



MPACT
STRATEGIC CONSULTING

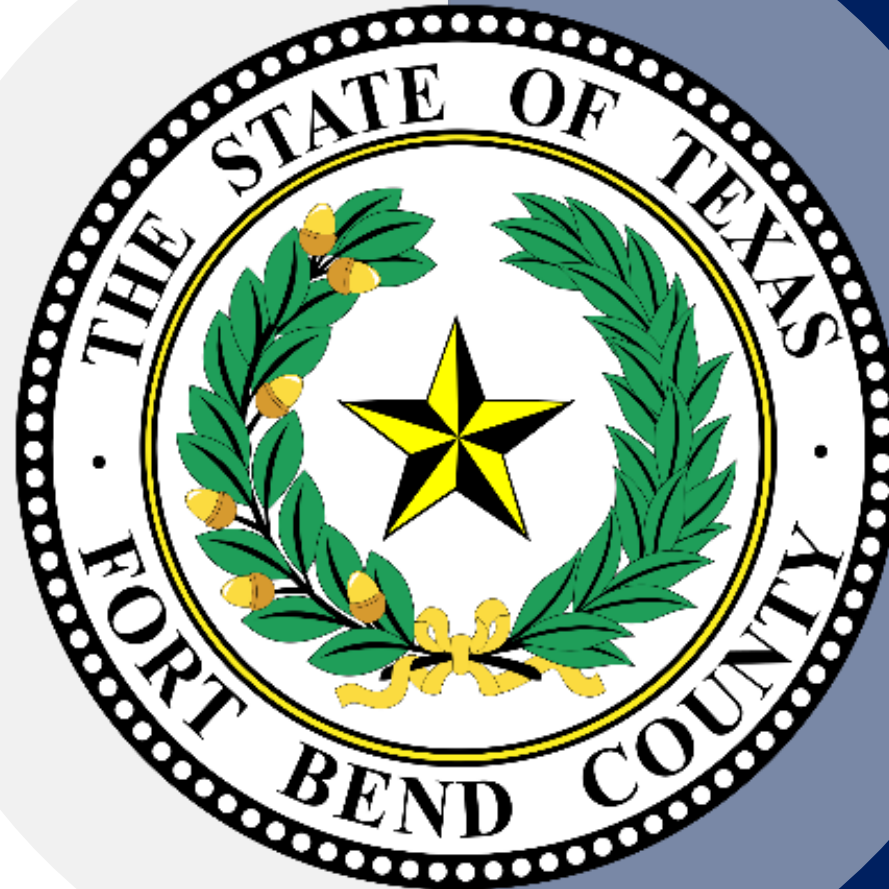
COMPUTER APPLICATIONS

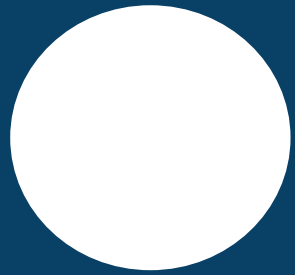
NOVEMBER 23, 2021



OVERVIEW

- 1 — INTRODUCTION TO COMPUTER APPLICATIONS
- 2 — CONFERENCING APPS
- 3 — ACCOUNTING APPS
- 4 — MICROSOFT OFFICE
- 5 — GOOGLE WORKSPACE
- 6 — RESOURCES





INTRODUCTION TO COMPUTER APPLICATIONS

Introduction to Computer Apps

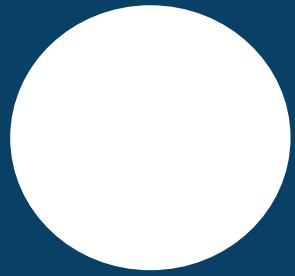
Computer applications (apps) provide various services and expedite numerous small business processes.

This training will cover the following and provide additional resources for independent research:

- **Conferencing apps**
- **Accounting apps**
- **Microsoft Office**
- **Google Workspace**



By the end of this training, participants will be able to identify various computer programs and determine which are best for their small business.



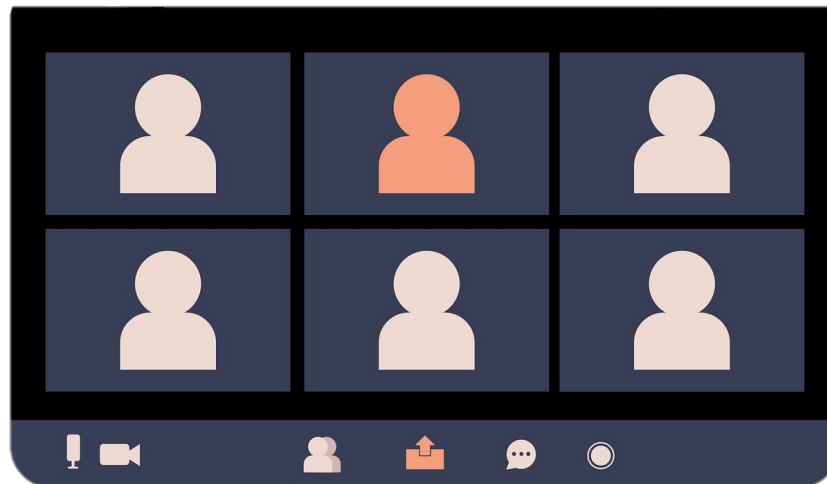
CONFERENCING APPS

What are Conferencing Apps?

Video Conferencing applications allow users to host and attend large, medium, and small-scale group-calls using the internet.

These apps provide a platform for virtual collaboration, communication, and coordination for:

- **Virtual businesses** looking for an effective collaboration solution
- **Hybrid businesses** looking to connect their virtual and local employees
- **Brick-and-mortar businesses** looking to connect with clients and stakeholders virtually



Conferencing Apps Overview

The following are popular conferencing applications and their compelling features:



**Microsoft
Teams**



Zoom



Google Meet



Webex by
CISCO

Teams is an all-in-one platform with:

- + Connectivity and integration with other Microsoft apps
- + A messaging system
- + Video conferencing tools
- + File management software

Conferencing Apps Overview

The following are popular conferencing applications and their compelling features:



**Microsoft
Teams**



Zoom



Google Meet



**Webex by
CISCO**

Zoom is a cost-effective service with a focus on just video conferencing and:

- + Is very affordable
- + Is full of exceptional video conferencing features and tools
- Does not support the integration of other applications (like how Microsoft apps work with Teams)

Conferencing Apps Overview

The following are popular conferencing applications and their compelling features:



**Microsoft
Teams**



Zoom



Google Meet



**Webex by
CISCO**

Google Meet is a free platform with significantly more features unlocked under their paid model. Google Meet includes:

- + Document collaboration
- + Recordings
- + Google Workspace app integration

Conferencing Apps Overview

The following are popular conferencing applications and their compelling features:



**Microsoft
Teams**



Zoom



Google Meet



**Webex by
CISCO**

Webex is a good option for small businesses intending to run webinars and includes:

- + Application sharing
- + An integrated whiteboard
- + Cloud storage features
- Is a more expensive option



Knowledge Check

Select the correct answer.

Conferencing apps allow users to:

- A. Host and attend group-calls using the internet
- B. Create collaborative schedules
- C. Share a collaborative document
- D. Create budgeting spreadsheets



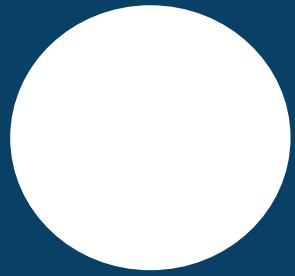
Knowledge Check

Select the correct answer.

Conferencing apps allow users to:

- A. **Host and attend group-calls using the internet**
- B. Create collaborative schedules
- C. Share a collaborative document
- D. Create budgeting spreadsheets

Video Conferencing applications allow users to host and attend large, medium, and small-scale group-calls using the internet.



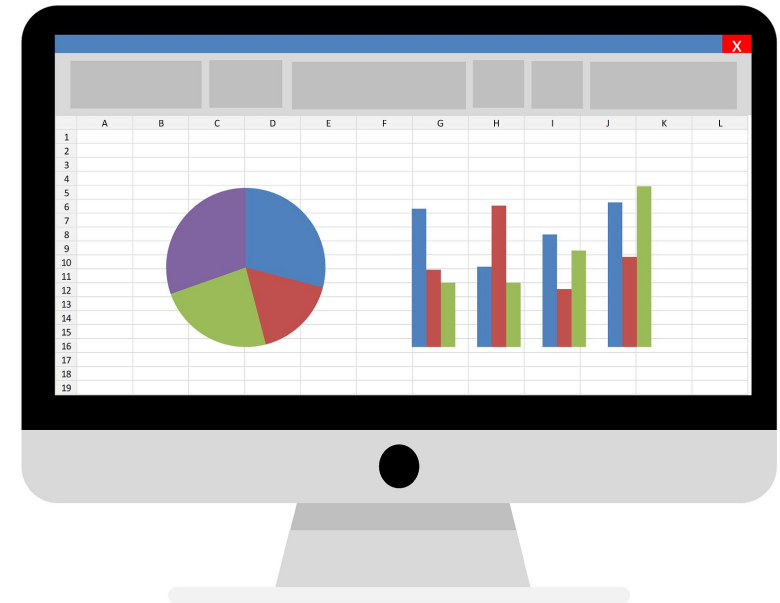
ACCOUNTING APPS

What are Accounting Apps?

Accounting applications allow small business owners to manage company finances more effectively and comprehensively.

Accounting apps help owners:

- **Track accounts payable**
- **Track accounts receivable**
- **Better understand their profitability**
- **Prepare for tax season**



Choosing the best application comes down to the features needed (an independent contractor won't need all the features of a business with a 15-person team).

Accounting Apps Overview

The following are popular conferencing applications and their compelling features:



QuickBooks



Online and
Self-employed



Invoice2go



Wave

QuickBooks is a versatile, cloud-based platform with:

- + Two separate, specialized products
- + Good third-party support with apps like PayPal

Accounting Apps Overview

The following are popular conferencing applications and their compelling features:



QuickBooks



**Online and
Self-employed**



Invoice2go



Wave

QuickBooks Online is a scalable platform with online and mobile app support. Scalable plans cost more but offer an increasing set of features

QuickBooks Self-Employed is a QuickBooks solution for the self-employed, with features like mileage tracking, personal and business expense tools, and TurboTax integration

Accounting Apps Overview

The following are popular conferencing applications and their compelling features:



QuickBooks



**Online and
Self-employed**



Invoice2go



Wave

Invoice2go is an app focused on invoicing. Invoice2go includes scalable tiers of support providing:

- + Invoice creation tools
- + Receipt software
- + Customer review and website integration

Accounting Apps Overview

The following are popular conferencing applications and their compelling features:



QuickBooks



**Online and
Self-employed**



Invoice2go



Wave

Wave is one of a few free accounting apps, Wave provides:

- + Accounting, invoicing, receipt scanning, multiple businesses from one account, and other services
- But it often comes with higher credit card fees and other limitations



Knowledge Check

Select the correct answer.

Accounting apps allow users to:

- A. Count incoming orders
- B. Replace their banking solution
- C. Better manage their company's finances
- D. Take out business loans



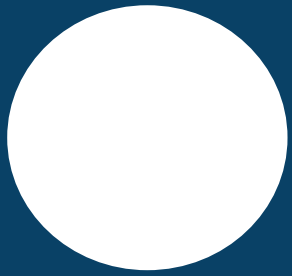
Knowledge Check

Select the correct answer.

Accounting apps allow users to:

- A. Count incoming orders
- B. Replace their banking solution
- C. Better manage their company's finances**
- D. Take out business loans

Accounting applications allow small business owners to manage their company's finances more effectively and comprehensively.



MICROSOFT OFFICE



Microsoft Office Overview

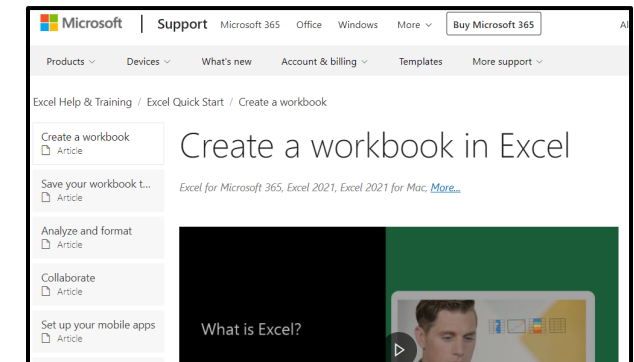
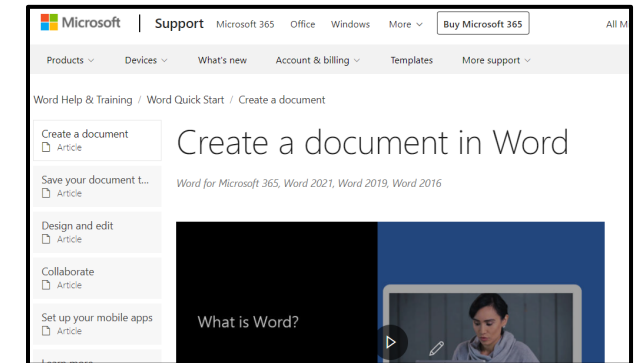
Microsoft offers three (3) main options to access their Office products. These include:

- **Microsoft 365 (formally Office 365)**, which is a scalable subscription service that allows users access to the full suite of Microsoft Office applications. With a wide variety of plans, users can start with low-cost plans—which focus on web and mobile apps—and upgrade later if they need access to **desktop apps, advanced security, and device management services**
- **Office 2021**, which is a one-time purchase that provides a single user with access to the classic Microsoft Office desktop application suite and can not be upgraded
- **Office for the web, or Office.com**, which is a free, web-platform for **Word, Excel, PowerPoint, OneDrive, Outlook, and Calendar** that only requires a Microsoft account; however, this option has limited features and significantly fewer services

Microsoft Office Apps Overview (1 of 3)

The most popular Office apps and core features include:

- **Word**, which is a word-processor and document creation app with:
 - Built in spell check
 - Grammar checker
 - A full suite of editing, formatting, and development tools
- **Excel**, which is a spreadsheet and workbook development app for data and number crunching with:
 - AutoFill
 - Color coding
 - Data analysis and charting tools

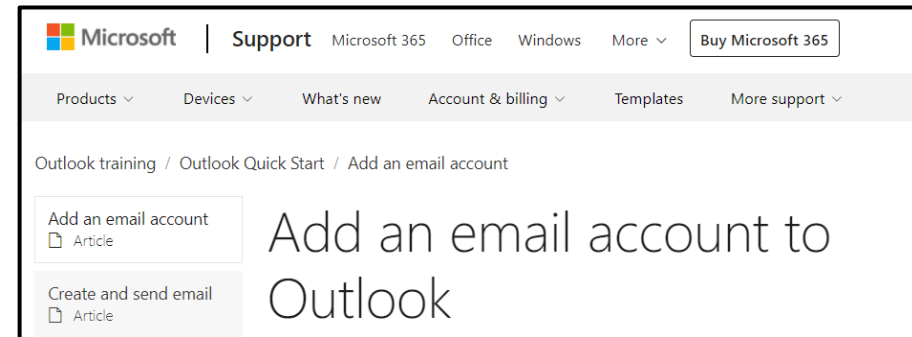
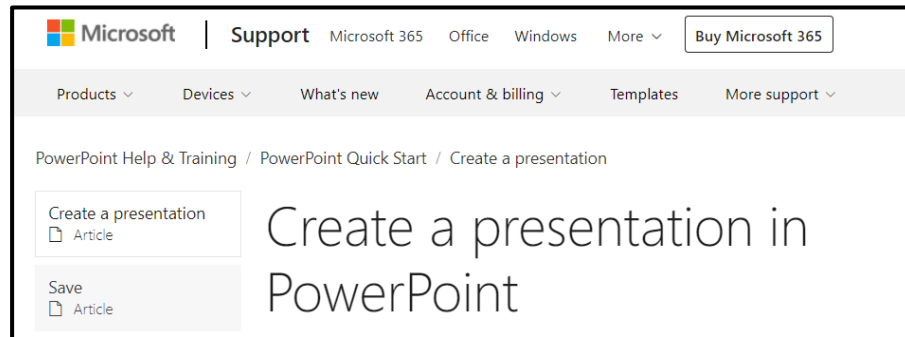


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Microsoft Office Apps Overview (2 of 3)

The most popular Office apps and core features include:

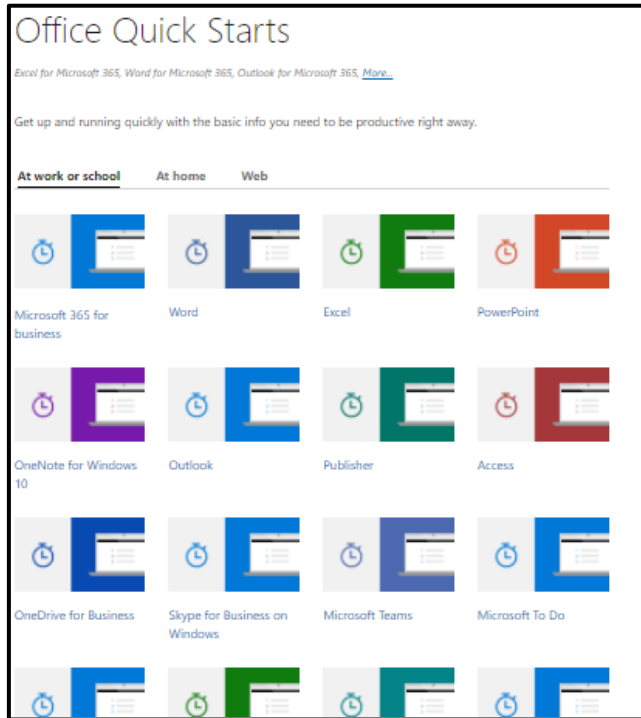
- **PowerPoint**, which is a presentation and slide-deck development app with templates, design assistance, animations, art and video support, and charting tools
- **Outlook**, which is an email and calendar management application with integrated file sharing, reminders, and collaboration tools



Click the images for more information

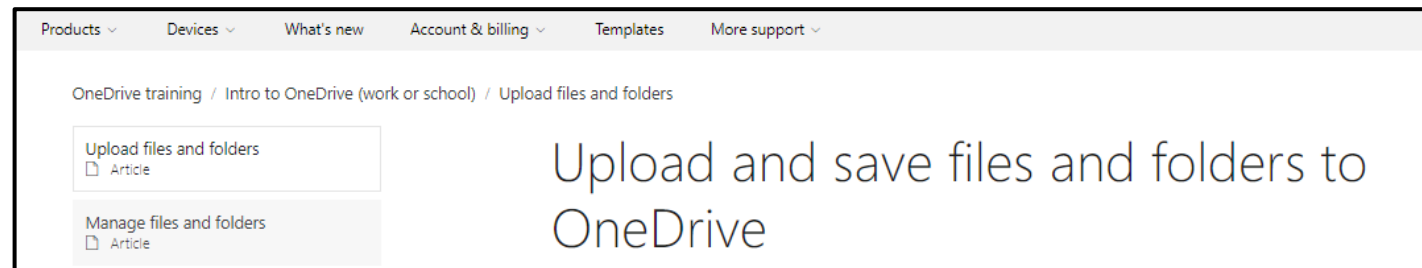
Microsoft Office Apps Overview (3 of 3)

The most popular Office apps and core features include:



Click the images for more information

- **OneDrive for Business**, which is a cloud storage platform with enterprise-level controls for integration, automation, and security
- Many other applications, depending on your plan, such as:
 - **OneNote**
 - **Teams**
 - **Planner**
 - **Publisher**
 - **To Do**
 - **SharePoint**
 - **Access**
 - **Delve**
 - **Yammer**





Knowledge Check

Select the correct answer.

Which of the following is an Office subscription service?

- A. Microsoft 365
- B. Office 2021
- C. Office.com
- D. Outlook.com



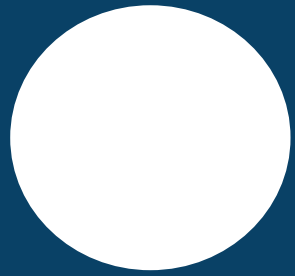
Knowledge Check

Select the correct answer.

Which of the following is an Office subscription service?

- A. **Microsoft 365**
- B. Office 2021
- C. Office.com
- D. Outlook.com

Microsoft 365 (formally Office 365) is a scalable subscription service that allows users access to the full suite of Microsoft Office applications.



GOOGLE WORKSPACE



Google Workspace Overview

Google Workspace, formally G Suite, is a business productivity suite in direct competition with Microsoft Office.

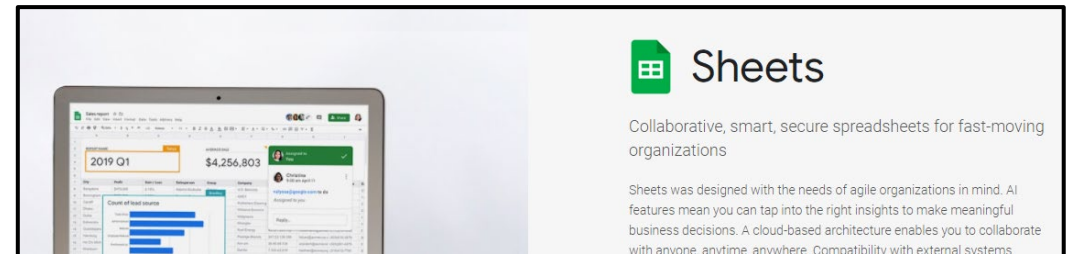
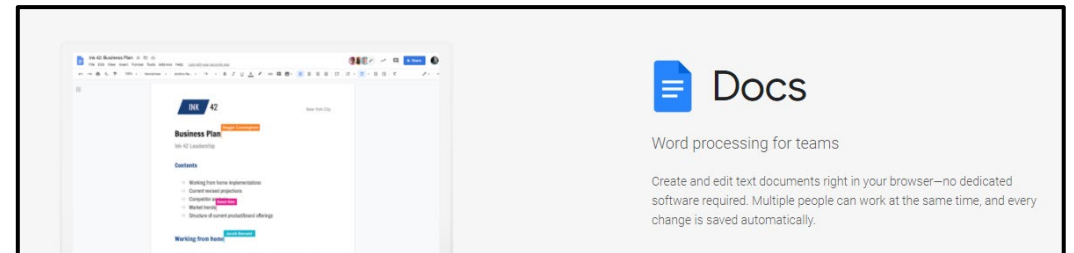
Workspace includes comparable applications and tools, so the decision to choose one will come down to the following:

- **Do you have existing Microsoft or Google product licenses? Or do your customers or stakeholders use Microsoft or Google products?**
 - Office has more users in the business world, so your customers and stakeholders are more likely to have the software
- **How large is your team? What is your budget?**
 - Google Workspace is a greater value for very small teams with its entry level plan, but the difference between Workspace and Office shrink as your team grows

Google Workspace Apps Overview (1 of 3)

The most popular Workspace apps and core features include:

- **Docs**, which is Google's word processor and is comparable to Microsoft Word and also features:
 - Comprehensive word processing
 - Editing
 - Browser-availability, with a focus on built-in collaboration
- **Sheets**, which is Google's spreadsheet development software and is comparable to Microsoft Excel

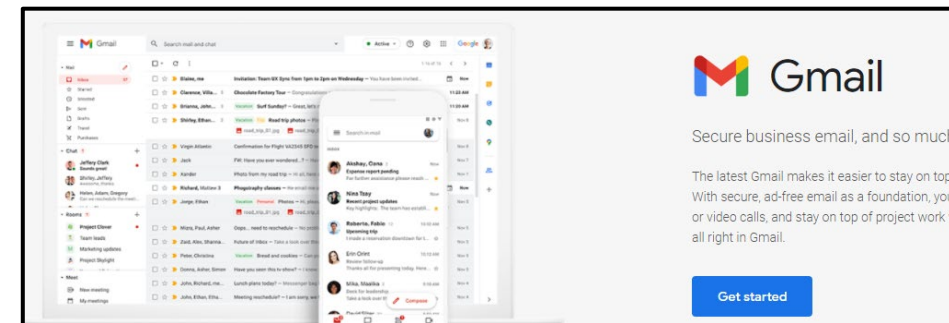
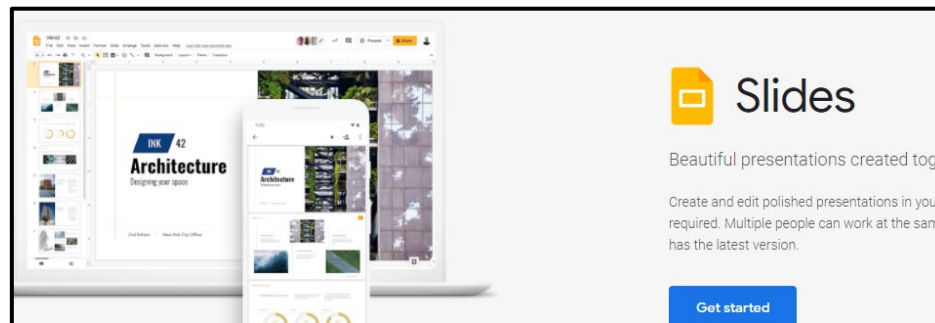


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Google Workspace Apps Overview (2 of 3)

The most popular Workspace apps and core features include:

- **Slides**, which is Google's slide-deck development app and is comparable to Microsoft PowerPoint
- **Gmail**, which is Google's Email platform with built in security. Unlike with Microsoft 365, Google Workspace includes business email in every pricing option

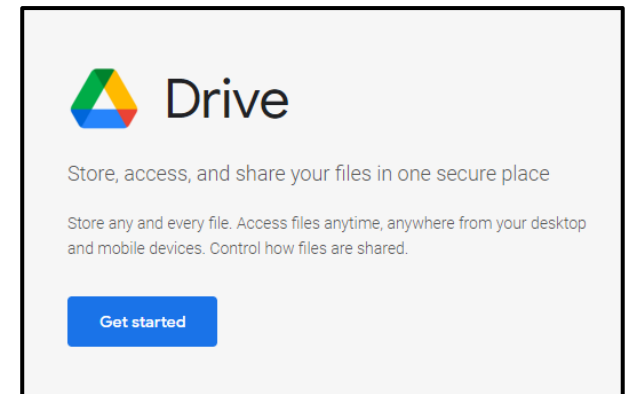


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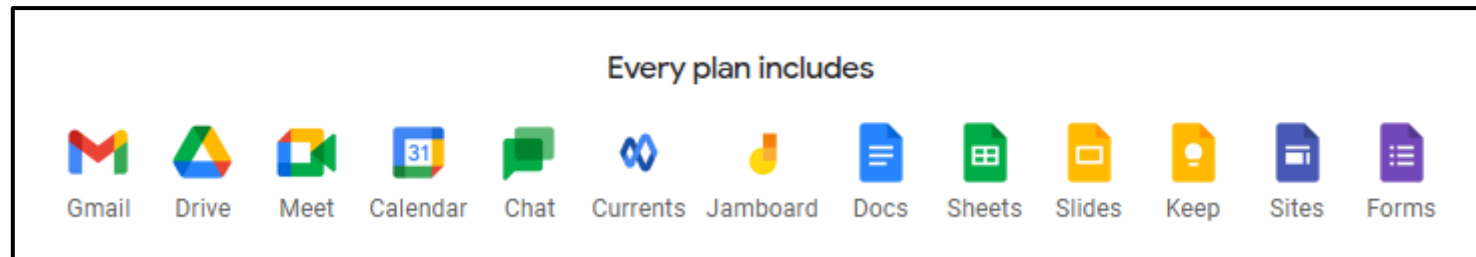
Google Workspace Apps Overview (3 of 3)

The most popular Workspace apps and core features include:

- **Drive**, which is Google's cloud storage solution and is comparable to Microsoft OneDrive
- Additional applications, such as:
 - **Meet**
 - **Calendar**
 - **Chat**
 - **Currents**
 - **Jamboard**
 - **Keep**
 - **Sites**
 - **Forms**



The screenshot shows the Google Drive homepage. At the top left is the Drive logo (a colorful triangle) followed by the word "Drive". Below the logo is the text "Store, access, and share your files in one secure place". Underneath that is a smaller line of text: "Store any and every file. Access files anytime, anywhere from your desktop and mobile devices. Control how files are shared." At the bottom of the screenshot is a blue button with the text "Get started".



The screenshot shows a row of icons for various Google Workspace applications. Above the icons is the text "Every plan includes". The icons are: Gmail (red and white envelope), Drive (colorful triangle), Meet (video camera), Calendar (calendar with "31"), Chat (speech bubbles), Currents (blue diamond), Jamboard (yellow notepad), Docs (blue document), Sheets (green spreadsheet), Slides (yellow presentation), Keep (yellow notepad), Sites (blue document), and Forms (purple document).

Click the images for more information



Knowledge Check

Select the correct answer.

Which of the following best describe(s) Google Workspace?

- A. Greater value for small teams
- B. Comparable products
- C. Fewer business-world users
- D. All the above



Knowledge Check

Select the correct answer.

Which of the following best describe(s) Google Workspace?

- A. Greater value for small teams
- B. Comparable products
- C. Fewer business-world users
- D. **All the above**

Google Workspace is a greater value for small teams, has comparable products, and has fewer business-world users than Microsoft Office.



RESOURCES

Conferencing Apps — Resources

Review the following links on your own time to learn more about the subjects presented in this training:

- [Best Video Conferencing Software for 2021](#)
- [Zoom vs Webex](#)

Accounting Apps — Resources

Review the following links on your own time to learn more about the subjects presented in this training:

- [Best Accounting Software for Small Businesses](#)
- [Recommended software November 2021](#)
- [QuickBooks](#)
- [Invoice2go](#)
- [Wave](#)

Microsoft Office — Resources

Review the following links on your own time to learn more about the subjects presented in this training:

- [What's the difference between Microsoft 365 and Office 2021](#)
- [Office Quick Start Guides](#)
- [Create a document in Word](#)
- [Create a Workbook in Excel](#)
- [Create a presentation in PowerPoint](#)
- [Add an Email account to Outlook](#)
- [One Drive For Business](#)

Google Workspace — Resources

Review the following links on your own time to learn more about the subjects presented in this training:

- [Google Workspace vs Microsoft 365: Price, Features & Which Is Best in 2022](#)
- [G Suite vs. Office 365: What's the best office suite for business?](#)
- [Pricing](#)
- [Docs](#)
- [Sheets](#)
- [Slides](#)
- [Gmail](#)
- [Drive](#)