



The Accountants Guide to Cloud Software for Small Business Clients

Learn About the Best Tools, Add-ons and Integrations

QUICKLINKS

I. Finance

1. Accounting
2. Expense Tracking
3. Cash Flow and Forecasting
4. Payments/eCommerce
5. Invoicing

II. Sales

6. Sales Intelligence & Tracking
7. Point of Sale
8. Customer Relationship Management (CRM)
9. Contract Management
10. Accounts Receivables Management
11. Donor Management
12. Marketing Automation

III. People

13. Payroll
14. Meetings & Webinars
15. Time Tracking
16. Collaboration & Team Communication
17. Resource Scheduling

IV. Products & Services

18. Project Management
19. Professional Services Automation
20. Subscription Management
21. Field Services Management
22. Productivity and Workflow
23. Customer Service / Help Desk
24. Inventory
25. Proposal

V. Data

26. Business Intelligence & Reporting
27. Storage
28. Document Management
29. Analytics
30. Asset Management
31. Enterprise Resource Management (ERP)
32. Backup, Disaster Recovery

Software Review Sites

With cloud computing rapidly becoming the norm for small business owners, accountants need to more than ever provide valuable insight and direction.

The explosion of Software-as-a-Service (SAAS) businesses in recent years has led to an overwhelming number of options for small business. This article will help you to understand and discern the best tools and the integration options available for your small business customers.

Trend towards best-of-breed solutions. One-size-fits-all is no longer the norm.

As we discussed in our last article, there is a trend towards best-of-breed solutions. One-size-fits-all is no longer the norm. Small business owners are looking for solutions that fit their business and aren't interested in the extra bloat that often comes with all-in-one packages.

The Financial Foundation

When looking at the foundation of your small business' finances, we understand the importance of the accounting system. To harness the power of using the accounting platform as a hub, it's important to move to a cloud based platform such as Xero or Quickbooks Online.

The Pinch Points Your Small Business Clients Face

We've put together a high-level overview of the different categories of apps that you could be exploring for your small business customers. These areas have been divided into the following:

I. Finance

II. Sales

III. People

IV. Products & Services

V. Data

Here are some common cloud-based apps to help you get started with your research.



I. Finance

Finance addresses everything related to financial data in the small business. It's really at the core of the small business and one that should be focused on initially.

1. Accounting

An online cloud based accounting package provides the opportunity for many connection points to other business applications used by small business.

Notable Tools:

- Xero xero.com
- Quickbooks Online quickbooks.intuit.com
- Sage One sage.com
- Freshbooks freshbooks.com

2. Expense Tracking

Expense tracking can be important for small business owners that have multiple employees, and/or clients that require billing of project based expenses.

Notable Tools:

- Receipt bank receipt-bank.com
- ShoeBoxed shoebboxed.com

3. Cash Flow and Forecasting

Cash flow management and planning is an important consideration for companies with irregular cash flow. Cash flow apps may integrate with existing accounting platforms.

Notable Tools:

- Float floatapp.com
- Crunchboards crunchboards.com
- Dryrun dryrun.com



4. Payments/eCommerce

eCommerce channels continue to grow in popularity for small business and barriers to entry continue to decrease. Online payment processing is also an important consideration.

Notable Tools:

- Shopify shopify.ca
- BigCommerce bigcommerce.com
- Magento magento.com
- Stripe stripe.com
- Braintree braintreepayments.com

5. Invoicing

Many small businesses need to invoice clients and accept payments easily. Sending invoices by email and accepting online payments can reduce aging receivables.

Notable Tools:

- Freshbooks freshbooks.com
- Harvest getharvest.com
- Quickbooks quickbooks.intuit.com
- Xero xero.com

II. Sales

Sales is the lifeblood of any business and the challenges for small businesses can vary. Here are the more common areas:

6. Sales Intelligence & Tracking

Understanding and tracking sales opportunities helps to reduce uncertainty for small business owners.

Notable Tools:

- Pipedrive pipedrive.com
- Salesforce salesforce.com



7. Point of Sale

Point of Sale systems help small business owners provide a smooth retail experience for their customers and make taking payments a snap.

Notable Tools:

- Square squareup.com
- Airsquare airsquare.com
- Vend vendhq.com
- Shopify shopify.ca

8. Customer Relationship Management (CRM)

Up-to-date information in a centralized location helps small business teams to improve customer service and increase sales opportunities.

Notable Tools:

- Insightly insightly.com
- CapsuleCRM capsulecrm.com
- Highrise highrisehq.com
- Zoho zoho.com/crm

9. Contract Management

Managing client contracts is important to avoid duplications and errors.

Notable Tools:

- PandaDocs pandadoc.com
- Adobe EchoSign acrobat.adobe.com

10. Accounts Receivables Management

Managing accounts receivable is key to a small business staying in the black. There is software that can help manage aging receivables and improve payment by clients.

Notable Tools:

- WebAR interprose.com
- Simplicity Collection Software simplicitycollectionsoftware.com
- Beyond ARM dakcs.com



11. Donor Management

Managing donors and events is a critical task for non-profits. Specialized donor management systems are often similar to Customer Relationship Management (CRM) systems but have some specific features that may better-suit a non-profit organization.

Notable Tools:

→ DonorPerfect Fundraising Software donorperfect.com

→ NeonCRM neoncrm.com

→ SalsaCRM salsalabs.com

12. Marketing Automation

Marketing automation tools can be an important component for increasing traffic to a business website and increasing the number of prospects that the business may serve.

Notable Tools:

→ Hubspot hubspot.com

→ SharpSpring sharpspring.com

→ Marketo marketo.com

→ Customer.io customer.io

→ Ontraport ontraport.com

→ ActiveCampaign activecampaign.com

III. People

When looking at managing people effectively in small business you should consider the following:

13. Payroll

Reducing payroll management helps small business owners stay focused on their small business.

Notable Tools:

→ Payment Evolution paymentevolution.com

→ CloudPay cloudpay.net

→ Quickbooks Payroll quickbooks.intuit.com/payroll-service



14. Meetings & Webinars

Connecting with clients and suppliers online can help reduce travel costs and increase efficiency.

Notable Tools:

→ GoToMeeting gotomeeting.com

→ Zoom zoom.us

15. Time Tracking

Project-based businesses require a detailed understanding of employee time to invoice accurately and analyze project profitability.

Notable Tools:

→ Harvest getharvest.com

→ Freshbooks freshbooks.com

→ Freckle letsfreckle.com

→ Toggl toggl.com

→ TimeCamp timecamp.com

16. Collaboration & Team Communication

Internal collaboration is an important way for small business employees and teams to move projects forward.

Notable Tools:

→ Slack slack.com

→ Hipchat hipchat.com

→ Basecamp basecamp.com

→ Skype skype.com

17. Resource Scheduling

Managing employee schedules and their availability to work on projects is important to avoid cost and schedule overruns.

Notable Tools:

→ Harvest Forecast getharvest.com/harvest-and-forecast

→ 10,000 Feet 10000ft.com



IV. Products & Services

Service companies form the backbone of small business and the needs may vary greatly depending on the type of service business. Apps to help in this area include:

18. Project Management

Project management tools are important for many professional service and project based service businesses. Project management tools can range from simple task based tools to professional service automation (PSA) SAAS apps.

Notable Tools:

→ Basecamp basecamp.com

→ Wrike wrike.com

→ Asana asana.com

19. Professional Services Automation

Many professional service companies want an all-in-one solution to manage their people, documents, projects and finances.

Notable Tools:

→ Accelo accelo.com

→ Mavenlink mavenlink.com

→ Replicon replicon.com

20. Subscription Management

Subscription management tools that integrate with various payment processors are becoming more popular with the increase in recurring service business models.

Notable Tools:

→ Chargify chargify.com

→ Fusebill fusebill.com

→ Recurly recurly.com



21. Field Services Management

A Field service management (FSM) system combines hardware and a cloud-based service to enable companies to manage their resources, including vehicles, workers, job activity, schedule and dispatch workers, and even integrate with inventory and financial systems.

Notable Tools:

→ Jobber getjobber.com

→ mHelpDesk mhelpdesk.com

22. Productivity and Workflow

Productivity and workflow software is built to help save a user time by automating routine tasks, such as data entry and email filtering.

Notable Tools:

→ KissFlow kissflow.com

→ LiquidPlanner liquidplanner.com

→ Clarizen clarizen.com

23. Customer Service / Help Desk

Small business may require a more formalized customer service or help desk system to manage customer feedback, complaints and returns.

Notable Tools:

→ Desk desk.com

→ Zendesk zendesk.com

→ Intercom intercom.io

24. Inventory

Cloud-based inventory software tracks inventory levels, orders, sales and deliveries. It's also often used in the manufacturing industry to create a work orders, bills for materials and other production-related documents.

Notable Tools:

→ inflow inflowinventory.com

→ tradegecko tradegecko.com

→ orderbot orderbot.com



25. Proposal

Proposal management can help reduce time spent on proposals and standardize proposal development

Notable Tools:

- Bidsketch bidsketch.com
- Proposify proposify.biz
- Quoteroller quoteroller.com

V. Data

Managing financial and small business data can range from simple to complex. The more common data pinch points centre around:

26. Business Intelligence & Reporting

Reporting and reporting dashboard improve the visibility of data in a small business.

Notable Tools:

- Domo domo.com
- Zoho Reports zoho.com

27. Storage

Cloud-based storage increases to decrease in cost with many small business owners turning to this solution vs onsite storage solutions.

Notable Tools:

- Dropbox dropbox.com
- Box.com box.com
- GoogleDrive google.com/drive
- OneDrive onedrive.com

28. Document Management

Storing small business documents in the cloud can improve collaboration and reduce IT costs.

Notable Tools:

- Zoho Docs zoho.com/docs



→ Flight canto.com/flight

→ Docuware docuware.com

29. Analytics

Website analytics is important for small business websites to improve decisions regarding site visitor behaviour.

Notable Tools:

→ Google Analytics google.com/analytics

→ KissMetrics kissmetrics.com

→ Mixpanel mixpanel.com

30. Asset Management

Asset management systems monitor and track things assets, such as equipment and buildings through to assets such as human capital and intellectual property. IT Asset Management is one of the most common needs, tracking software and hardware in a business.

Notable Tools:

→ Samanage samanage.com

→ ServiceNow servicenow.com

→ FreshService (IT) freshservice.com

31. Enterprise Resource Management (ERP)

Enterprise resource planning (ERP) is business-management software that a business uses to collect, store, manage and interpret key data from different business activities. These tasks often include product planning, purchases, manufacturing, inventory and delivery in an integrated system.

Notable Tools:

→ Netsuite netsuite.com

→ Brightpearl brightpearl.com

→ Max ERP max4erp.com

32. Backup, Disaster Recovery

Online systems used to not only back up key files and resources but to help get the business back up and running quickly.



Notable Tools:

→ Singlehop singlehop.com

→ Acronis acronis.com

Software Review Sites

Here are some resources for researching your options and reviewing the ratings:

→ Software Advice softwareadvice.com

→ Capterra capterra.com

→ Getapp getapp.com

Disclaimer: We're not recommending these tools and aren't making any warranties but we think this may be a good place to start.

Cash Flow in the Cloud

Advise your clients on cash flow, budget and sales scenarios.



See How Dryrun Can Help Your Clients → dryrun.com

