Using Apps & SAAS to Compete

About US Business Strong – www.usbizstrong.org

USA Business Strong is a non-profit corporation.   By providing expert mentoring and sharing proven business resources, USA Business Strong's nationwide initiatives help entrepreneurs at various stages in their professional lives.   USA Business Strong's business partners make many of these small businesses initiatives possible.   Their support and guidance allows us to offer a complete range of opportunities across the county.

Main Concierge Contact Information:

Phone: 203.456.8088   email: info@usbizstrong.org

Regional Offices – Chapters

New York – 48 Wall Street, 11th Flr, New York, NY 10005
New Jersey – 49 Main Street, New Egypt, NJ, 08533
Connecticut – 1771 Post Rd East, 178, Westport CT 06880
Boston – WeWork Commons, South Station, 745 Atlantic Ave, Boston MA 02111

Table of Contents

Introduction

Software Managed Outsourcing ("SMO") - **Software Tools.**   SMO has become an essential tool for small businesses looking to run more efficiently and effectively.   After all, businesses don't have to make the permanent, large investment of purchasing software. Instead, you pay a monthly fee for software hosted elsewhere and is delivered via the Web.   All good news!   However, making the initial decision to turn one or more business application over to a SMO offering can be daunting.   For every business application aided by a SMO solution, there are a slew of providers competing for your business.   Over many years working with small businesses we have develop a proprietary database of what technology solutions work, when and for whom they work best.

So…How do you choose the right software (or app) for your organization? How do you sort through the marketing and sales hype? And how can you tell which vendor will be with you for the long haul and which will disappear after the sale?

These are just some of the questions business owners and managers face when evaluating technology solutions to business problems.

This is a **NO COST** service we provide along with every business process outsourcing engagement.   Along with each engagement a software specialist will be assigned to a client to provide a software managed application review, recommendation presentation, assistance with purchasing, implementation and maintenance.

You may never thought of all the options you had to reap the benefits of software managed solutions - areas of review and the recommendation presentation include "best-in-class" applications for:

Collaboration Software

- · Collaboration Tools Software
- · Document Management Software
- · Project Collaboration Software

Customer Management Software

- · CRM Software
- · Customer Service Software
- · Customer Support Software
- · Online CRM Software

Finance & Accounting Software

- · Accounting Software
- · Accounts Payable Software
- · Accounts Receivable Software
- · Billing and Invoicing Software

- · [Budgeting Software](#)
- · [Expenses Management Software](#)
- · [Financial Reporting Software](#)

HR & Employee Management Software

- · [Human Resources Software](#)
- · [Time and Expense Software](#)
- · [Workforce Management Software](#)

Integration Solutions Software

Internet & Online Software

Communications Software

IT Management Software

- · [Help Desk and Ticket Management Software](#)
- · [Issue Tracking Software](#)
- · [Support Services Software](#)

Marketing Software

- · [Campaign Management Software](#)
- · [Online Marketing Software](#)

Operations Management Software

- · [Business Management Software](#)
- · [Inventory Management Software](#)

Project Management & Planning Software

- · [Project Management Software](#)
- · [Project Portfolio Management Software](#)
- · [Task Management Software](#)
- · [Time Tracking Software](#)

Sales Software

- · [Contact Management Software](#)
- · [Lead Management Software](#)
- · [Sales Automation Software](#)
- · [Sales Management Software](#)

More on the SAAS Solutions:

We hope you take the time to try each of these awesome tools out. They'll help you stay organized, saving you time and allowing you to take your small business to the next level!

We know there are a lot of other great SAAS-based tools out there that we didn't mention in this article.

HotApps That Are Trending

Thanks to a growing selection of Software as a Service (SaaS) apps, the mundane yet tedious activities of any business strategy can now be automated.   These SaaS apps are allowing small and medium size businesses to play like corporate giants.   These apps can capture the nuances of a customer's online behavior while leaving no room for human error — why waste employee man hours on a repetitive process when there's a game-changing app that'll do it for you?   These SaaS apps are only getting better and better.   What newer SaaS do you think has the power to change the way we do business soon and why?

1. Infusionsoft and OfficeAutoPilot

There's a fleet of new SaaS apps like Infusionsoft and OfficeAutoPilot that are allowing small- and medium-sized businesses to play like corporate giants. These all-in-one packages allow businesses to capture leads and track the lead source profitability, automate their repetitive pieces of the sales process for major scalability and use conditional marketing to treat each prospect uniquely.
- Patrick Conley, Automation Heroes

2. Sociocast

A new startup called Sociocast has recently introduced two updated software products that could potentially change the way business gets done. Sociocast Signal and Sociocast Connect both proclaim to provide more real-time data for users as well as what its CEO calls "actionable intelligence."
- Andrew Schrage, Money Crashers Personal Finance

3. iPad POS applications

As a consumer, you've seen it. At checkouts for your favorite cafés and retailers, you are now signing iPad screens instead of printed receipts. iPad POS SaaS applications are changing the way retailers do business, from the hardware they are using to (more importantly) the decisions they make. These decisions are now based on the increased

amount of user-friendly information these apps provide.
- Henry Glucroft, Henry's / Airdrop

4. Personalization tools

While the industry is still in its early stage, personalization is the frontier of the web and will be a powerful tool for e-commerce and content businesses over the coming years. SaaS solutions will bring these algorithms to sites and apps so that content and commerce can be customized for the end user. Not only will personalization improve conversion rates, but it will also better user experiences.
- Doreen Bloch, Poshly Inc.

5. ToutApp

ToutApp provides email templates and analytics as a service. With inside sales booming and many sales-oriented businesses closing lots of deals via email, it becomes important to not only know what email messages are performing well but also who is reading your email in real-time. I personally love what ToutApp is doing in this space with their simple, easy-to-use product.
- Andrew Montalenti, Parse.ly

6. End-user apps

I believe there is a paradigm shift happening in how business software is selected. It used to be a top-down (CIO, CTO, etc.) decision-making process. However, end users are getting savvier every day, and mobile apps have given them access to more user experiences than ever before. SaaS for business is poised to reinvent itself because the buyers are now the users.
- Chad Halvorson, When I Work

7. Intercom

New tools like Intercom combine CRM, application analytics, custom messaging, marketing automation and support tools. Intercom helps SaaS companies better understand how customers interact with their apps, which allows businesses to optimize the entire marketing life cycle and provide personalized messaging and support at scale — bringing a human touch to digital interaction.
- Clay Hebert, Spindows

8. Dashboard

There are some very interesting dynamics occurring in the startup/funding SaaS space. In particular, Dashboard is poised to disrupt the way early-stage startups raise money and how early-stage VCs invest. Dashboard was founded by Paul Singh who co-founded 500 Startups with Dave McClure. They are making fast strides toward applying

the "Moneyball" approach to early-stage investing.
- Danny Boice, Speek

For Project Management

Basecamp. Bienvenido David III, CEO of TeamEXtension in Seymour, Conn., relies on the popular online project collaboration tool Basecamp because of its ease of use. "We can keep track of everyone's thoughts on a project and keep everyone in sync," he says. "It's much better than reading through an email thread discussion." It's also affordable for small businesses, with packages starting at $49 a month.

Lighthouse. Software development firm Born to Sell leverages Lighthouse to provide its quality assurance testers around the world with a centralized database for submitting bugs and checking fixes. "Lighthouse allows for screen shots, notes, revision history, etc.," says Mike Scanlin, CEO of the San Jose, Calif.-based firm. "The alternative would be an Excel spreadsheet—a nightmare when you have 20 testers—or some installed app we would have to maintain that would be hard for people in other countries to access."

For CRM

Highrise. Highrise is a popular SaaS CRM application for tracking leads, contacts and sales. It enables businesses to keep track of who said what when, schedule follow-ups and set reminders—all in an effort to convert leads to sales. The tool is designed specifically for small businesses, with packages ranging from $29 a month to $149 a month. "It's very easy to use," says David. "That means more time for our sales people to actually do sales."

For IT Management

IndependenceIT. IndependenceIT helps businesses manage a variety of IT functions, including application hosting, server management, software maintenance, help desk and data backup. Allentown, Pa.-based accounting firm Glenn Miller Associates leverages the tool to gain anywhere, anytime access to frequently used accounting applications for keeping clients' books. With it, owner Glenn Miller, CPA, can travel to each of his client's locations simply with a laptop. The solution has enabled him to double the number of visits he can conduct during tax season.

For Billing

Freshbooks. Freshbooks, a lower-cost alternative to Quickbooks, enables businesses to send and manage invoices online, track expenses, manage accounting systems and track time online. "I use Freshbooks for billing and invoicing because it tracks time and looks professional," says Peter Sorgenfrei of Sorgenfrei LLC in New York. "Quickbooks would work, too, and we've used it in the past. But it's more expensive and cumbersome, and doesn't come with a mobile app."

For Scheduling

TimeBridge. TimeBridge is an SaaS application for scheduling, leading and following up to meetings. It includes features for calendar sharing, meeting reminders and agenda sharing, as well. Sorgenfrei uses the tool to schedule meetings with clients. "It keeps us sane because we avoid eight emails back and forth about when to do a call," he says. "Clients basically log on and say, 'Let's meet Thursday at 10 am,' knowing we are available."

For Ecommerce

Shopify. This SaaS tool helps businesses create online stores on their websites, and offers support for running stores, marketing, customization, hosting and security. Says Vinay Patankar, founder of ecommerce store eshopwhiz.com based in Australia, "I chose to go with an SaaS ecommerce platform because I like the idea and security of another firm managing my system. The ecommerce platform is the core of my business, and it's not worth the risk of having it do down." He also benefits from the fact that Shopify continuously works to enhance the platform. "If I purchased off-the-shelf software, I would either have to pay to change to the latest version, or pay someone to upgrade it for me."

Shoeboxed – Digital Document Management Software

Organization is the name of the game for Shoeboxed.

Do you have an old shoebox full of receipts, business cards and other financial documents? Instead of keeping that disorganized, hulking mass, try Shoeboxed out for free. Their service is the fastest way to turn a pile of receipts into digital data to save you time, money and hassle.

Since 2007 the Shoeboxed team has been working tirelessly to keep their users organized and give them more time to focus on their business, their family or whatever it is in life they love to do. And with over 500,000 users in 100 countries worldwide, I think they've gotten pretty good at it!

BoostSuite – Website Marketing Automation Software

Researching keywords for your content marketing strategy and optimizing each page of your website requires a lot of time and organization.

Good thing BoostSuite is here to organize all of these things for you automatically.

BoostSuite automatically discovers new keywords from your search engine visitors and automatically determines their opportunity levels (based on search volume and competition levels). This saves you hours of time each month compared to doing this manually. BoostSuite also grades each page of your website and provides you with a prioritized to-do list of on-page SEO changes you can make using these high-opportunity keywords. No more guesswork or wasted time!

Sign up for free today and optimize your website properly and in a timely fashion.

Argyle Social – Social Media Marketing Automation Software

Argyle Social helps small businesses keep your social media marketing strategies organized by providing them with the tools needed to integrate all your social media accounts, schedule posts, engage followers, support users and customers, and measure the results of each campaign.

Argyle focuses on relationship management and finding qualified prospects for your business through social media. You can identify current prospects and customers on social networks by using the prospect list that already exists in your marketing automation software to help refine and target all your social engagements.

You can also compare individual posts or groups of posts via campaigns to determine your most valuable social content. Their Google Analytics integration gives you further insight into the minds of your socially savvy prospects.

Contact Argyle Social today to learn more about how they can help you generate more revenue through your social media campaigns.

ArchiveSocial – Social Media Archiving Solutions

Like email, social media creates business records. These records have to be maintained and organized. The way your business communicates with your audience has changed. What used to be an email to customer support is now a post on your Facebook page or a Twitter mention. There is no doubt that social media has become a key channel for business communications.

As conversations shift to social channels, it is important to remember that those communications constitute meaningful records just like emails and documents — records that could be critical for compliance, legal e-discovery and other records management needs.

ArchiveSocial preserves your social media content in a way that looks, feels and behaves like a carbon copy of the original social network. You can expand comment threads, view full-sized photos, play videos and more. Hence, you can actually make sense of your records.

Request a demo from ArchiveSocial today to see how they can help you out.

Adzerk – Online Ad Server

If you've ever run ads online, you know that it can be tough to keep everything organized. That's where Adzerk can really help.

Adzerk's adOS is the best solution for managing your site's ads.

adOS is your ad management platform. You'll have an advertiser portal to share logins with your advertisers, and adOS will even help you calculate earnings. Give advertisers

the ability to upload creatives for you to approve. Their super easy three step process will have you serving ads in minutes.