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Choosing the right Apps for clicks, bricks or project businesses

Heather Smith

Today's speaker

Heather Smith

Hype Girl for Accounting Apps

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About today's speaker

Heather Smith
Hype Girl for Accounting Apps

Australia, England, Singapore, Canada

Run a practice for over a decade

CA, FCCA, FICB

Facilitate Cloud Advisors MeetUp Group

Host of Cloud Stories podcast

Write lots. Grateful. Lots of tabs open.

Agenda

The Riches are in the Niches
Clicks - eCommerce
Bricks - Retail Stores
Projects
Business Intelligence, Reporting & Analytics
Questions

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The Riches are in the Niches

The Benefits of Niching

- Identify an App Stack
- Capacity to grow advisory focused on an industry - lends itself to comparing KPI's & Benchmarks
- Knowledge of industry trends
- Easily able to identify your ideal customer
- Simplifies decisions
- Might find pricing & package development easier
- Work with a business services collective in the industry

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The Benefits of Niching (cont.)

- Focused marketing, target industry conferences, and publications
- Develop partnerships and relationships with the key solutions in the industry
- Tech solutions refer work back to you (if you're good)!!

What is stopping you from niching?

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What to look for when choosing an App

- Accessibility of data during and at the end of the subscription;
- Alternative options in the market.
- Approved partnerships;
- Availability of support;
- Capacity to grow and shrink with the business;
- Feature set;

- Future feature timeline;
- Integration options;
- Peer reviews;
- Pricing;
- Relationship with clients;
- Reporting and analytical options;
- Security over data;
- Vision of the solution;

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Clicks

Identify your customer

Entrepreneurs

Entrepreneurs

B2B

B2C

Online shops

• Hosted

• Platforms such as Etsy, Ebay, Amazon

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Tools and solutions - MarketPlaces

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Tools and solutions - Shopping carts

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Accounting Best Practice - Clicks

Send summary data across

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Bricks

Identify your customer

Retail stores
Pop up stores

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Retail stores tools and solutions

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Accounting Best Practice - Bricks

Transfer summary information

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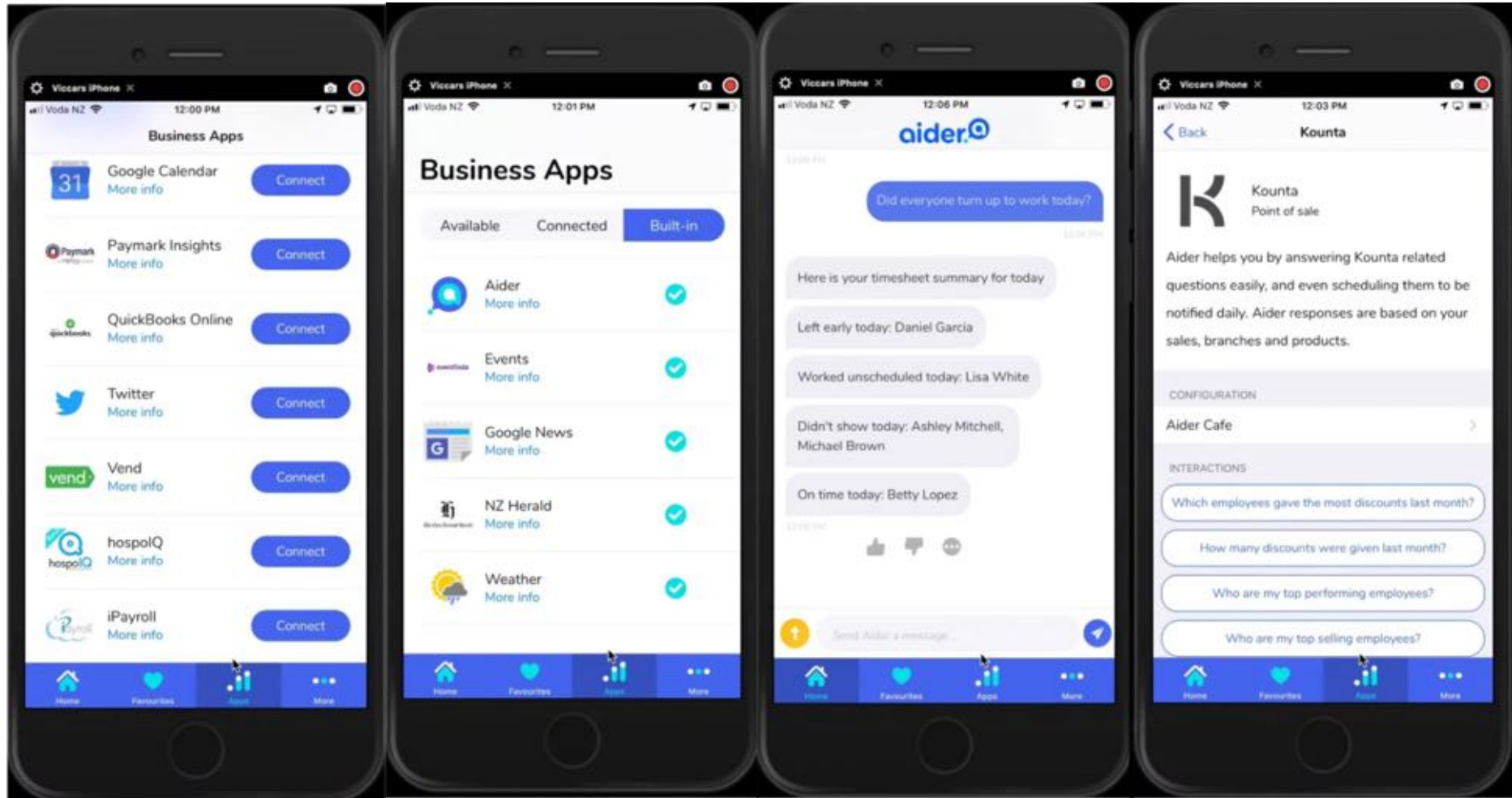Business Intelligence, Reporting & Analytics
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Projects

Identify your Projects customer

Project

• Defined timelines

• Start and End date

• Budget

• Milestones

• Specialist

Industry

• Construction

• Architects

• Graphic Designers

Project Tools and Solutions

minutedock

ZAHARA

STREAMTIME

BUILDERTREND

Corecon technologies

WORK[etc]

simPRO SOFTWARE

knowify

COCONSTRUCT
BUILD TOGETHER

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Accounting Best Practice - Projects

Standardised chart of accounts

Track costs to determine accurate profitability

Weigh up the cost in tracking everything versus the benefit

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What opportunities have you identified for existing clients?

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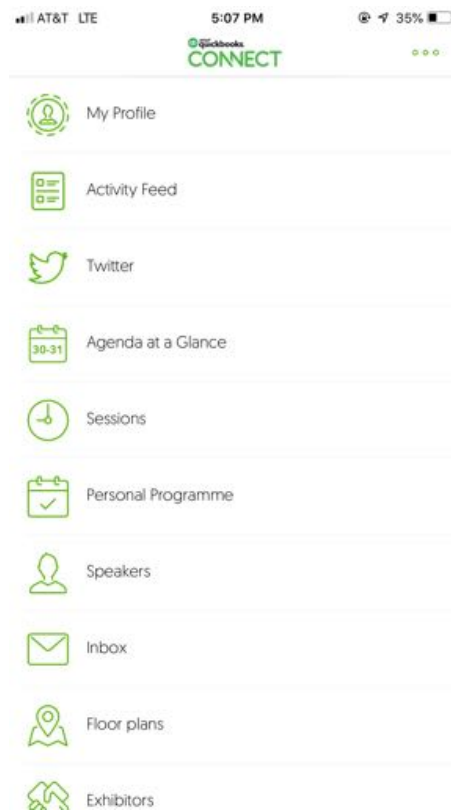**Business Intelligence, Reporting & Analytics**
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Where do you find technology

apps.intuit.com
Intuit QuickBooks online forums
QBConnect conference
Cloud Integrators

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Accounting Apps newsletter

HeatherSmithAU.com

Rasa.io/Heather-Smith

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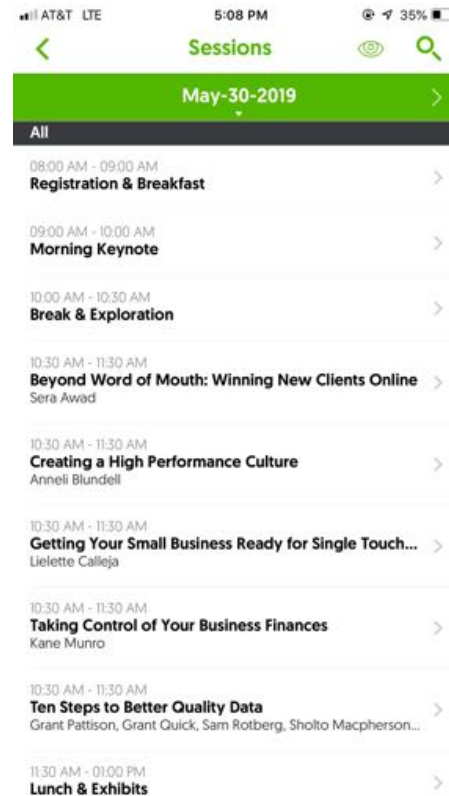**Projects**
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Questions?

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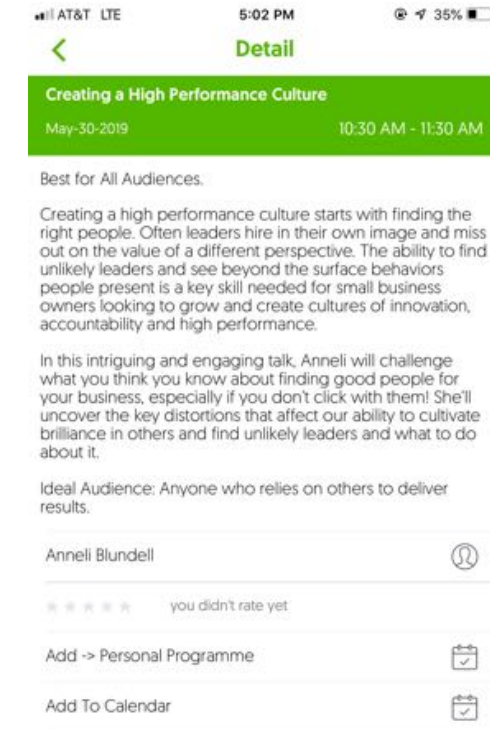

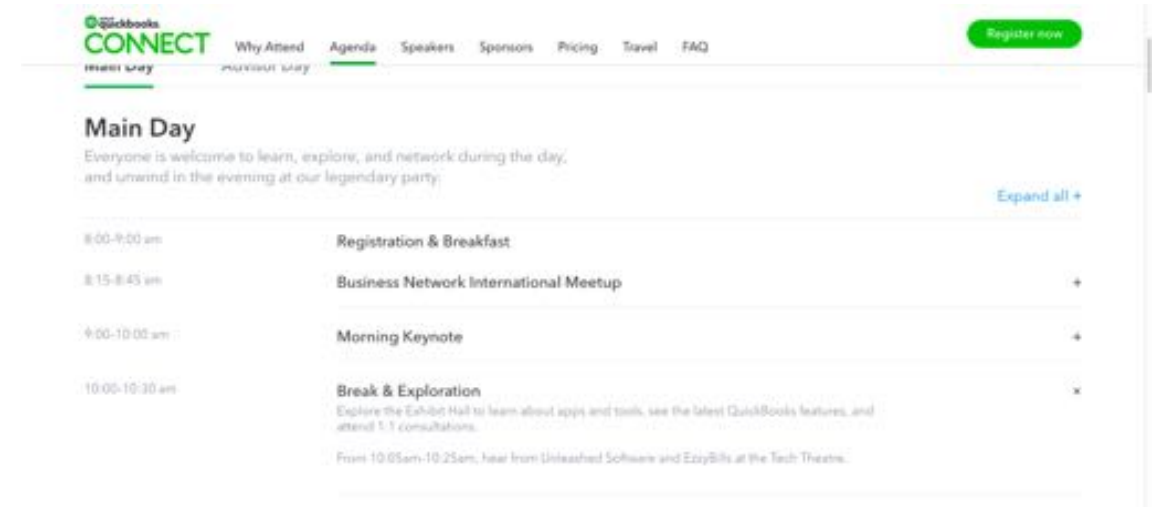2. Select **Title**

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