

Phillip Raclyn has a small business. He is a veterinarian.

Phillip has a simple mission: to treat every pet as if it were his own. (It's on his business card.)

And because this mission is so important to him, he wants to spend more time with his patients and less time doing office work.

So Phillip is getting Microsoft® Windows NT® Workstation on his new PC. It's 30% faster than Windows 98®. And, as the name suggests, it's still Windows, so he won't have to spend time learning anything new.

For Phillip and his patients, every minute counts. Windows NT Workstation is one tool he's using to make sure he has more of those minutes available each day.



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*Performance tests compared Windows NT Workstation 4.0 to Windows 98 operating systems using Ziff Davis' (ZD's) Winstone® 98 1.0 on computers with 64MB of RAM. Tests performed without verification by ZD. ZD makes no representations or warranties. Winstone is a registered trademark or trademark of ZD Inc. in the U.S. and other countries. For more information, visit <http://www.microsoft.com/windows/ntworkstation>.

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MICROSOFT SMALL BUSINESS
1 OF 9

OUT OF ALL THE PRODUCT ADVERTISING MICROSOFT DID, THIS CAMPAIGN WAS ONE OF THE MORE "HUMAN" AND CERTAINLY MOST FUN TO WORK ON. IT WAS A WONDERFUL EXPERIENCE TO CROSS THE COUNTRY TO MEET THESE FINE SMALL BUSINESS OWNERS THAT REALLY EMBODY A TRUE ENTREPRENEURIAL SPIRIT. SOME OF THEM STARTED THEIR BUSINESSES FROM THE GROUND UP, SOME WERE CONTINUING A FAMILY TRADITION. WHO KNEW THAT MICROSOFT WINDOWS NT WORKSTATION WAS A PART OF ALL THEIR LIVES?

Aron Streit has a small business. He makes matzoh.

His great grandfather started this business, and Aron takes great pride in the fact that he is carrying on a hundred-year old family tradition. But Aron also looks for ways to improve the business.

One thing he's doing is getting Microsoft Windows NT Workstation 4.0 on his new PCs. It's the version of Windows that's ready for all kinds of future software innovations. This simply means that Aron won't have to worry about buying more PCs for a really long time.

Instead, he can spend his time making sure that the Streit family is in this business for another hundred years.



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If you own a small business, getting Microsoft® Windows NT® Workstation 4.0 on a new PC is a good idea. First, it will make your PC about 30% faster than a PC with Windows® 98. Second, it's the most reliable version of Windows. And third, you won't have to learn anything new, because Windows NT Workstation is, as the name suggests, still Windows. A faster, better, more dependable PC does seem like a good idea, doesn't it?



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Michael Rogak has a small business. He makes chocolate.

Michael's dad, Martin, started marketing his confections to Brooklyn in 1946. Michael is still in Brooklyn today, but his chocolate is enjoyed just about everywhere in the country.

Michael uses his computer to keep track of his growing business, but he'd rather spend his day creating candy. So he's getting Microsoft® Windows NT® Workstation 4.0 on his new computer. It's three times more reliable than Windows® 95.

Which means instead of fiddling with his computer, Michael can concentrate on making truffles and buttercrunch that are every bit as good as his dad's.



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*SOFRES/InterSearch Windows OS User Reliability Study (6/98). Participants using Windows NT Workstation were about three times less likely to experience serious system stoppages than Windows 95 users surveyed.
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Dineh and Pooneh Mohajer have a small business that's quickly growing into a big one. They make cosmetics.

It started when Dineh used her premed chemistry skills to mix up some nail polish that matched her blue shoes. When Pooneh saw it, she spotted a business opportunity.

Today, Hard Candy's nail, lip and eye makeup can be found on cosmetic counters around the world. And Dineh and Pooneh tend to be pretty busy. So, now more than ever, they rely on their computers to help them keep up.

That's why they're getting Microsoft Windows NT Workstation on their new PCs. It's three times more reliable than Windows 95.

This means that Dineh and Pooneh's computers will be ready to work when they are. And that they will have more time to think up product names like Underground, Old Skool, and Techno.



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Jill Platner has a small business. She makes jewelry.

Six years ago, Jill was selling her necklaces, earrings, and bracelets on a street-corner in New York's SOHO. Today, she sells them to high-end retailers around the world.

Jill is serious about business, but her passion is the art that goes into each new piece. So she's trying to make more time for jewelry by cutting down on office work. One thing she's doing is getting Microsoft® Windows NT® Workstation on her new PC. It's three times more reliable than Windows® 95.

This means that Jill's computer will be ready to work when she is. And that she'll have more time to discover the form, shape, or design that inspires her next creation.



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Robi Reed-Humes has a small business. She is a Casting Director.

Her natural knack for choosing talent has grown her company from a one-woman casting agency to a ten person casting, management and production house. She calls it a “one-stop shop” where feature films are created, cast and produced.

Robi is a very busy lady these days, so when she sits down at her computer, she expects it to work. That’s why she’s getting Microsoft® Windows NT Workstation on her new PCs. It’s three-times more reliable* than Windows 95.

This means Robi can spend less time sitting at her computer, and more time finding the next Denzel Washington.



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Great Harvest Bread started as a single store with a simple idea: make great bread and have fun doing it. Today there are 136 Great Harvest stores from Alaska to Florida.

And as Great Harvest has grown, its technology needs have grown as well.

So Great Harvest recently moved its headquarters over to Microsoft® Windows NT® Workstation 4.0. It's the most reliable version of Windows® ever and it's about 30% faster than Windows 98®. Plus, since it's Windows, users don't have to learn anything new.

Windows NT Workstation meets Great Harvest's needs today, and it gives them room to keep growing. Which could come in handy, considering how much people love their bread.



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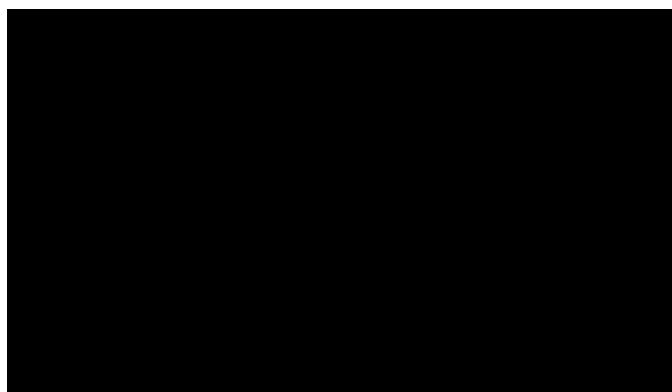
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