Selling Microsoft® Project Version 2.0
The project scheduling and costing program that's no project to sell.

**All-new features.
All-star support.**

New Microsoft Project Version 2.0 is called 2.0 for a very good reason. It's literally twice the program that Version 1.0 was.

In addition to its abundance of all-new features, Microsoft Project Version 2.0 has something else that makes it an easy business decision for your customers to make—an abundance of Microsoft support.

What's new about Microsoft Project.

In a word, plenty. For example, Microsoft Project Version 2.0:
- Generates both Gantt and PERT (Network) charts.
- Schedules projects from minutes to months to more than 100 years. Handles ASAP and ALAP scheduling.
- Handles bigger projects—up to 200 activities and 255 resources in 256K. And you can add up to 200 more activities with each additional 64K.
- Includes tracking of plan versus actual.
- Monitors resource use across a variety of different projects, and can link them together into a master project.
- Creates calendars that reflect individual work schedules, vacations, and sick time.
- Generates 16 on-screen and printed reports for further analysis. Information can be selected by date, activity, activity prefix, resource, or any combination.

More than just powerful features.

Powerful features don't mean anything unless you can put them to use. That's why Microsoft Project Version 2.0 is designed for ease of use.

- Spreadsheet-like row-and-column design lets users get up-and-running quickly.
- Interactive, 30-lesson training disk helps users get the most out of the program. On-site training is also available for multiple-unit purchasers.
- Support for many MS-DOS®-based personal computers and popular printers, as well as the Microsoft Mouse, lets users standardize their software, even if they have a variety of hardware.
- Full Microsoft backing, today *and* tomorrow.

Still packed with everything project managers want.

There's a lot that's new about Microsoft Project. But what we didn't change is just as important.

For example, Microsoft Project's sorting capabilities let managers organize a project in the most logical order for clear analysis. Activities can be sorted by start date, by finish date, by critical path, by duration, or alphabetically.

Links with other programs make it easy to pass data to Microsoft Chart and Multiplan®, Lotus® 1-2-3®, dBASE II®, and other programs, which saves retyping time.

And Microsoft Project Version 2.0 offers "what if" capabilities that let managers assess scheduling changes immediately. The critical path is calculated automatically to help identify potential delays instantly.

How to sell to the project management market.

Who buys Microsoft Project.

Microsoft Project is an "easy sell" to people who deal with project management on a daily basis. Typically, these customers are technically trained managers with a title such as Program Engineer or Project Engineer, and are responsible for tracking major projects. These projects tend to be:
- **Extended:** Over six months long.
- **Complex:** More than 30 activities.
- **Expensive:** Over $50,000.

These customers are quite familiar with project management and the terms associated with it and will use Microsoft Project to:

Create and track timelines, vendor and employee activities.

Report to management on project status.

Analyze schedules to reduce time or cost of projects.

The Microsoft Project customer probably works in aerospace, heavy manufacturing, construction management, or data processing and management of corporate computer systems.

And, while the powerful features of Microsoft Project Version 2.0 provide compelling reasons for these customers to buy Microsoft Project, they'll also want to know about its easy-to-use design, its training programs, and its thorough Microsoft support. So don't forget to make those points in your sales presentations.

Everything you need to know about project management software.

PERT. CPM. ALAP. Resource tracking. It can be intimidating enough understanding a project management program, let alone selling one.

Luckily, there's an easy way for you to quickly become a minor expert on project management in general—and Microsoft Project Version 2.0 in particular.

How? With our Learning Microsoft Project computer-based training disk. Its 30 lessons take you step by step through the essentials of both project management and Microsoft Project. Or, for a quick summary, take a look at our demo disk.

Either way, you'll soon be talking like an expert about timelines, linking, and critical paths. And then you'll also be able to show your customers how to use the tutorial to teach *themselves* about Microsoft Project.

That way, you can spend your time selling, not training.

What your customers are looking for. What Microsoft Project gives them.

A comprehensive variety of tools to help manage any given project.
- Gantt and PERT charts
- Minutes to months to years and ASAP/ALAP scheduling
- Large project handling—up to 200 activities and 255 resources in 256K and up to 200 more activities with each additional 64K
- Tracking of plan versus actual
- Subprojects, including resources, can be linked into a master project for monitoring of resource capacity and usage
- Individual calendar creation
- Wide variety of reports

A project management program that's easy to use.
- Spreadsheet-like data entry
- On-screen commands
- Single-keystroke "Help"
- Training disk
- Support of optional mouse
- Customer hotline

A number of ways to provide reports on project status.		
	Planning	**Tracking (Plan vs. Actual)**
Project	Schedule (Gantt) PERT (Network)	Summary
Activity	Table Detail	Event (Dates) Duration Cost Summary
Resource	Cost Histogram (Resource loading) Duration Detail Period (Cash flow)	Event (Dates) Duration Cost
Select reports by date, activity, activity prefix, resource, or any combination.		

System Requirements

A personal computer running the MS-DOS operating system

- 256K memory
- DOS 2.0 or higher
- Two double-sided disk drives (program can also be installed on a hard disk)
- Monochrome or color display
- Microsoft Mouse optional
- Microsoft Project works with many dot matrix, daisy wheel, and laser printers

MICROSOFT.
The High Performance Software™

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