

The background is a vibrant green gradient, transitioning from a lighter shade on the left to a darker shade on the right. Overlaid on this are several abstract, rounded shapes in various shades of green, creating a layered, modern aesthetic.

get connected[!]

by QuickBooks

Take a few moments to
CONNECT with your neighbour

CPD Credits

In order to receive CPD credits,

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPD**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

The session

Key Apps for Optimizing Your Practice

- Apps to consider implementing into your business
- How to select further apps for you and your clients
- How to implement them for your clients
- Presented by Helina Patience
- Twitter @entreflow or @HelinaPatience

Agenda

- Introduction
- The Cloud Ecosystem
- Entreflow's App Stack
- Apps for Optimizing your Business
- 5 App Demos
- Software Selection & Implementation
- Closing remarks

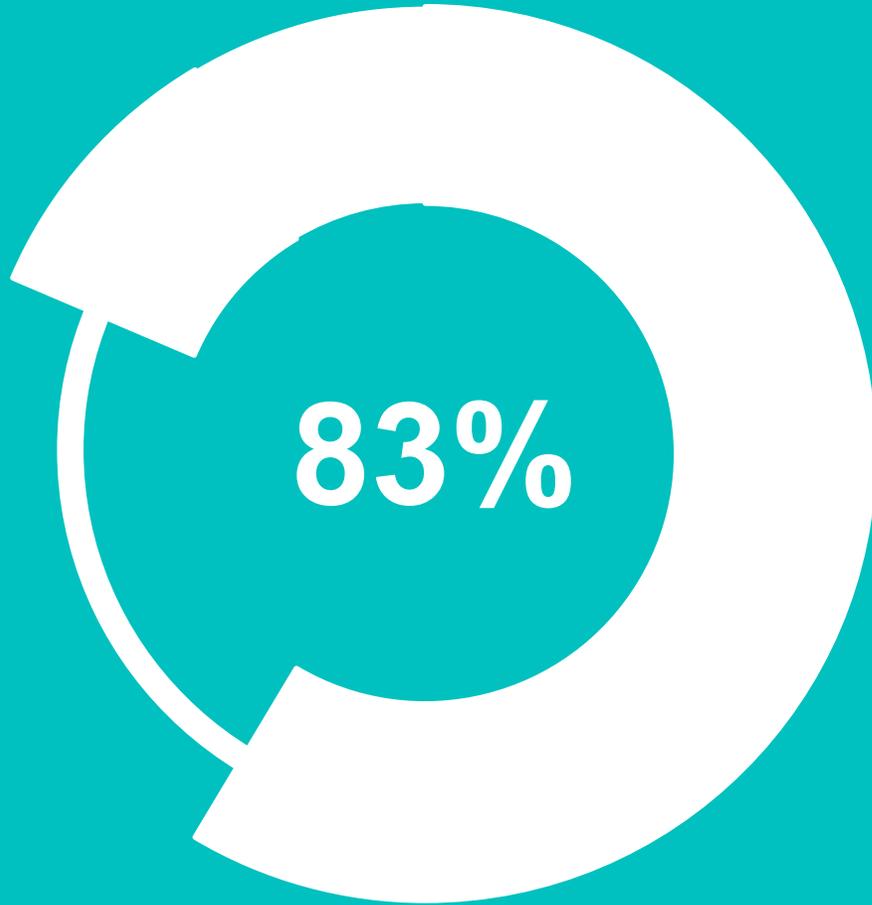
The speaker



Helina Patience, CPA
CEO and Management
Consultant

What we do

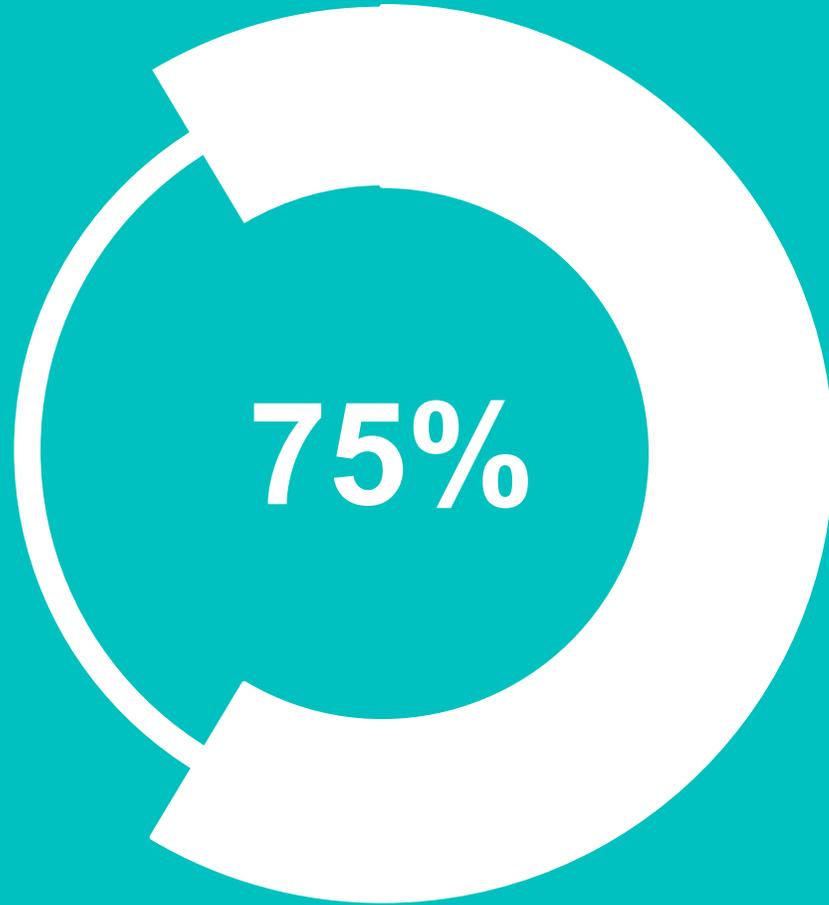
- Marketing Strategy & Execution
- Recruitment & HR Consulting
- Bookkeeping & Financial Consulting
- Software Selection & Implementation
- Tax & Compilation



**Of clients are
demanding
more from their
accountants
today**



**Of small
businesses
do not expect to
talk to their
accountants face to
face in the future**

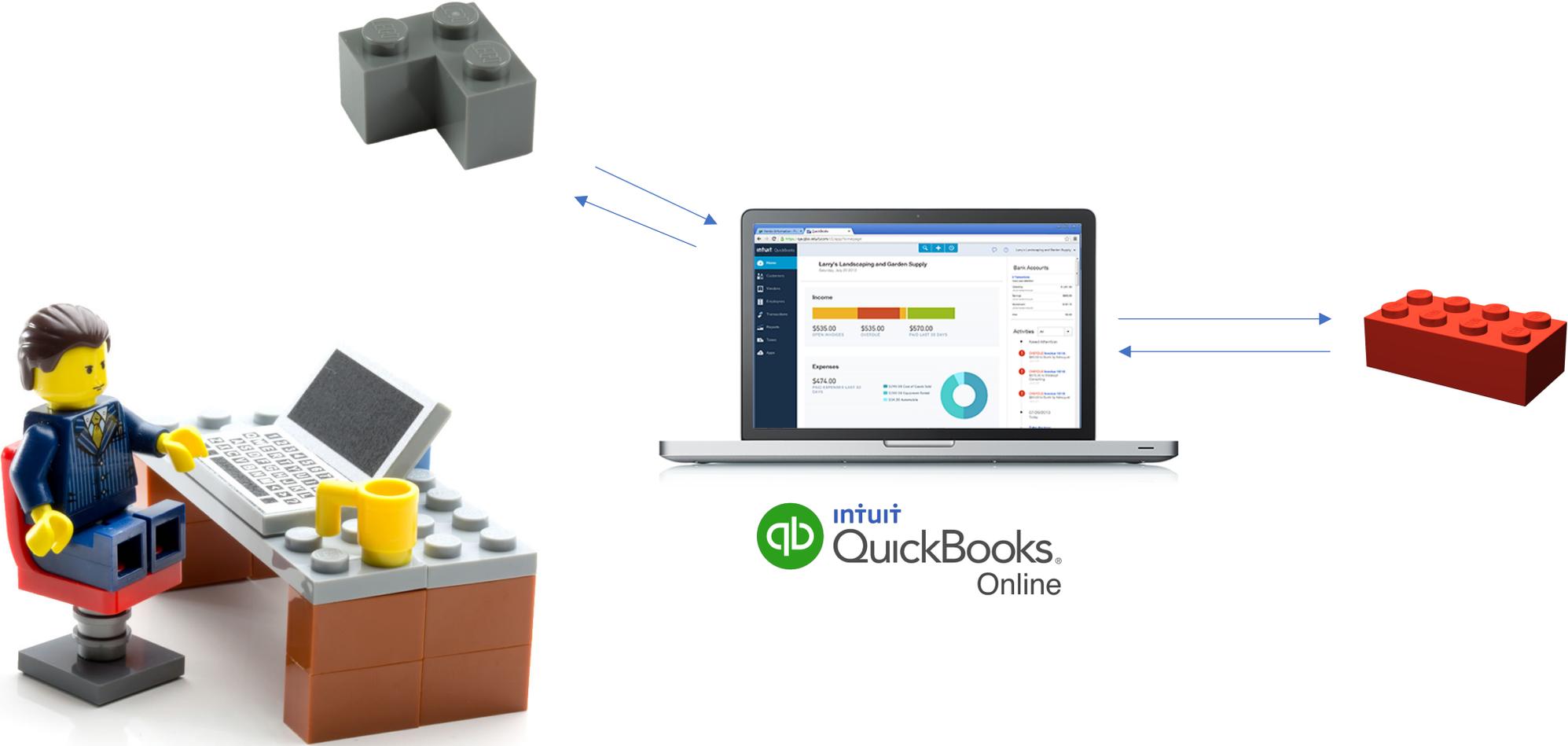


**Of new Intuit
customers
choose QBO**

Cloud Ecosystem Solution



Cloud Ecosystem Solution



Benefits from Cloud Technology



Time Efficiencies



Security, Data Integrity & Data Quality



Better Reporting & Easy Analysis

Benefits from Cloud Technology



Cost Savings



Attract & Retain Talent



Collaboration

Change Management Basics



- Recognize pain points
- Clear business case for change
- Teams hopes/fears for the change
- Select and trial software
- Implement, train, refine

Apps for Optimizing your Business – By Type

Proposals



Payments



QBO Payments

Project Management



QBO Work

Reporting & Analytics



get **connected**
by QuickBooks

Apps for Optimizing your Business – By Type

Other Useful Apps



HR



Payroll

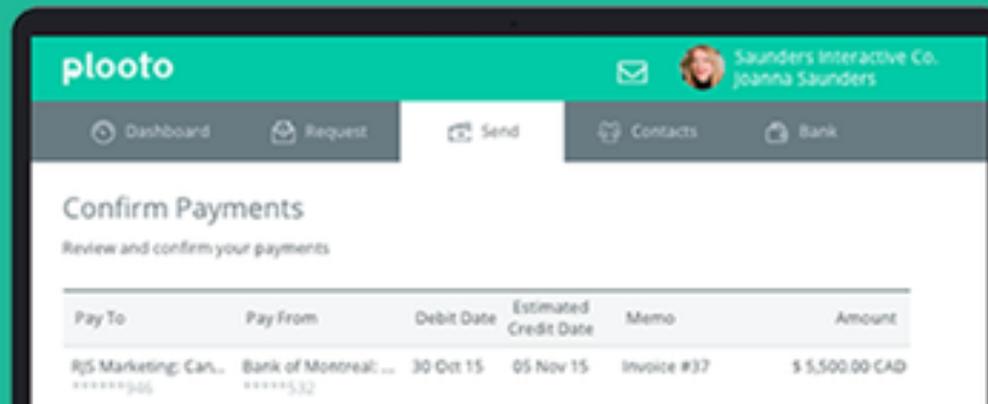
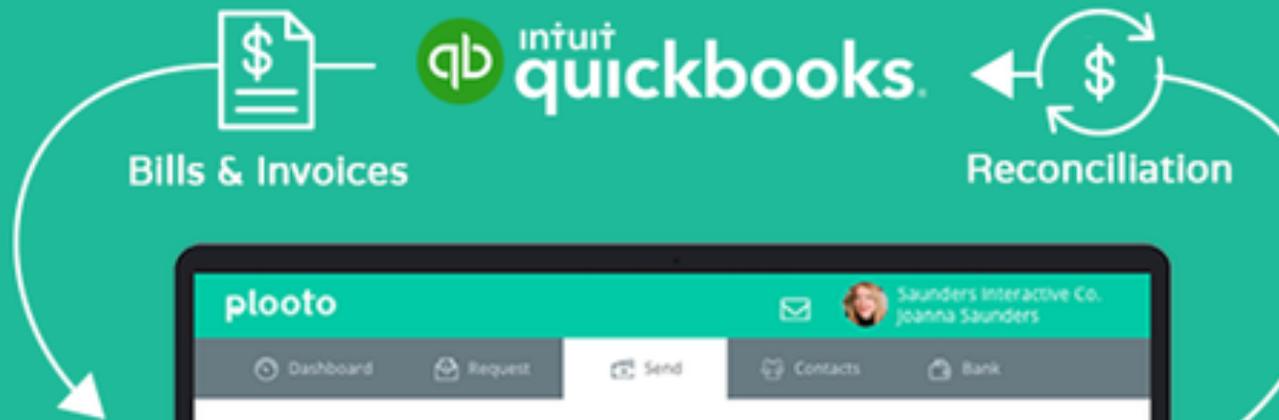


Inventory



Simplify your payables and receivables workflows

1. Seamlessly sync in your unpaid Bills & Invoices
2. Process in 1 click with signing approvals built in
3. Automatically reconciles once payments are complete



Awesome Feature:
Easy Bill Payments
with Easy Approval
Workflows

ploto Western Auto Nicholas Hill

Dashboard Request Send Contacts Bank Switch Company

Outstanding Bills (4) Outstanding Invoices [Sync with QBO](#)

Vendor	Ref No	Due Date	Bill Amount	
Lionel Playworld	First Installment	12 Apr 2016	\$ 67.92 USD	<input type="checkbox"/>
Burger Chef	Kitchen Renovation	01 Jun 2016	\$ 637.20 CAD	<input type="checkbox"/>
Blitz Marketing	Invoice #4123-A	28 Jul 2016	\$ 81.68 USD	<input type="checkbox"/>
Miax Consulting	Setup Fee	28 Jul 2016	\$ 385.82 CAD	<input type="checkbox"/>

Recent Transactions

Contact	Amount	Status	Debit Date	Estimated Credit Date
Maxiserve	\$ 462.68 CAD	Approval Required	07 Jul 2016	13 Jul 2016
RJS Marketing	\$ 680.00 CAD	Approval Required	07 Jul 2016	13 Jul 2016
Acme Parts Inc.	\$ 1,000.00 CAD	Approval Required	07 Jul 2016	13 Jul 2016

Awesome Feature:
Simple Dashboard
to track AR and AP
with ease

The Skinny

Cost:

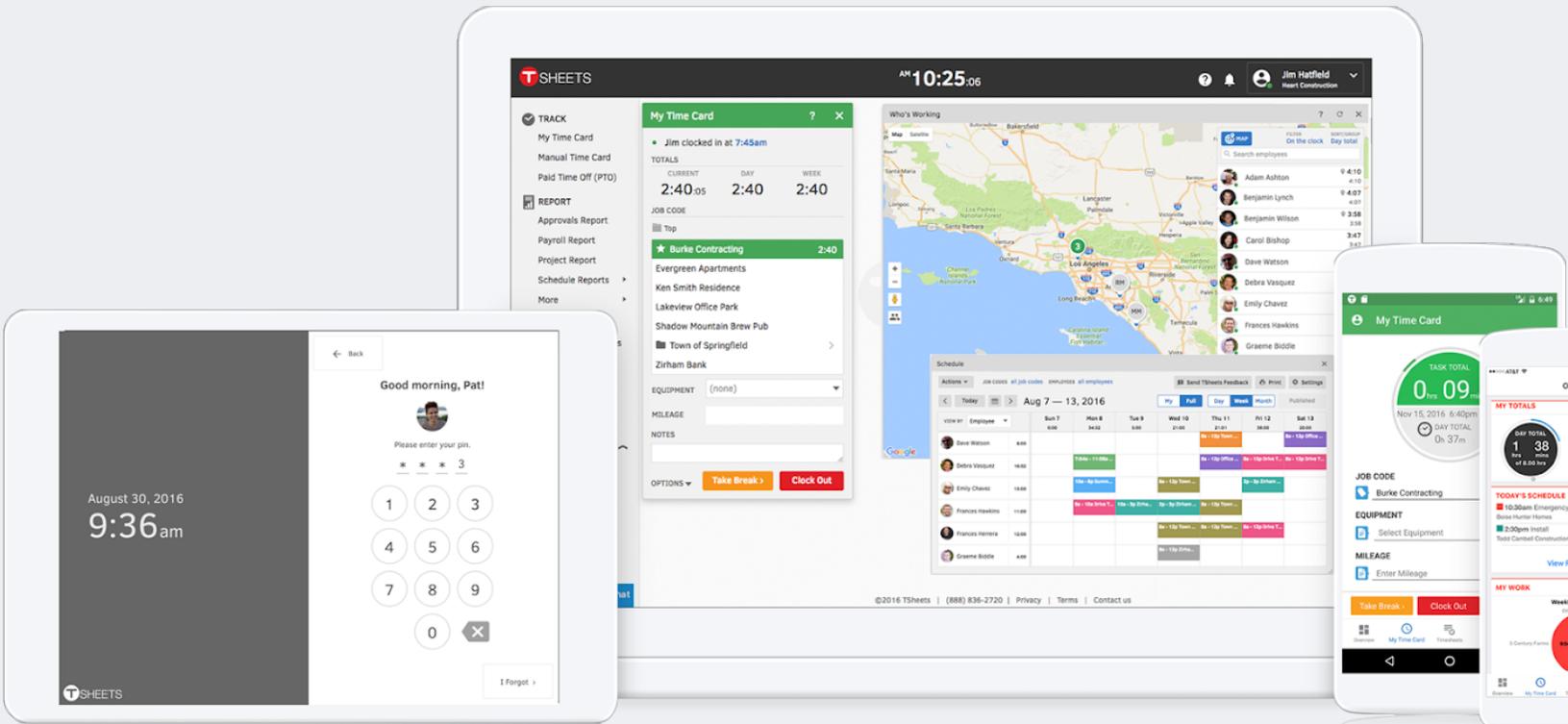
- \$1 Debit \$9.99 for USD Debit
- 2.89% +30c for Credit

Support Options:

- Chat, Email, Phone

Not a Good Fit:

- Paying bills with Credit Cards



Awesome Feature:
Employees can
track time
anywhere, on any
device.

The screenshot shows the QuickBooks Accountant interface for a practice named 'Angie's Accounting'. The top navigation bar is green and contains the 'qb Accountant' logo, a menu icon, a mail icon, a search bar, and icons for close, settings, user profile, and help. The left sidebar lists 'YOUR PRACTICE' (Clients, Team, ProAdvisor, Work, Apps) and 'YOUR BOOKS' (Dashboard, Banking, Sales, Expenses, Workers, Reports, Taxes, Accounting). The main dashboard area displays financial metrics for 'Invoices' and 'Expenses', both showing \$0.00. A 'Discover' section promotes the new PayPal app. A 'Create' menu is overlaid on the dashboard, listing various transaction types. The 'Approve Time' option is highlighted with a 'NEW' badge.

Customers	Vendors	Employees	Other
Invoice	Expense	Payroll	Bank Deposit
Receive Payment	Check	Single Time Activity	Transfer
Estimate	Bill	Weekly Timesheet	Journal Entry
Credit Memo	Pay Bills	Approve Time <small>NEW</small>	Statement
Sales Receipt	Purchase Order		Inventory Qty Adjustment
Refund Receipt	Vendor Credit		
Delayed Credit	Credit Card Credit		
Delayed Charge	Print Checks		

Awesome Feature:
“Approve Time”
menu shows up in
QuickBooks once
Tsheets is
connected.

Approve Time



By week 07/24/2016 to 07/30/2016

Employees **7** Total Hours **217.5**

Batch actions

Timesheets as of 07/31/2016 9:30 AM from TSheets. [Refresh](#)

<input type="checkbox"/>		REG	OT	PTO	TOTAL	STATUS	
<input type="checkbox"/>	Luther Braxton	40.00	10.25	0.00	55.50	Not submitted	Approve <input type="button" value="v"/>
<input type="checkbox"/>	Harold Cooper	32.00	0.00	0.00	32.00	Approved	Unapprove
<input type="checkbox"/>	Mark Convington	40.00	9.50	0.00	49.50	Submitted	Approve <input type="button" value="v"/>
<input type="checkbox"/>	Emily Keen	40.00	10.50	0.00	50.50	Submitted	Approve <input type="button" value="v"/>
<input type="checkbox"/>	Elizabeth Platt	27.00	0.00	0.00	40.00	Not Submitted	Approve <input type="button" value="v"/>
<input type="checkbox"/>	Nora Quant	25.00	0.00	0.00	40.00	Approved	Unapprove
<input type="checkbox"/>	Donald Ressler	40.00	0.00	0.00	40.00	Submitted	Approve <input type="button" value="v"/>

Awesome Feature:
Employee time automatically flows into QuickBooks once accounts are connected.

Approve Time



By week 07/24/2016 to 07/30/2016

Employees **7** Total Hours **217.5**

Batch actions

Timesheets as of 07/31/2016 9:30 AM from TSheets. Ref

	REG	OT	PTO	TOTAL	STATUS	
<input type="checkbox"/> Luther Braxton	40.00	10.25	0.00	55.50	Not submitted	Approve <input type="button" value="v"/>
<input type="checkbox"/> Harold Cooper	32.00	0.00	0.00	32.00	Approved	Unapprove
<input type="checkbox"/> Mark Convington	40.00	9.50	0.00	49.50	Submitted	Approve <input type="button" value="v"/>

DATE	IN	OUT	HOURS	CUSTOMER	SERVICE ITEM	BILLABLE	CLASS
07/24/2016	7:00 AM	12:00 PM	5	Jack O'Ben	Customer Facing	Yes	ABC
07/24/2016	1:00 PM	5:00 AM	15.00	Landscape Den Inc	Internal	Yes	ABC
07/25/2016	7:30 AM	11:30 AM	4.5	Landscape Den Inc	Customer Facing	No	YBC
07/25/2016	11:30 AM	12:30 PM	1	Jack O'Ben	Internal	No	YBC
07/25/2016	12:30 PM	5:30 PM	4.5	Jack O'Ben	Customer Facing	No	ABC

Awesome Feature:
Admins can easily review, edit, and approve employee time right inside QuickBooks.

The Skinny

Cost:

- Monthly is \$30 base + \$6.25 per employee CAD (20% discount if they sign up for annual pricing)

Support Options:

- Chat, Phone

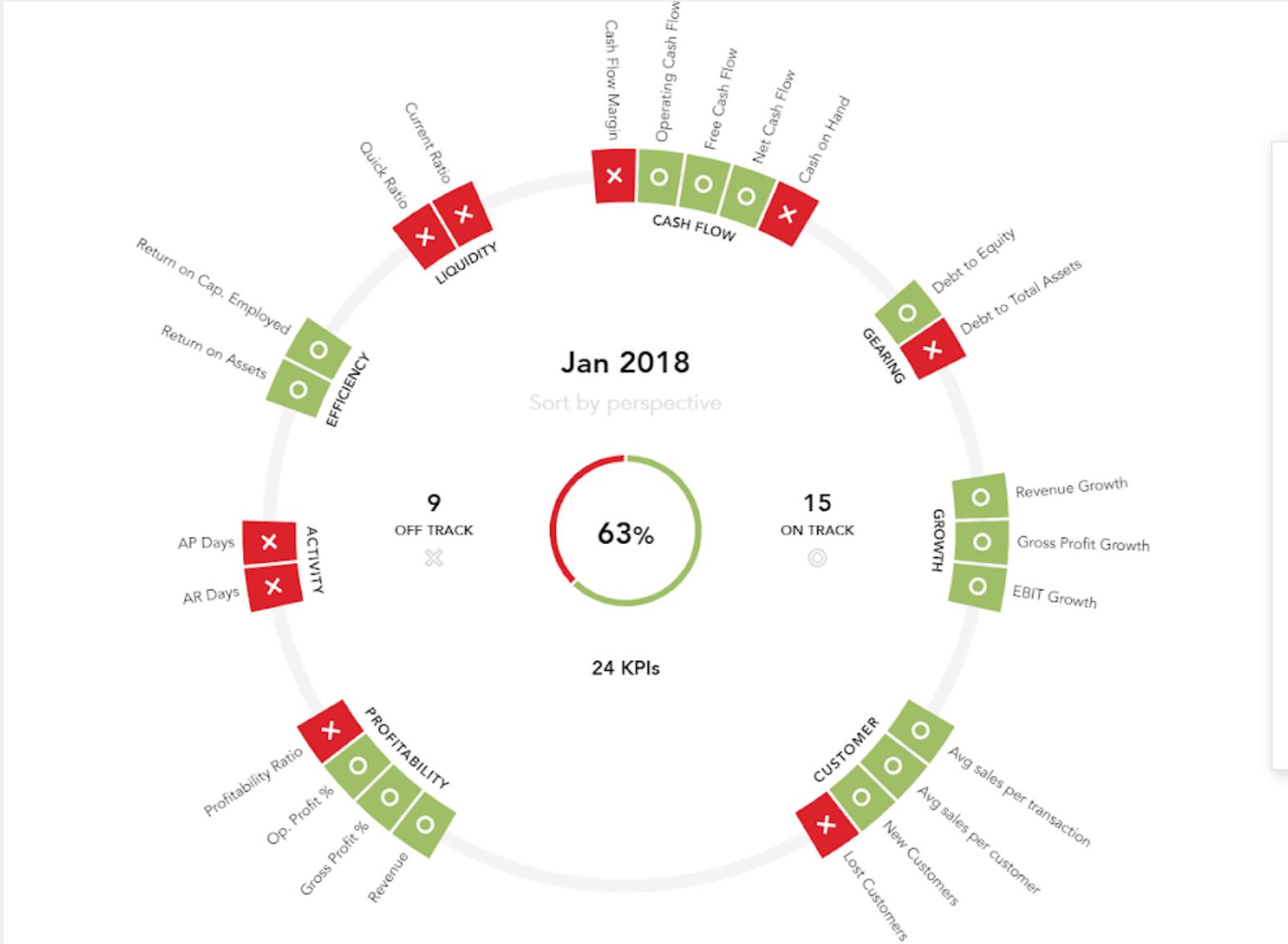
Not a Good Fit:

- Companies that track hours for budgetary needs

A PROFITABILITY		JAN 2018		vs TARGET		
Total Revenue	\$1,483,550	\$7,500	✓ ▲	19,681%		Crit
Gross Profit Margin	44.55%	23.82%	✓ ▲	20.73%		Crit
Operating Profit Margin	12.36%	8%	✓ ▲	4.36%		Crit
Profitability Ratio	12.36%	15%	✗ ▼	-2.64%		Lo
B ACTIVITY						
Accounts Receivable Days	● 72 days	50 days	✗ ▲	22 days		Crit
Accounts Payable Days	54 days	60 days	✗ ▼	-6 days		Lo
C EFFICIENCY						
Return on Assets	34.46%	30%	✓ ▲	4.46%		Lo
Return on Capital Employed	53.35%	11%	✓ ▲	42.35%		Hi
D LIQUIDITY						
Quick Ratio	0.58:1	1:1	✗ ▼	-0.42:1		Lo
Current Ratio	0.91:1	2:1	✗ ▼	-1.09:1		Lo
E CASH FLOW						
Cash Flow Margin	7.35%	135.14%	✗ ▼	-127.79%		Crit
Operating Cash Flow	\$108,975	\$10,000	✓ ▲	990%		Crit
Free Cash Flow	\$78,956	\$10,000	✓ ▲	690%		Lo
Net Cash Flow	\$51,276	\$10,000	✓ ▲	413%		Low
Cash on Hand	● \$0	\$10,000	✗ ▼	-100%		Low
F GEARING						

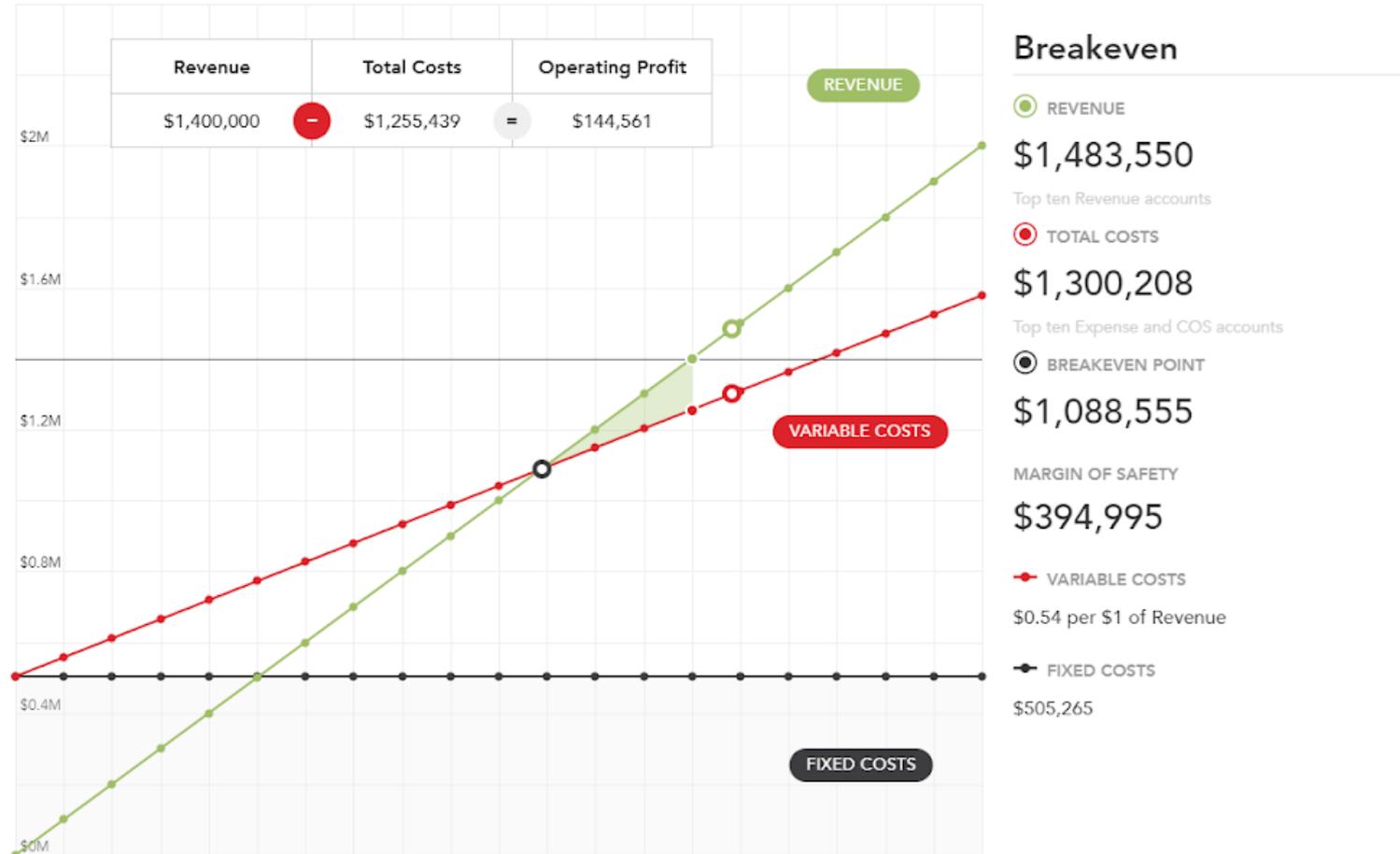
Awesome Feature:
Beautiful,
automated KPI
tracking and
reporting





**Awesome Feature:
Visual reports that
anyone can love**

GROSS PROFIT **\$660,931** OPERATING PROFIT **\$183,342** EBIT **\$183,342**

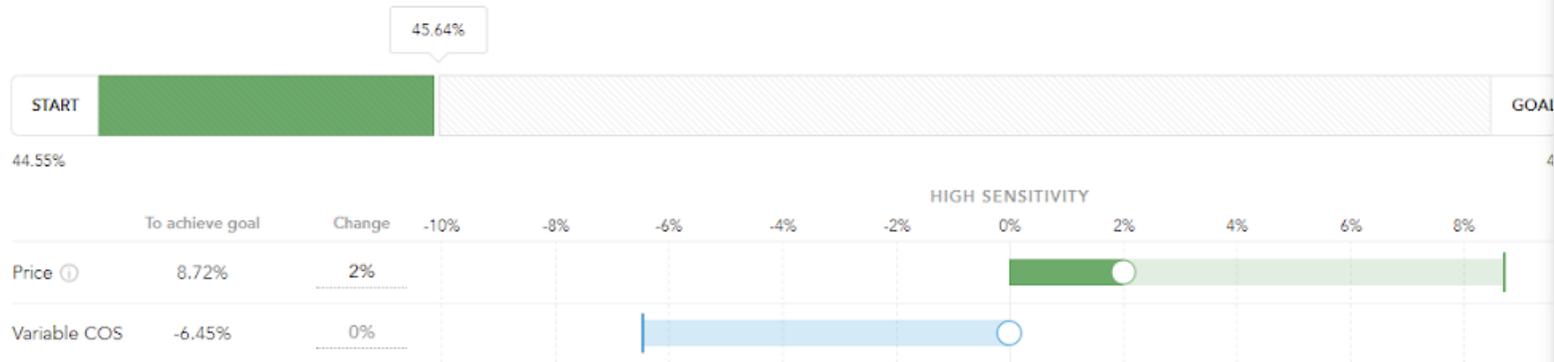


**Awesome Feature:
Breakeven analysis
in 1 second!**

Goalseek

For the Month of Jan 2

Changes required to increase Gross Profit Margin from 44.55% to 49%



Awesome Feature:
Sensitivity Analysis
never seen before

The Skinny

Cost:

- \$14-\$39 monthly per account (tiered system)

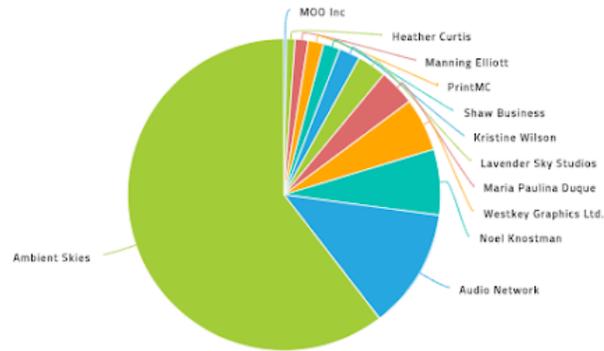
Support Options:

- Chat, Email

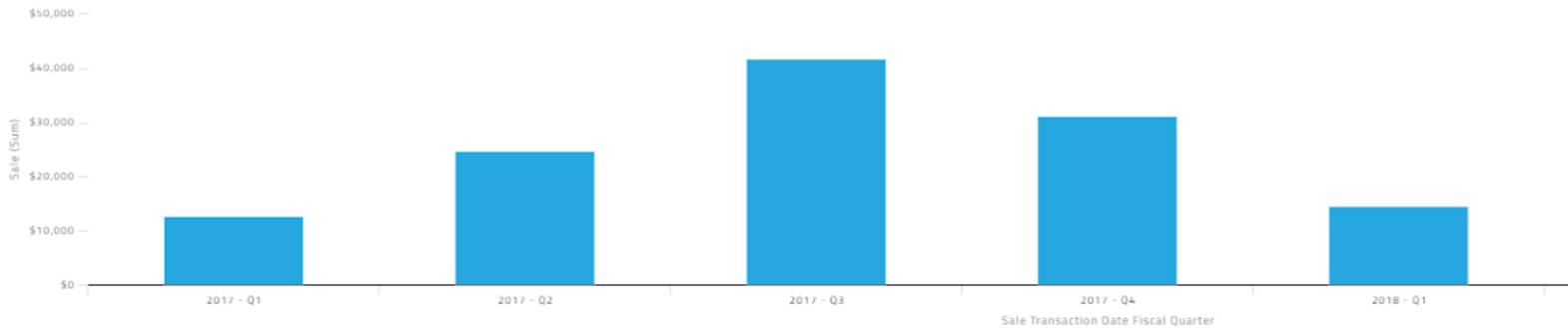
Not a Good Fit:

- Companies that don't care about reporting

Accounts payable per vendor



Revenue by quarter



- Revenue by service this
- Revenue by product for
- Revenue by product
- Revenue by service
- Revenue by class

Revenue by

Awesome Feature:
Ask a question, get
a visual answer

HELP

The Skinny

Cost:

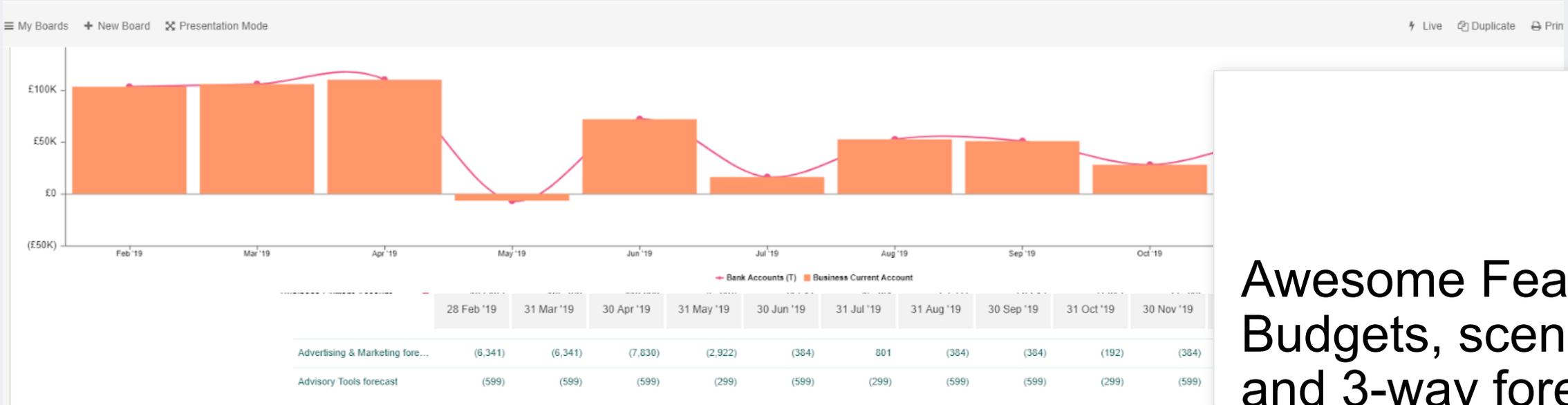
- Free or \$20/month

Support Options:

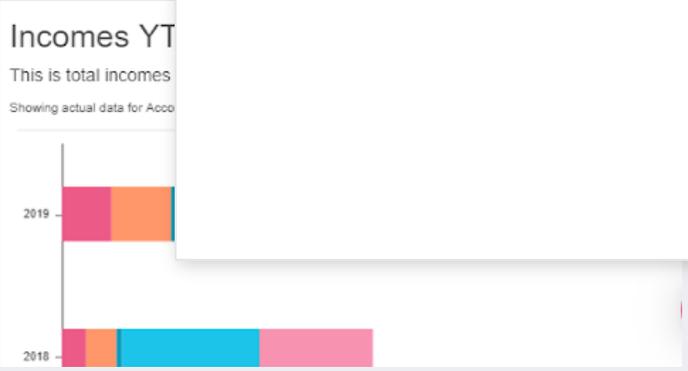
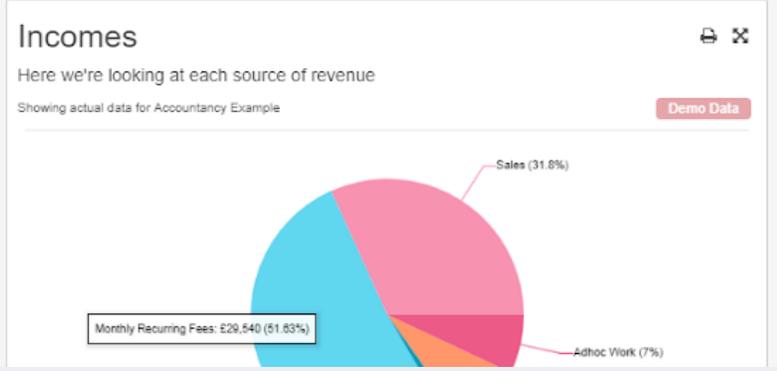
- Chat, Email, Twitter, Slack

Not a Good Fit:

- Consolidated businesses requiring complex queries



Awesome Features:
Budgets, scenarios
and 3-way forecasts



The Skinny

Cost: \$80-\$325USD monthly
(1-20 accounts)

Support Options:

- Chat, Phone

Not a Good Fit:

- Companies that have extremely complex budgeting needs

Software Selection & Implementation

Workflow & Requirements

- Pain points/needs
- Current Workflow
- Future Workflow
- Data considerations
- Timing of change
- Laundry list of requirements
- Get consensus

Demos & Sandbox

- Integration not #1
- Search of options
- Book Demos
- Have them complete requirements lists
- Ask about future developments
- Reference checks

Final Design & Decision

- Build out 2-3 apps with integrations
- Prove out Workflow
- Present to client
- Provide recommendation
- Determine Implementation plan

Implement & Parallel Run

- Complete corrective, clean up work
- Improve COA and any other aspects
- Implement the ecosystem

Training & Support

- Build and lead training
- 1 pager cheat sheets
- 1:1 walk throughs
- Train in user groups
- Go live & complete catch up work
- Retain 1, 3, 6 months

CONSIDER CHANGE MANAGEMENT A PART OF EACH STAGE OF THE PROCESS

Reflection

- 3 takeaways from today's session
- 3 things to implement next week
- 3 things to implement next month

Resources

- QB-HQ Facebook page
- BC ProAdvisors Facebook page
- Finagraph
- Stats Canada
- NRC
- BCD (Business Dev. Bank of Canada)

All-In-One Quickbooks Online Accounting Workshop for Small Businesses

Hosted by Entreflow Consulting Group

May 25 and June 6

Details and registration on our website

Please complete the session survey online:

www.surveymonkey.com/r/keyapps

Questions?

#GetConnectedVan



The background is a vibrant green gradient, transitioning from a lighter shade on the left to a darker shade on the right. Overlaid on this are several abstract, rounded shapes in various shades of green, creating a sense of depth and movement. The text is centered in the upper half of the image.

get connected[!]

by QuickBooks