

The  
**'APPY HOUR**  
with Liz & Heather  
[www.theappyh Hour.com](http://www.theappyh Hour.com)

**Apps To Look For In  
2024!!**



# Meet your Hosts



**Heather Satterley**

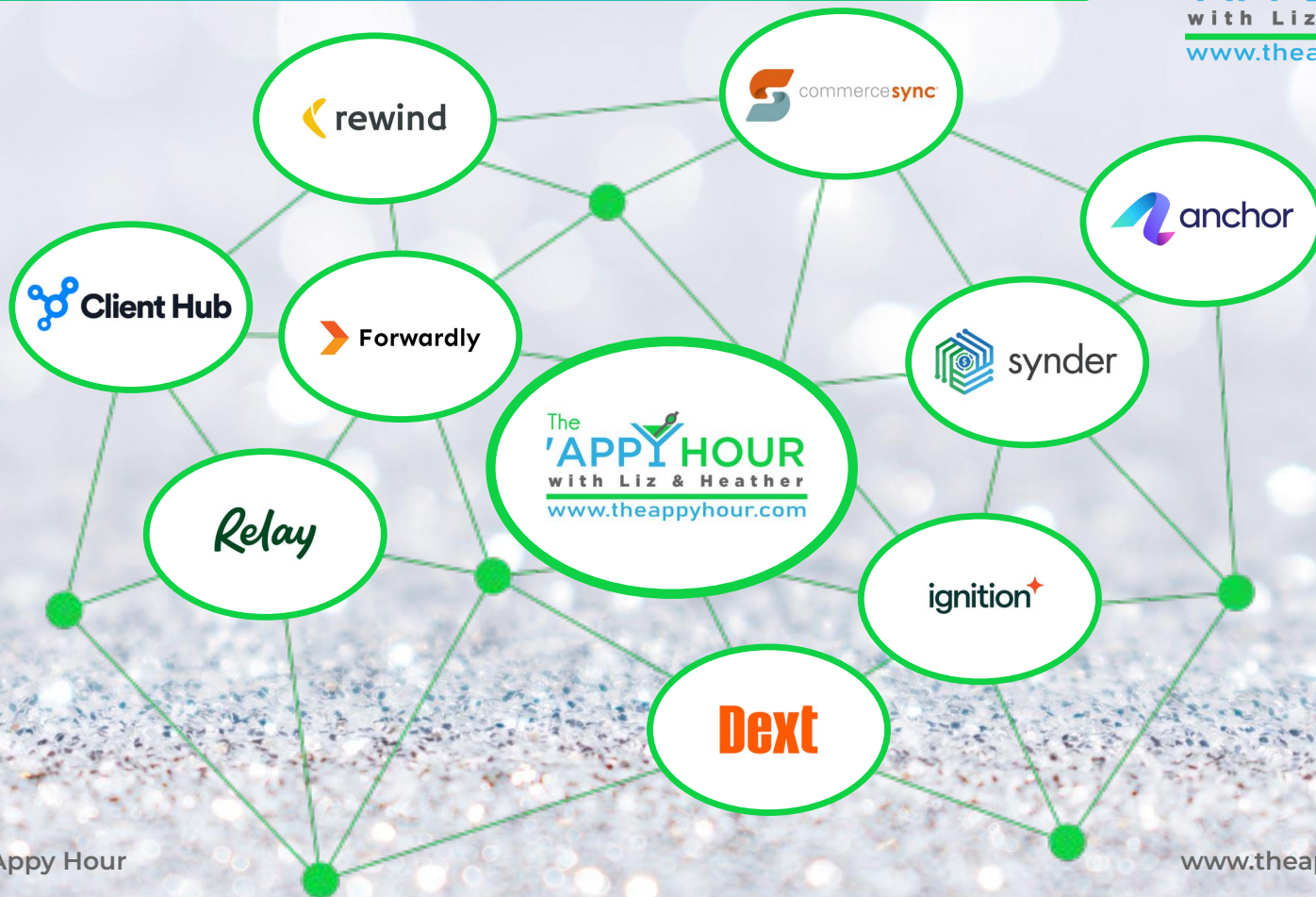
Director of Education and Media, Woodard®



**Liz Scott**

CEO, Liz Scott Training & Consulting

# THANK YOU 2023 SPONSORS!





# Liz & Heather's *Choice of Drink*



# Agenda

Accounting Apps to Watch

Apps trending in other industries

Fun Apps



# Accounting Apps



# Forwardly

Access, monitor, and manage business accounting data. Forwardly is a B2B payment solution and is revolutionizing how small businesses receive payments.



## Optimize financial insights

Connect seamlessly, providing vital financial data insights for clients. Ideal for fintech, lenders, and institutions with real-time functionality.



## Streamline cash flow management

Boost client retention with predictive cash flow forecasting for efficient business data management.



## Facilitate enterprise integration

Designed for quick deployment, the Precise API integrates effortlessly into workflows, providing tailored enterprise solutions for better insight



## Expand globally with ease

For businesses eyeing international expansion, the Precise API offers effortless integration with major small business software platforms worldwide.

# Digits

Accounting AI that delivers clean bookkeeping, fast reports, and powerful insights.





# Clockify

A Timesheet app that helps business owners track employees' time spent on projects & tasks. Enter work hours via desktop or a mobile app. Easy to use & intuitive free timesheet app. Boost team productivity. Customizable projects. Integrate with many tools.

The screenshot shows the Clockify Timesheet interface. At the top, there are three labels with arrows pointing to specific UI elements: 'Select activity...' points to the 'Vacation' row, '... and enter work hours (eg. 1.5)' points to the input field for Tuesday, Feb 12, and 'Navigate to other weeks' points to the 'This week' dropdown menu.

The main table is titled 'Timesheet' and has columns for 'Projects', 'Mo, Feb 11', 'Tu, Feb 12', 'We, Feb 13', 'Th, Feb 14', 'Fr, Feb 15', 'Sa, Feb 16', 'Su, Feb 17', and 'Total'. The rows include 'Vacation', 'Project X', 'ACME', 'Office', 'Break', and a 'Project' row with a plus icon. The 'Total' row shows the sum of hours for each day and a grand total of 39:50.

At the bottom, there are three buttons: 'Add new row' (with a plus icon), 'Copy last week' (with a document icon), and 'Save as template' (with a folder icon). A blue button labeled 'SUBMIT FOR APPROVAL' is on the right. Two more labels with arrows point to the bottom: 'Load activities with one click' points to the 'Add new row' button, and 'See how much time you've logged' points to the 'Total' column.

Projects	Mo, Feb 11	Tu, Feb 12	We, Feb 13	Th, Feb 14	Fr, Feb 15	Sa, Feb 16	Su, Feb 17	Total
Vacation	8:00							8:00
Project X		4:00	4:00					8:00
ACME		3:30		2:30	7:00			13:00
Office			2:30	6:00				8:30
Break		0:30	0:30	0:30	0:30			2:00
Project								0:00
<b>Total</b>	<b>8:00</b>	<b>8:00</b>	<b>7:00</b>	<b>9:00</b>	<b>7:30</b>	<b>0:00</b>	<b>0:00</b>	<b>39:50</b>

# Zoho

Zoho is an operating system for business. Run your entire business on Zoho with our unified cloud software, designed to help you break down silos between departments and increase organizational efficiency.

## FEATURED APPS



### CRM

Comprehensive CRM platform for customer-facing teams.



### Desk

Helpdesk software to deliver great customer support.



### Mail

Secure email service for your business.



### Books

Powerful financial platform for growing businesses.



### Assist

Remote support and unattended remote access software.



# FreshBooks

Accounting Software Built for Business Owners and Accountants

## Easy-to-Use Accounting & Bookkeeping Features

Invoicing

Accounting

Payments

Expenses

Time Tracking

Projects

Reporting

Mobile

### Professional Invoicing

Impress clients with professional Invoices that clearly show the work you've done and what it costs...then, just click send. Oh, and use automated payment reminders to nudge clients for payment.

Watch  
video



[Learn More About  
Invoicing](#)

**TRY IT FREE**

Try it free for 30 Days. No credit card required.  
Cancel anytime.

The Ant Agency

FOR THIS INVOICE

☐ Accept Online Payments YES >  
Lets clients pay you online

Customize Invoice Style >  
Change template, Color, and Font

Make Recurring >  
Bill your clients automatically

Description	Rate	Qty	Line Total
+ Add a Line			
Services			\$1,000.00
Tax			0.00
Total			\$2,000.00
Amount Paid			0.00
Amount Due (\$USD)			\$2,000.00

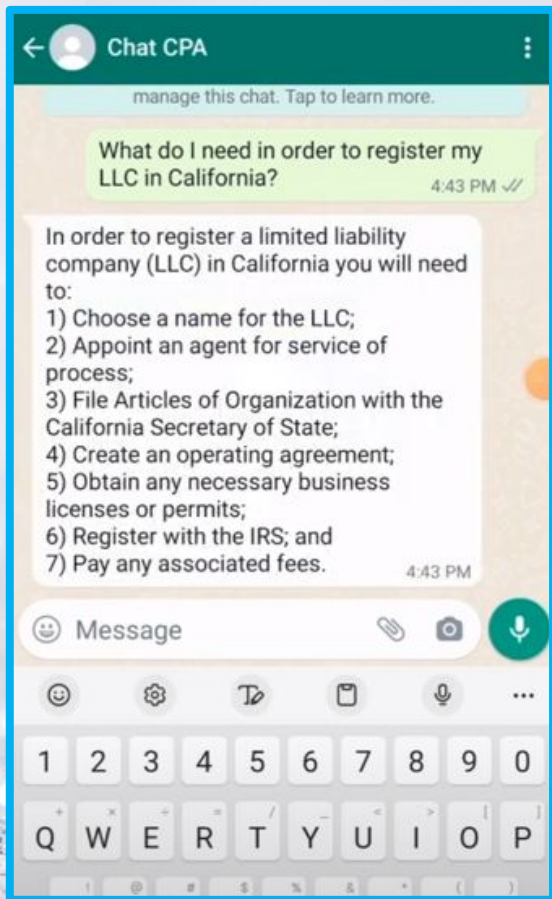
Notes  
This is for your business.

Terms  
Invoice is due in 30 days from issue date. Please pay by  
credit card or bank transfer.

Due Date  
06/28/2021

Reference  
Enter value (e.g., #1234)



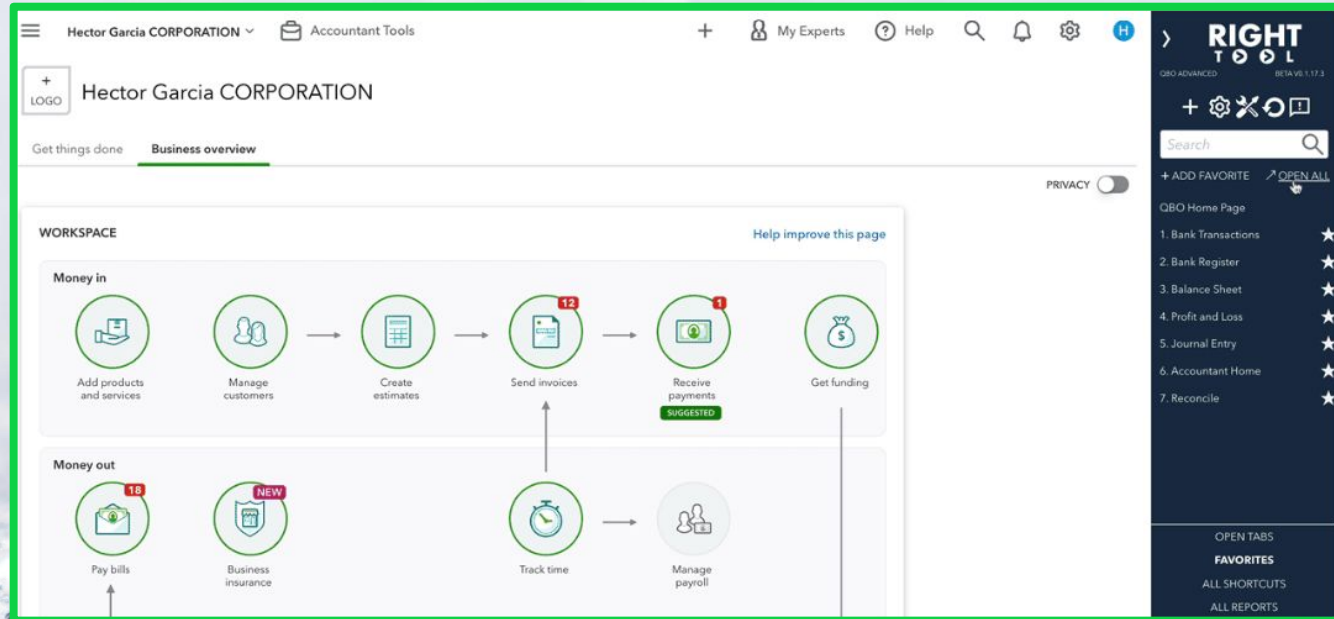


## ChatCPA

The chatbot made for CPAs, by CPAs

# RightTool

RightTool is a Google Chrome Extension that give you an enhanced navigation experience for QuickBooks Online via a “Right” sided navigation bar.



# Outsourcing Apps





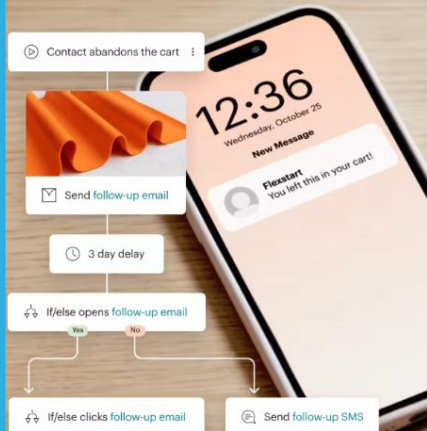
# Trending Apps



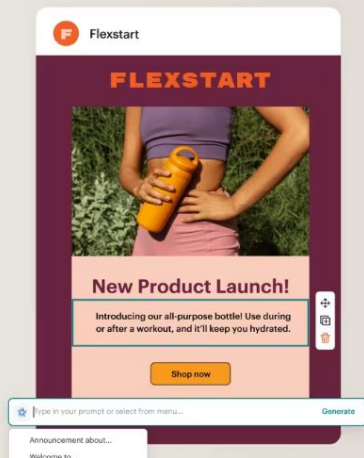
# Mailchimp

Mailchimp is a marketing automation and email marketing platform

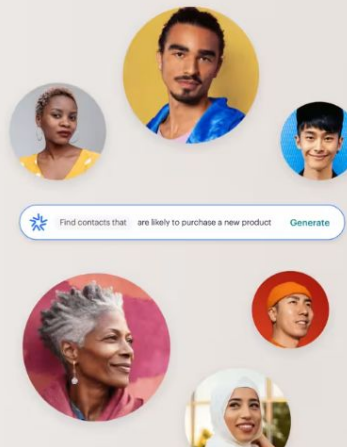
Convert with email & SMS automations



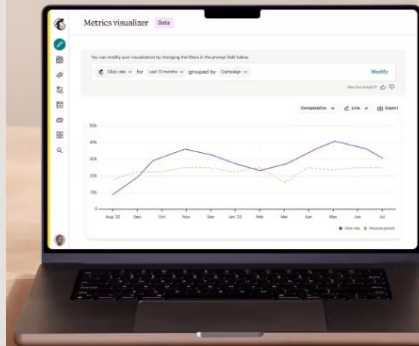
Create relevant content faster



Simplify segmentation

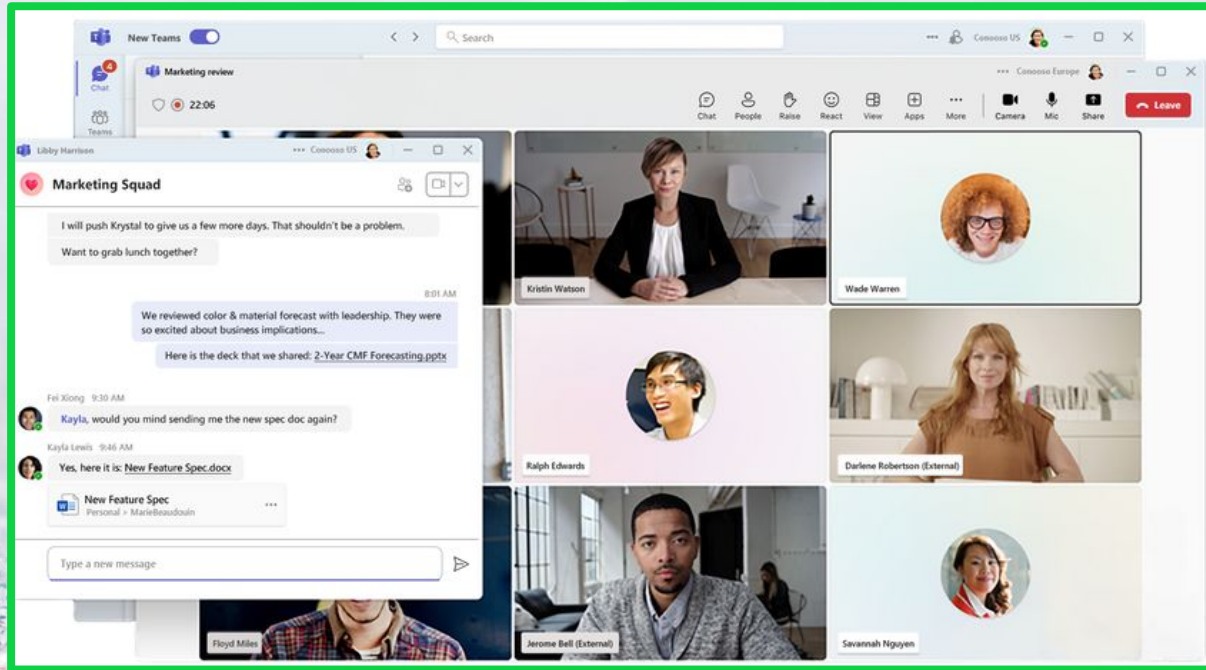


Optimize with analytics & reporting



# Microsoft Teams

Microsoft Teams is a proprietary business communication platform developed by Microsoft, as part of the Microsoft 365. Teams offers workspace chat and video conferencing, file storage and application integration.





# RingCentral

RingCentral is a cloud-based communication and collaboration products and service



## Complete

- One number for calls, texts, and faxes
- Features for every use case

AI

## AI-first

- Live transcripts, call summaries, action items, sentiments, and more
- Voicemail transcription



## Easy-to-use

- Set up and onboard in minutes
- Easy to use capabilities with built-in tours – little to no IT help needed



## Deeply integrated

- 300+ pre built integrations (including popular CRMs)
- Richest calling experience for Microsoft Teams

[Learn more](#)



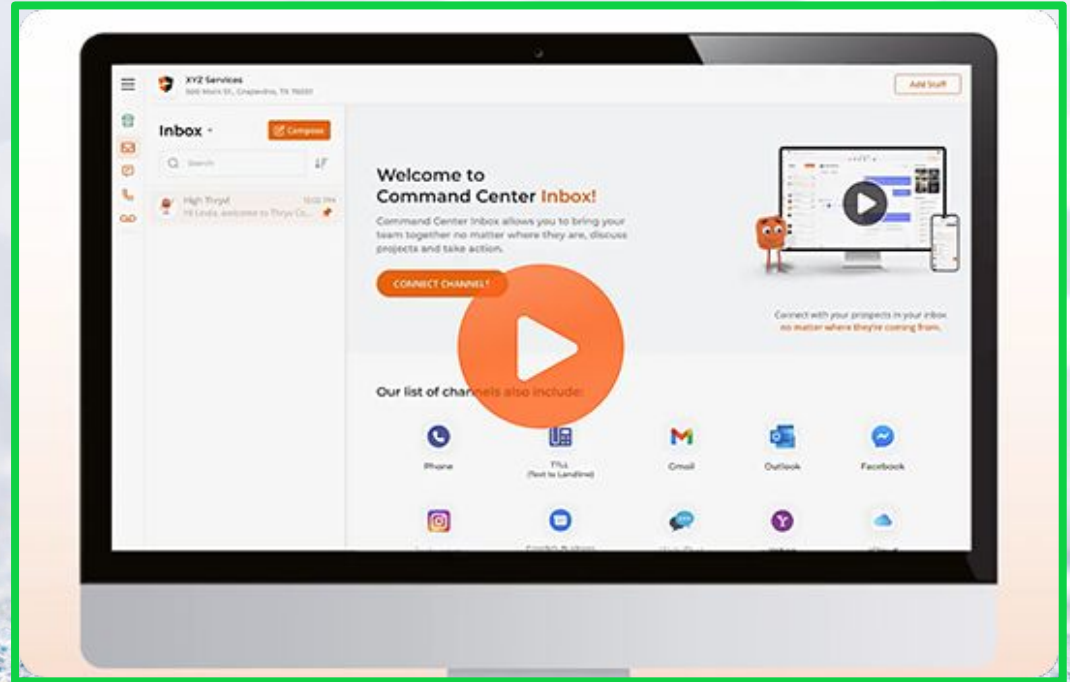
## Reliable and trusted

- 5 year track-record of 99.999% uptime in 46 countries
- Globally recognized security and privacy 3rd party certifications

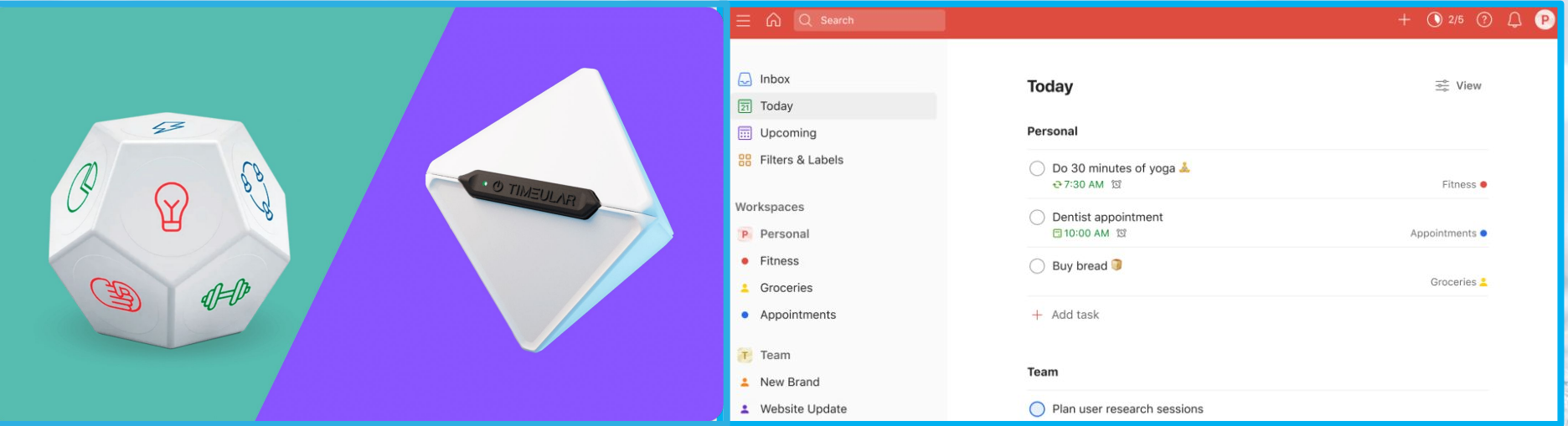
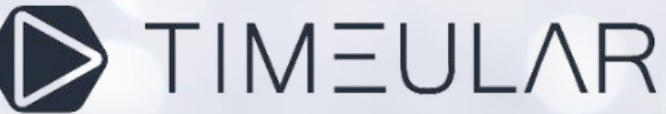
[Uptime history](#)

# Thryv Command Center

It's a small business software that provides customer relationship management software, online reputation management and more.



# Time Saving Apps





# CapCut

CapCut is an all-in-one creative platform powered by AI that enables video editing and image design on browsers, Windows, Mac, Android, and iOS.

## Use templates to quickly create your own ads!

BRAND NAME

NEW COLLECTION  
COMING SOON

NEW ARRIVALS  
UP TO 50% OFF

BRAND NAME  
[www.brandname.com](http://www.brandname.com)

S A  
L E

NEW  
PACKAGE

BRAND NAME

3%  
OFF FINAL SALE ITEMS  
BRAND NAME

LIMITED  
SALE

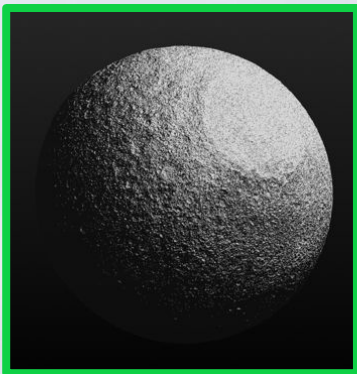
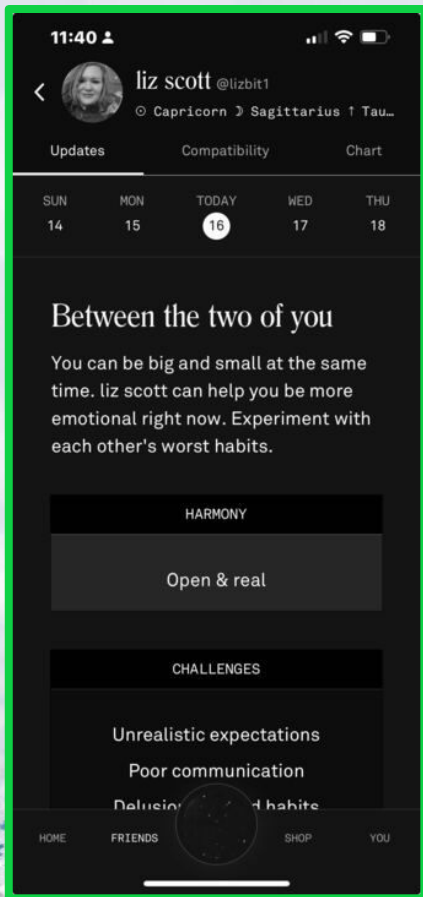
BRAND

Limited sale

GET YOU



# Fun Apps



## Co-Star

The astrology app that deciphers the mystery of human relations through NASA data and biting truth.



# Roblox

Roblox is the ultimate virtual universe that lets you create, share experiences with friends, and be anything you can imagine



# Blinkist

Perfect for curious people who love to learn,  
busy people who don't have time to read, and  
even people who aren't into reading.



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# The 'Appy Hour with Liz & Heather







**The 'Appy Hour Lounge Facebook Group**

# Upcoming Episodes

01-23-24 Firm Spotlight: Carla Caldwell

02-13-24 Deep Dive: Dext

02-27-24 Firm Spotlight

03-12-24 Deep Dive: Settle

## Caldwell Consulting Shares Their Tech Stack

With Special Guest Carla Caldwell



January 23rd, 2024 4:00 PM EST