procedures.

- **Technical Training**

There is plenty of training material designed for support teams available at a Microsoft accredited network, as well as at our partners' training websites. A support team must know all the following essential topics:

- **Microsoft Network Basic Concepts**

Solid knowledge of Microsoft networks are essential elements that any support analyst needs to master in order to serve any type of company, including the small ones. Such professionals should also know other network systems because small businesses sometimes present mixed environments that, although simple, may require integration systems that tend to leave security gaps.

- **Operating Systems for Servers**

Support analysts must also have a good knowledge of Operating Systems for Servers. Apart from knowing the product, they need to master administration techniques for such environment, and be highly skilled to handle the management tools offered by Microsoft or third parties vendors.

- **Electronic Mail**

According to this guide, it's important to have in your team at least one support analyst with great proficiency in electronic mail management.

- **Security**

Similarly, it's important to have in your team at least one support analyst with some strong knowledge in advanced security techniques — regarding operating systems for servers and desktops, and also regarding basic firewall configuration (hardware) — to ensure that all installations will be done in a secure and reliable way.

The support team should be motivated to achieve Microsoft technical certification, both for the basic infrastructure and for MS Small Business Server. The certification itself does not ensure the necessary knowledge but it certifies the professional and makes the client feel secure about the service being rendered.

- Service Techniques

Small and medium clients have specific service needs. They usually rely on unskilled IT professionals and usually don't have an interlocutor who is able to talk to a service provider company using technical jargons or even able to comment on some common resources available in the IT market.

Due to this particularity, it's important to teach service representatives how to communicate with their clients' interlocutors in a simple way, "translating" relevant information into a simple language and using everyday situations to illustrate important concepts. By doing this, you can stimulate the final client to participate – actively and consistently – in the management of his/her IT environment, making decisions and adapting the technology to his/her business.

In this guide, we do not specifically recommend training sessions to cover this type of need. However, several training companies offer this kind customer service training programs. Many of them are tailored for specific teams and situations. This guide recommends that each company searches its market for the course that best fits its reality.

Portfolio of Services for Small and Medium Businesses

As a suggestion, we present a partial list of services which can be rendered to small and medium businesses that have a MS Small Business Server environment:

Basic Installation of MS Small Business Server

The basic installation of MS Small Business Server is the most natural type of service related to this environment. The steps needed for this activity are widely covered in this guide. This Guide presents in ANNEX 1 a suggested implementation schedule, assuming that the professional in charge meets the technical requirements and has been properly trained. It's also assumed that the client has all the infrastructure components required for the implementation of the project.

Customizations of MS Small Business Server

Apart from the basic installation covered in the previous item, MS Small Business Server also allows several customizations, improving its adherence to your client's business. Some of these customizations are:

- Customization of Sharepoint Services
Sharepoint Services allows for customizations which make the tool more adherent to your client's business. For instance, a client that operates in the insurance market can customize a sharepoint site for each of his clients, and all departments of the company (e.g. life insurance, damage, etc.) can store a client's documents and information in the same place, with all the necessary security measures and access restrictions. This customization can be performed by a developer who is familiar with the tool; has some experience with requirement identification; and is able to design a project and evaluate all its characteristics before its implementation.
- Implementing Business Contact Manager
Business Contact Manager or BCM is a Microsoft application for managing contacts in Outlook. Initially, this tool was limited to Outlook Client Offline, and had no functionalities when used on a client with access to an Exchange server; however, Microsoft has recently allowed it to operate with Outlook when it is a client of the Exchange server, included in MS Small Business Server 2003. BCM can be customized and, provided Outlook users are adequately trained, it can become an interesting management tool for centralizing relationships with clients. This

implementation can be suggested as a complement to the basic project; a user training program can be included in the offer.

These two suggestions are just examples of customizations that can be performed in addition to the basic installation. As your technical team starts mastering the product and you get to know your client better, other customization possibilities may arise.

Administration of MS Small Business Server

After installing and customizing the product, other opportunities that can be explored are related to monitoring and administrating the IT environment managed by MS Small Business Server. Small and medium companies don't usually employ IT professionals in their staff; and when they do, they hire low-cost professionals with little technical knowledge and just to provide some basic support to their IT environment. The servers, once installed, are usually forgotten until they present a problem that is noticeable to the user - usually when there is no more time for a preventive measure.

- **Remote Monitoring of Server and Network Services**

One of the services that can be offered to small and medium businesses is the remote support and monitoring for server and some basic network services. All it requires is the establishment of a service structure that is able to remotely access the client's environment. For instance, a Virtual Private Network – VPNs, configured with MS Small Business Server own resources can periodically evaluate some network and server basic services — performance counters, status of support tools such as backup, antivirus solutions and patch updates

This service structure may be available during office hours or full-time, according to the clients' needs and the ability of your company to explore this business. It's important that the service includes periodical reports (e.g. fortnightly or monthly) on the status of the resources, performance counters, or any other metrics established by you and your client. For these services you can charge a monthly fee, which will allow your client to have it as a fixed expense and you to have a recurring source of revenue.

- On-site Support

Apart from remote monitoring, the on-site support is a service highly requested by companies of any size. The addition of extra functionalities, emergency repairs, installation or removal of peripherals, adjustments, and server integration with new environment services are among the most requested activities. The approach on such cases is to have these services charged at an hourly rate/professional, based on rates practiced in the market.

Considering a scenario where your company is able to establish an efficient remote service structure, it can be assumed that the demand for on-site services will drop. Due to this fact, one very interesting solution is to offer a single package comprising these two types of service at a fixed fee, according to your price policy and the potential of the market in which your client fits.

Management of Workstations

As a complement to the administration of network services and server environment, it's important to offer management services and automatic updates on users' workstations, thus ensuring the optimization and efficiency of the company's network infrastructure. Within this context, the following services may be offered:

- On-site support

On-site support to workstations, also known as help-desk, may be offered in almost all company scenarios. The team in charge for this service may have entry-level technical skills, as long as the company has an internal escalation process for the service calls. Offering remote support to users' workstations at your client's company by phone, or by remote access to resources via internet will essentially depend on your relationship with your clients, the size of your company, and the knowledge your company has about the users' environment, once it's not easy to quantify the amount of work and establish a price for this kind of service.

- Security Assessments and Reliable Computing

Other services that may be offered to a client's desktop environment are security assessments on workstations and training on reliable computing practices.

Maintenance and Services Agreement

The ideal situation for a service provider in any market segment is to establish long-term relationships with their clients, through long-term agreements. On the other hand, technical support agreements are largely avoided by small and medium businesses — usually because the sales argument are not strong enough and fail to change the inevitable perception that this kind of agreement represents a "fixed cost" to the company. Also, these clients fail to see the value connected to such relationship.

- **Long-Term Technical Support Agreements**

Within the context of small and medium businesses, there is a circle that starts with a server sale (software and hardware), continues with the services related to server implementation and other additional services; and is closed with the establishment of a long-term technical support service agreement. This agreement should comprise the services detailed in the previous sections. Depending on the clients' needs and how much they rely on technology, the agreement will cover a larger or smaller number of services.

- **IT Consulting Agreements**

This type of service, IT consulting, is usually overlooked by small and medium businesses. Developing an Information Technology Strategic Plan is not something that only large companies should do — it can actually be an excellent opportunity for your company to create long-lasting bonds with your client. In small and medium businesses, it's common for decision makers to find themselves lost in the midst of the technology evolution — it's hard for them to distinguish a brief technology trend from a technology that the market will certainly adopt. The role of the consultant is to clarify exactly this, identifying the technologies that best suit his client's business, and making sure that such technologies are efficiently applied. For instance, what is the use of having some new hardware running with out-of-date operating systems? Or having new operating systems and obsolete business applications? Or having different software versions and platforms installed in the same network? The consultant should demonstrate the inefficiency of such mixed environments. Providing this kind of consultancy may be an interesting competitive edge, compared to the services offered by your competitors, and a key aspect to justify the signature of a long-term agreement.

Summary of Services

As we mentioned in the beginning of this section, service providing is the kind of business that depends on countless variables. Establishing fixed rules for a scenario in which services are rendered to small and medium businesses is a complex task, which can generate more exceptions than rules. Consequently, the content of this section is more illustrative than assertive. It must be used as an initial reference so that each service provider can identify the opportunities with their clients. The actual applicability of these suggestions will depend on several additional elements such as market assessments, your team's technical skills, your situation and investment, your weaknesses and strengths, and the competition in this specific market.

Glossary

We present next some vocabulary which is often shown within the context of small companies.

ADSL	Asymmetric Digital Subscriber Line) – method of high speed data transmission over conventional telephone lines. The ADSL circuit is much faster than a regular telephone connection.
Broadband	Wide range of frequencies used to transmit information. The data are multiplexed and sent through several frequencies or different channels that belong to the band, allowing for more information to be sent at the same time.
Bps	Bits per second – rate of data transmission between computers and modems.
Byte	Set of bits which represent a single character. One byte contains 8 bits.
Shopping cart	Software that allows a user to browse a website and add items to a shopping cart. The amount spent is totaled and all products can be ordered when exiting the site.
CD-R	Compact Disc Recordable.
CD-ROM	Compact Disc Read-Only Memory.
CD-RW	Compact Disc Re-Writable. CDs that can be recorded several times. Data can also be removed at any time, but the data recorded on a CD-RW can only be read in a CD-RW unit.
Client	Computer that accesses shared network resources supplied by other computer (the server – which generates a client/ server relationship).
File compression	Way to reduce the size of files to be sent through the Internet via e-mail. Usually in a ZIP file format.
CPU	Central Processing Unit. The brain of a computer.
DNS	Domain Name System. System that locates a website through its numerical address.
Download	To transfer a file from a host, such as a website or another computer, to the computer itself.
DVD	Digital Versatile Disc.
Desktop publishing	Creation of documents using a computer, for example, web pages, leaflets, posters, catalogs, newsletters and graphic elements.
E-mail	Electronic mail – content sent from a person to another by computers through the Internet.
Ethernet	It's a widely spread method to connect computers in networks such as LAN.
Firewall	Security System for computers used to limit access from/to a network.
FireWire	<i>Or IEEE1394</i> – high performance serial bus to connect devices to personal computers at data transfer speeds of up to 400 Mbps.
GHz	GigaHertz. Unit of frequency of the internal speed of a processor.

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Gigabyte	A measure of memory storage capacity. 1 GB = 1,024 Mb.
GPRS	General Packet Radio Service. It allows data to be sent and received through a mobile phone network.
GUI	Graphical User Interface. It allows for controlling a computer through graphical elements and icons displayed on the screen.
Hacker	An individual who invades computer security systems.
Hardware	Physical items, such as computers, printers, scanners, and external modems.
HD	Hard Disk.
Host	Usually a computer which hosts other computers from a person or organization.
Hub	It's a device used to connect a network of computers.
Internet	Wide set of networks interconnected worldwide.
Intranet	Private network belonging to a company or organization which uses the same types of software packages found on the public Internet, but only for internal use.
ISP	Internet Service Provider.
JPEG	Joint Photographic Experts Group – JPEG is a commonly used file format for images.
KB	Kilobyte. Memory unit equivalent to 1,024 bytes.
Kbps	A thousand bits per second. Unit of data transfer rate via modem.
LAN	Local Area Network. Computer network that covers a limited area – usually the same building or floor in a building.
Bandwidth	Amount of data that can be sent through a connection, calculated in bits per second (bps).
MB	Megabyte. Unit of memory storage capacity. 1Mb=1,024k.
Mbps	Millions of bits per second.

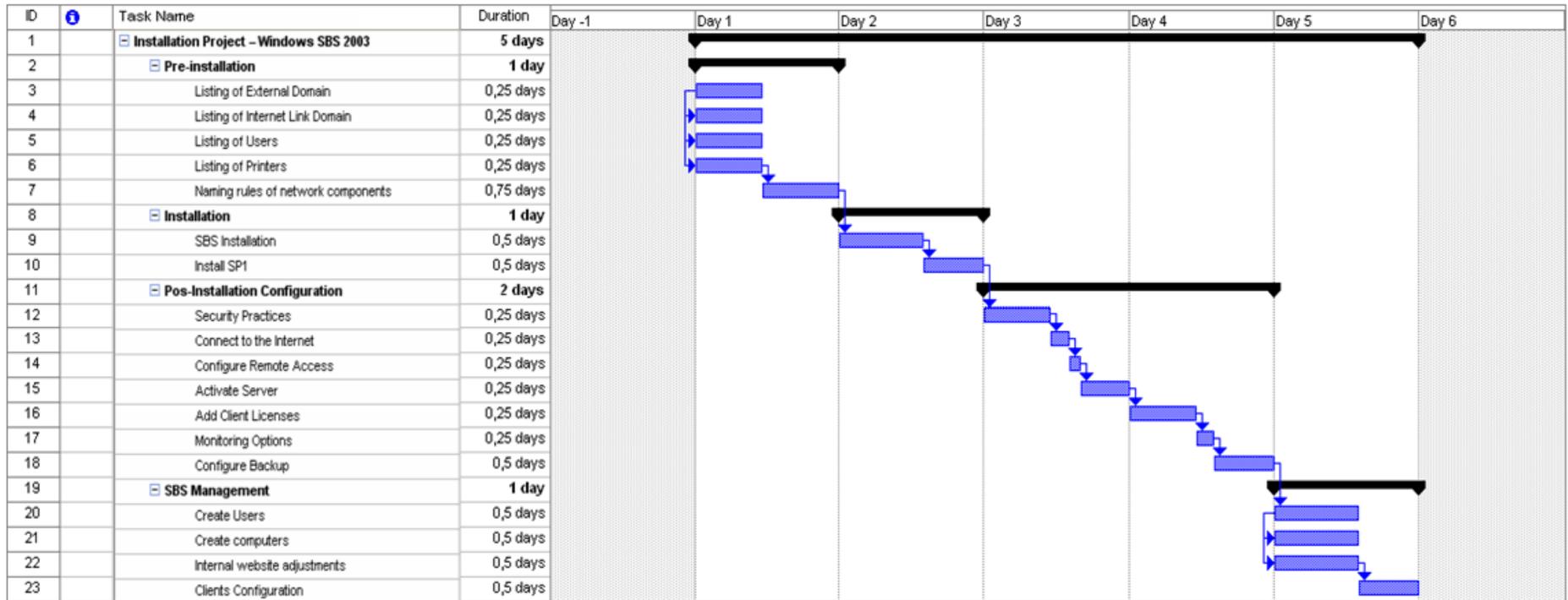
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Search engine	Program that searches websites data banks.
MHz	MegaHertz. Unit of frequency of the internal speed of a processor.
Microprocessor	An integrated circuit that accepts codified instructions for execution.
Modem (MOdulate, DEModulate)	Device that connects a computer to a telephone line, enabling it to exchange information with other computers through the telephone system.
Multimedia	Combination of text, graphics, audio, and video.
Browser	Program which allows a user to view web pages and explore the Internet.
Domain Name	Address of a network connection which identifies the owner of this address in a hierarchical format: server.organization.type. For instance, www.fabrikam.com identifies the web server from the company Fabrikam.
On-line	Computer which is connected to the Internet or to a network.
Web Page	Individual page which can be accessed on the Internet.
Patch	Software update or complement.
PC	Personal Computer.
PDA	Personal Digital Assistant. Basic handheld computer.
Peripheral	Any equipment connected to a computer (that is, disk units, printers, CD-ROM)
Motherboard	Main hardware element inside a computer. Other elements may be added to it such as sound cards, RAM, video cards, modems, etc. The motherboard enables all the other parts to work jointly.
Plug-in	Small software unit that adds resources to a bigger software unit.
Parallel Port	Way to connect printers to a computer. They can also be used to connect other devices, such as digital cameras or scanners.
Serial Port	Part of a computer where certain devices, such as a mouse or a modem, can be connected.
Port	Place where computer data come in and out. For instance, a modem is connected through a serial port.
RAM	Random Access Memory. All memory which can be accessed at any time (randomly) by a microprocessor. This memory is erased by cutting the power supply.
SCSI	Small Computer Systems Interface. Also known as "scuzzy", it's a method to connect devices, such as hard disks and CD-ROMs, to computers.
Server	Computer or software packages, which provide a specific type of service to some client software that runs in other computers.
Operating System	Program used to facilitate the execution of other programs in a computer.
Website	Set of web files which can be accessed through the Internet.
Time out	Time interval during which a website or network can not be accessed.
URL	Uniform Resource Locator. Addressing System used in Web.
USB	Universal Serial Bus. Port in a computer which allows for the connection of USB devices,

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	such as scanners, Zip Drive units etc.
Virus	File or program used to damage or destroy a computer system.
WAN	Wide Area Network. Network which comprises an area larger than a building or a campus.
WAP	Wireless Application Protocol. It allows for the access to advanced digital communications and to the Internet through a mobile phone network.
WWW	World Wide Web. All resources and users on the Internet.

Appendix I – Suggested Schedule for the Implementation of MS Small Business Server



Name of the task

Installation Project – Windows SBS 2003

Pre-installation

- Listing of External Domain
- Listing of Internet Link Domain
- Listing of Users
- Listing of Printers
- Naming rules of network components

Installation

- SBS Installation
- Install SP1

Pos-Installation Configuration

- Security Practices
- Connect to the Internet
- Configure Remote Access
- Activate Server
- Add Client Licenses
- Monitoring Options
- Configure Backup

SBS Management

- Create Users
- Create computers
- Internal website adjustments
- Clients Configuration