



## **Small Business Fast Facts July 2006**

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### **Overview**

There are about 8 million U.S. businesses with fewer than 100 employees, according to recent study by analyst firm International Data Corporation (IDC). Further, other studies show that there are some 16 million sole proprietorship firms. And each year, 100,000 new small businesses are added to the economy. By 2009, IDC projects that 97 percent of all companies in the United States will be small businesses.

These small businesses resist economic downturns better than larger business, are more technically sophisticated, and have higher IT spending than the overall U.S. IT spending, according to IDC. In fact, 88 percent of small businesses own at least one computer, and that percentage is expected to rise.

The reason is simple. Technology helps small businesses stay competitive and improve efficiencies. And one of the technologies many small businesses turn to run their business is FileMaker® database software.

### **FileMaker and Small Businesses**

FileMaker Pro is the #1-selling easy-to-use database software. Although 70 of the *Fortune 100* companies use FileMaker, 45% of the company's 2005 revenue in North America was derived from small business customers. Solutions built with FileMaker Pro are used for a wide range of functions to help small business run smarter – from customer and inventory management all the way to email campaign management and much more.

Small businesses value FileMaker for its ease of use, the ability to customize it quickly, its support for both Windows and Macintosh computers, and finally, its affordability.

### **Small Business Website**

[www.filemaker.com/solutions/smallbusiness/](http://www.filemaker.com/solutions/smallbusiness/)

## Database of Business

Thousands of small businesses in a wide variety of industries rely on FileMaker. These businesses are in fields such as advertising, architecture, entertainment, healthcare, insurance, manufacturing, pharmaceuticals, public relations, publishing, and retail among others.

Here is what some of these customers have to say about how FileMaker helps their business:

*"Email campaigns driven by FileMaker Pro have created stronger ties with our Wine Club customers"*

- **Tara Minnick, co-owner of Tara Bella Winery**, Santa Rosa, California

*"Because of the improvements in productivity thanks to FileMaker Pro 8, we've really grown – in fact, our business is 400 percent larger, and we're expecting to take in three times the revenue this year compare to the year before"*

- **Greg Erkins President Flash Realty LLC/Emailrealty.com**, Anchorage, Alaska

*"FileMaker makes it easy to develop a software product. More importantly, we can provide a continuously improving product line that makes it easy for non-technical owners of fitness studios to run their business and focus on delivering value to their clients."*

- **Stuart Hanna, founder of StudioWorks**, yoga studio management database software

*"Now we have a system that is tailored to our needs. Many of our time-consuming daily routines have been eliminated or take much less time. Everyone likes using the system because it is user-friendly and easy to learn -- which helps us fulfill our 'fun at work' goal!"*

- **Monica Von Thun Calderón, Sullivan Street Bakery** in NYC

*"The ease of use for our sales and fulfillment agents makes for quick training and a quick, highly effective mastering of our systems."*

- **Jim Pilaar, president AirTreks**, personalized travel adventures, San Francisco, CA.

*"My motto was, 'Your resume will never be in a closed filing cabinet.' FileMaker did it for me."*

- **Captain David Cook, YachtCrews.com**, online crew placement, Fort Lauderdale, FL.

*“FileMaker Pro has benefited us with a high level of customization while still being very low cost.”*

- **Steve Davis, Vice President for Media and Communications, Nimmo Bay Resort**, helicopter adventure vacations, Port McNeill, BC, Canada

*“The first few weeks we were using FileMaker it was sort of an experiment - now it's an integral part of the band!”*

- **Ian Kuhn, Monitor Engineer, Dave Mathews Band and Senior Partner, Production Consultants Guild, Inc**, Chicago, IL

*“We would need twice as many employees to do the work we are doing with FileMaker. The system is so fast and can handle so much information, it has really helped us manage and grow our business.”*

- **Georgena Terry, CEO of Terry Precision Bicycles**, Macedon, NY

## **Using FileMaker In Small Business**

Small businesses often employ FileMaker Pro to manage a wide range of business operations including the following:

- Contacts/Customer Relationship Management
- Project management
- Event management
- Revision/approval tracking
- Asset management
- Digital libraries
- Time sheet tracking
- Billing & invoicing
- People management
- Expense reports
- Resource scheduling
- Workflow
- Estimating and cost management

**FileMaker Product Line** [Support for Windows XP and Macintosh OS X, including Universal Binary support for Intel based Macs]

- FileMaker Pro 8.5 (\$299/\$99 upgrade from 8.0, \$179 upgrade from 6.0 and 7.0)
- FileMaker Pro 8.5 Advanced (\$499/\$99 upgrade from 8.0, \$299 upgrade from FM Developer 7.0)
- FileMaker Server 8.0v4 (\$999/\$49 upgrade from Server 8.0, \$299 from Server 7.0)
- FileMaker Server 8 Advanced (\$2499/\$49 upgrade for Server 8.0 Advanced, \$749 upgrade for Server 7 Advanced)

- FileMaker Mobile 8 - for Palm OS and Pocket PC devices (\$69/\$19 upgrade)

### **FileMaker Small Business Support**

- **FileMaker Business Productivity Kit\*** for small businesses
- **Email Marketing Guide for small businesses**
- **Creative Pro Starter Kit\*** for creative professionals
- **FileMaker Business Tracker\*** for large and small businesses

\* Available free with the trial download of FileMaker Pro 8.5 at [www.filemaker.com](http://www.filemaker.com)

### **3<sup>rd</sup> Party Small Business Specific Solutions**

FileMaker has more than 120 third-party developers and consultants who specialize in building solutions for small businesses. Their FileMaker based solutions not only save time, but encourage collaboration and sharing. A few of the solutions include:

- Ad Tracker (Custom Database Solutions, Inc)
- AtoZ Business Builder (PowerMate Software, LLC)
- Barcodet (Life Success Institute)
- Call Tracker (Happy Mac & PC)
- Contact Manager 1.0 (Hind-Smith.com)
- Electronic Press Kits (Ocean-7 Development, Inc.)
- Inventory FM (The Solutions Group)
- IT Asset Management Inventory software (Productive Computing, Inc)\*
- JobCharge Timesheet (EnglishComp)\*
- Multi-User Calendar v4 (Productive Computing, Inc)\*
- OfficeChamp (The Jackson-Crockett Company)
- Onlinesurveydesk.com (Technvisions)
- PayGo POS (Christian James Inc.)
- ProjectMaker (ProjectMaker)
- ReceiptMaker (Altasoft Corporation)
- Sales Force (Exoteric Inc.)
- Shipping Labeler (Altasoft Corporation)
- Small Business Toolkit (TTM Consulting)
- TLC Total Library Computerization (On Point, Inc.)
- Transportation Advantage (Simplified Software)

\* **FileMaker Solutions Alliance Partner**

### **Industry Recognition**

FileMaker Pro has won nearly every possible software industry and editorial technology award in its history. Since 2004, FileMaker Pro has received more than 30 editorial awards worldwide from leading

magazines, including “Best Database Software,” SIIA Codie Awards, to “Product of the Year” honors for FileMaker Pro 8 from *PC Magazine* and *Macworld Magazine*.

### **Cross Platform**

Only major database that supports both Windows and Macintosh systems – including Universal binary support for Intelbased Mac computers -- making it the best choice for customers with different computing platforms.

FileMaker Pro 8.5 runs on:

- Mac OS X  
(10.3.9 for PowerPC processors; 10.4.5 for Intel-based processors†)
- Windows 2000 (Service Pack 4), Windows XP (Service Pack 2)†
- Palm and PocketPC

† Version stated is the minimal requirement. The software may also work with later versions certified by FileMaker.

(For technical specifications on other FileMaker products, go to <http://www.filemaker.com/products/>)

### **Strong Integration**

FileMaker products integrate well with other productivity applications, like Microsoft Office. FileMaker also supports all the standards that make it easy to communicate with large enterprise databases (ODBC, JBD, XML and SQL queries)

### **Instant Productivity**

Small business owners and employees don’t need to be programmers or computer experts to use FileMaker Pro. Instead, they can immediately begin to focus on what’s really important – creating a more efficient environment for producing quality content and creative ideas.

FileMaker Pro 8.5, featuring the FileMaker Web Viewer for web data on demand, also comes preloaded with 30 ready-to-use Starter Solutions, including:

- Business process tracker
- Email Manager
- Event Manager
- Contact manager
- Asset management
- Expense report
- Personnel records
- Billing, purchase orders, invoicing
- Time sheets
- Resource scheduling
- Task management

**FileMaker  
Business Productivity  
Starter Kit**

To improve the business of running a small business, FileMaker provides the FileMaker Business Productivity Kit, a set of ready-to-use FileMaker Pro applications specifically designed for small business. Using these applications, small businesses can:

- Manage contacts and companies
- Organize products and inventory
- Process sales orders
- Track projects and productions
- Send targeted mailings to customers
- Produce invoices, reports and mailing labels

**FileMaker Online**

FileMaker's web site [www.filemaker.com](http://www.filemaker.com) is the one place to learn more about the people, places, and solutions that make FileMaker Pro an ideal resource for any small business. The FileMaker site includes:

- Downloadable Starter Solutions
- Free trial of software solutions
- Profiles on small businesses in many industries
- Special offers on FileMaker products and packages
- Search capabilities to find local FileMaker developers and consultants that help small and medium sized businesses
- Resources for contacting and learning from other businesses that use FileMaker
- The FileMaker Learning Center, available in FileMaker Pro 8.5, for learning FileMaker at your own pace

**About FileMaker:**

Headquartered in Santa Clara, CA, FileMaker, Inc. was created in 1998 and is a subsidiary of Apple Computer, Inc. (NASDAQ: APPL).

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