

The
'APPY HOUR[®]
with Liz & Heather
www.theappyhonor.com

Firm Spotlight with MATAX

matax



Meet your Hosts

The
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Heather Satterley

Director of Education and Media, Woodard

Liz Scott

CEO, Liz Scott Training & Consulting



matax

Dan Quigley

Lead Accounting Technologist

- Lead Accounting Technologist at MATAX, specializing in integrating innovative tech solutions with traditional accounting practices.
- Known as the “app guy,” Dan streamlines financial operations through automation, enabling a focus on analysis and strategy.
- Discovered his passion for finance while managing his touring band’s finances, blending creativity and financial expertise.
- Combines his love for technology, music, and accounting to deliver efficient and effective online bookkeeping services.

Proposals



Approval Workflow



Practice Management



Accounts Payable



Inventory



Outsourcing



Training



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xero

Agenda

- Overview of workflow
- Peek inside the internal tech stack
- Special app highlight
- Look at external stack
- Special app Highlight

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Firm Insights

- Team Size: 6
- Client Size: ~50
- Niche: Investor backed/seeking startups, Software, Health Tech, Non Profits, Ecommerce, Entertainment/Music
- Growth Goals: Dialing internal processes further





matrax

Internal Apps

- G Suite
- Syft
- Xero
- Team work
- Ignition
- Slack
- Box
- Dash lane

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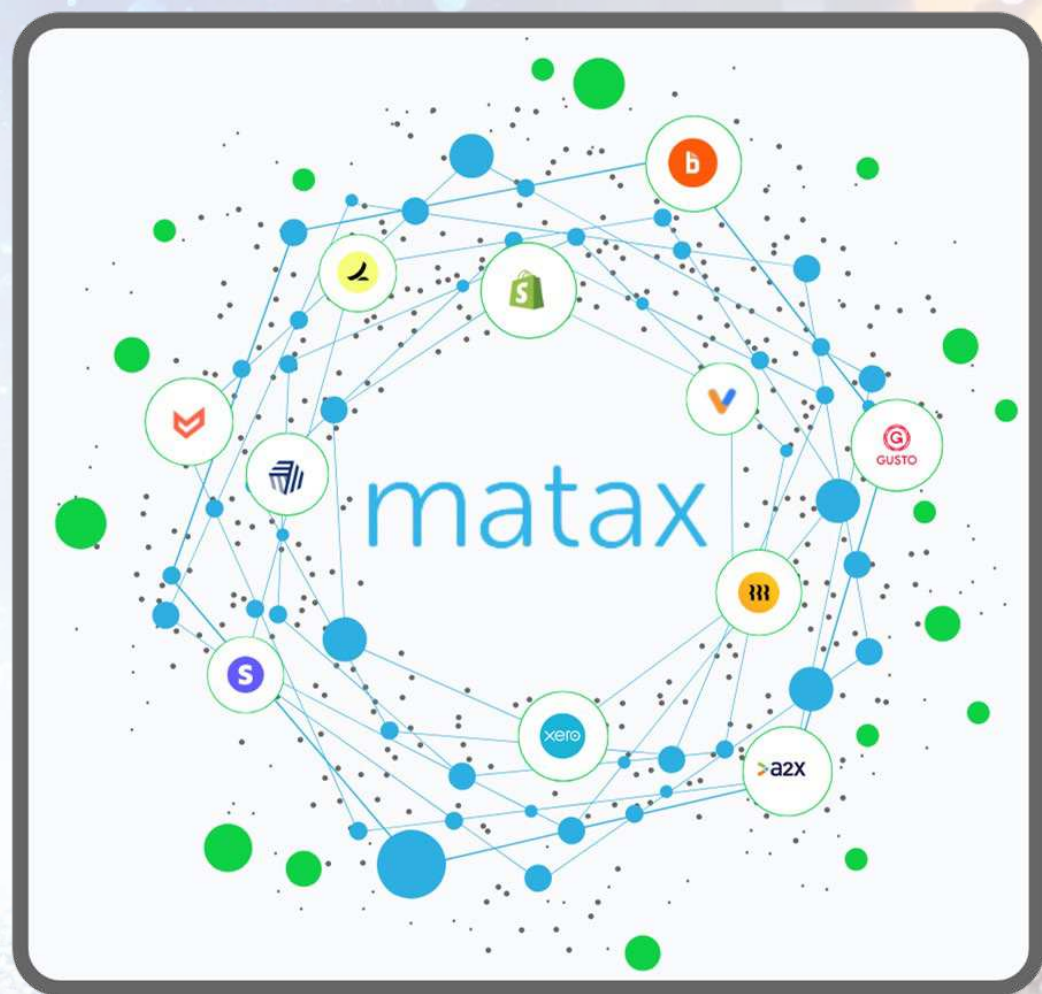
XERO SPOTLIGHT

The Xero logo is a blue circle with the word "xero" in white lowercase letters. It is centered in the image, surrounded by a decorative graphic of green and blue wavy lines. The background is a dark grey gradient with a bokeh effect of light spots and a shimmering, textured surface at the bottom.

xero

External Apps

- Ramp
- Bill.com
- Airbase
- Veem
- Rippling
- Xero
- Stripe
- Shopify
- A2X
- Gusto
- Cin7



Xero

Demo Company (US) | Dashboard | Business | Accounting | Projects | Contacts | Your last login: 2 days ago from United States | [Edit dashboard](#)

Checking Account

132435465

[Reconcile 29 Items](#) | Balance in Xero (5,092.83) | Statement balance (Jan 27) 1,608.77

Jan 5 | Jan 12 | Jan 19 | Jan 26 | Feb 2

Savings Account

987654321

No transactions imported

[Import a bank statement](#)

Total cash in and out

September | October | November | December | January | February

Account watchlist

Account	This month	YTD
Advertising (600)	0.00	2,500.00
Entertainment (620)	0.00	0.00
Inventory (140)	0.00	0.00
Sales (400)	0.00	7,654.10

Invoices owed to you

[New sales invoice](#) | 2 Draft invoices 1,100.00 | 9 Awaiting payment 9,172.63 | 7 Overdue 8,542.63

Older | Jan 26-Feb 1 | This week | Feb 9-15 | Feb 16-22 | Future

Bills you need to pay

[New bill](#) | Draft bills 0.00 | 19 Awaiting payment 10,768.63 | 11 Overdue 6,671.62

Xero

What's this?
Review your bank statement lines...

	Spent	Received
Jan 20, 2025 City Limousines 0017-Part More details		100.00
Jan 20, 2025 Check 1236 More details	1,181.25	
Jan 20, 2025 Ridgeway University INV-0035 More details		6,187.50
Jan 20, 2025 Jakaranda Maple Systems DEPOSIT ADV More details		2,000.00
Jan 20, 2025 SMART Agency 0192 0210 More details	4,500.00	

...then match with your transactions in Xero

	Spent	Received
<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> This is payment on a really old invoice so wasn't sure where to code it </div>		
<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> Jan 21, 2025 Payment: Truxton Property Management 1236 </div>	1,181.25	
<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> Jan 14, 2025 Ridgeway University Ref: INV-0035 </div>		6,187.50

Xero

Demo Company (US) ▾ Dashboard Business Accounting Projects Contacts + 🔍 📢 ? ☰ 👤

Purchases overview > Bills All Draft Awaiting approval Awaiting payment 19 Paid Repeating Automate bill entry **New bill** ▾ ⋮

Search 🔍 Enter a contact, amount, or reference Start date [📅] End date [📅] Date type [Any date ▾] Filter ▾ Columns [📄]

Make payment Add planned date Print Void 19 items | 10,768.63 USD

<input type="checkbox"/>	View	From	Reference	Date ↓	Due date	Planned date	Paid	Due
<input type="checkbox"/>	👁	Capital Cab Co	CS815	Jan 25, 2025	Feb 14, 2025	+ Add date	0.00	242.00
<input type="checkbox"/>	👁	Bayside Wholesale	GB1-White	Jan 23, 2025	Feb 03, 2025	+ Add date	0.00	840.00
<input type="checkbox"/>	👁	Young Bros Transport	ABC	Jan 22, 2025	Feb 02, 2025	+ Add date	0.00	125.03
<input type="checkbox"/>	👁	ABC Furniture	150	Jan 22, 2025	📅 Feb 01, 2025	+ Add date	0.00	1,150.00
<input type="checkbox"/>	👁	Swanston Security	RPT652-1	Jan 20, 2025	📅 Jan 30, 2025	+ Add date	0.00	59.54
<input type="checkbox"/>	👁	Xero	RPT612-1	Jan 20, 2025	📅 Jan 20, 2025	+ Add date	0.00	29.00
<input type="checkbox"/>		US Treasury	PR-0002	Jan 20, 2025	Feb 05, 2025	+ Add date	0.00	695.23
<input type="checkbox"/>		US Treasury	PR-0002	Jan 20, 2025	Feb 05, 2025	+ Add date	0.00	513.47
<input type="checkbox"/>		US Treasury	PR-0002	Jan 20, 2025	Feb 05, 2025	+ Add date	0.00	72.70
<input type="checkbox"/>		US Treasury	PR-0002	Jan 20, 2025	Feb 05, 2025	+ Add date	0.00	1,363.20
<input type="checkbox"/>		State Taxing Authority	PR-0002	Jan 20, 2025	Feb 21, 2025	+ Add date	0.00	245.38

Xero

Reports

Income Statement (Profit and Loss)

Tips and tricks

Date range: Last month
Compare with: Compare with 2 months
Compare tracking categories: None

Filter

More Update

Income Statement (Profit and Loss)

Demo Company (US)
For the month ended January 31, 2025

	Jan 2025	Dec 2024	Nov 2024
Income			
Sales	7,654.10	10,892.12	1,903.71
Total Income	7,654.10	10,892.12	1,903.71
Cost of Goods Sold			
Cost of Goods Sold	840.00	1,500.00	-
Total Cost of Goods Sold	840.00	1,500.00	-
Gross Profit	6,814.10	9,392.12	1,903.71
Operating Expenses			
Advertising	2,500.00	7,953.75	-
Automobile Expenses	411.35	148.50	148.50
Bank Service Charges	-	-	15.00
Consulting & Accounting	29.00	29.00	29.00
Dues & Subscriptions	14.90	-	1,463.88
Entertainment	-	22.00	31.60
General Expenses	118.99	-	115.20
Janitorial Expenses	-	-	119.08
Office Expenses	59.54	93.64	59.54

Edit layout Insert content Compact view Save as Export

Stripe

Options	Match	Create	Transfer	Discuss	Find & Match
<p>Jan 30, 2025 Stripe (Related to ch_3Qn7AsDjPjy5N3iK16CzBhSA) Stripe Fee ch_3Qn7AsDjPjy5N3iK16CzBhSA More details</p>	5.49	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Jan 30, 2025 [REDACTED] No Description Found / Card ... ch_3Qn7AdDjPjy5N3iK14TkKw1v More details</p>	149.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Jan 30, 2025 Stripe (Related to ch_3Qn7AdDjPjy5N3iK14TkKw1v) Stripe Fee ch_3Qn7AdDjPjy5N3iK14TkKw1v More details</p>	4.62	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Jan 30, 2025 [REDACTED] No Description Found / Card ... ch_3Qn6sGDjPjy5N3iK2LUZttuE More details</p>	149.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Jan 30, 2025 Stripe (Related to ch_3Qn6sGDjPjy5N3iK2LUZttuE) Stripe Fee ch_3Qn6sGDjPjy5N3iK2LUZttuE More details</p>	4.62	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Jan 30, 2025 [REDACTED] No Description Found / Card ... ch_3Qn6rzDjPjy5N3iK2hmBKIEEN More details</p>	199.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Match	Create	Transfer	Discuss	Find & Match
<p>Apply rule Stripe Fee - 5401 - Merchan... Edit rule Don't apply rule View details</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Apply rule [REDACTED] Stripe Sales - \$149.00... Edit rule Don't apply rule View details</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Apply rule Stripe Fee - 5401 - Merchan... Edit rule Don't apply rule View details</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Apply rule [REDACTED] Stripe Sales - \$149.00... Edit rule Don't apply rule View details</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Apply rule Stripe Fee - 5401 - Merchan... Edit rule Don't apply rule View details</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Apply rule [REDACTED] Stripe Sales - \$199.00... Edit rule Don't apply rule View details</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SubSync

SubSync by finlert

MATA Admin Admin

Event History

Show 10 records

Time	Invoice	Contact	Action	Amount	Stripe	Xero	Processing Status	Finalised Date
<input type="text" value="mm/dd"/>	<input type="text" value="mm/dd"/>	<input type="text" value="Type to filter"/>	<input type="text" value="Type to filter"/>	<input type="text" value="Any"/>	<input type="text" value="Type to filter"/>	<input type="text" value="Type to f"/>	<input type="text" value="Type to filter"/>	<input type="text" value="mm/dd"/>
2nd Feb 2025 8:31 pm	3EC4CAB4-0002	[REDACTED]	Paid	\$140.00	[REDACTED]	[REDACTED]	Success	2nd Feb 2025 8:30 pm
2nd Feb 2025 8:31 pm	222FBC6F-0002	[REDACTED]	Paid	\$140.00	[REDACTED]	[REDACTED]	Success	2nd Feb 2025 8:29 pm
2nd Feb 2025 8:31 pm	FD4BAID6-0002	[REDACTED]	Paid	\$140.00	[REDACTED]	[REDACTED]	Success	2nd Feb 2025 8:29 pm
2nd Feb 2025 8:31 pm	31955C24-0002	[REDACTED]	Paid	\$140.00	[REDACTED]	[REDACTED]	Success	2nd Feb 2025 8:29 pm
2nd Feb 2025 8:30 pm	EBD65AF1-0002	[REDACTED]	Paid	\$140.00	[REDACTED]	[REDACTED]	Success	2nd Feb 2025 8:29 pm
2nd Feb 2025 8:30 pm	0A52B6DE-0002	[REDACTED]	Paid	\$140.00	[REDACTED]	[REDACTED]	Success	2nd Feb 2025 8:29 pm
2nd Feb 2025 8:30 pm	0DACB713-0002	[REDACTED]	Paid	\$140.00	[REDACTED]	[REDACTED]	Success	2nd Feb 2025 8:29 pm
2nd Feb 2025 8:29 pm	D9F58A72-0004	[REDACTED]	Paid	\$140.00	[REDACTED]	[REDACTED]	Success	2nd Feb 2025 8:29 pm

a2x
Home Payouts Accounts and Taxes Costs Reports ▾
NEW 🔔 ? Settings 👤

🔒

STEP 1
Connected to Xero xero >

STEP 2
Connected to Shopify shopify >

STEP 3
Setup accounts and taxes >

STEP 4
Post and reconcile >

Overview 📌 View finance report >

Net Payments 2025-01

\$3,457.96

Monthly Net Payments

Monthly Orders

Total Orders 2025-01

71

Latest payouts

<input type="checkbox"/> Date	Payment Gateway	Payout Total	Payout Status	Actions
<input type="checkbox"/> Jan 19 - Jan 19 2025	paypal	\$97.94	✔️ Posted	Re-post to Xero ▾ ...
<input type="checkbox"/> Jan 14 - Jan 15 2025	Shopify Payments	\$38.55	✔️ Posted	Re-post to Xero ▾ ...

A2X

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About this report ^

This report is designed to duplicate Shopify's financial report using A2X's data. It can be used to verify that A2X has all the data available in Shopify but it should not be used as part of your auditing or accounting process.

For example, this report includes voided orders in Gross Sales because Shopify's financial report includes voids in Gross Sales. In standard accounting practice, voids would not be included in Gross Sales

[View Shopify's version of this Report](#)

Sales

Gross Sales	\$41,451.20
Discounts	(\$2,181.92)
Returns ⓘ	(\$352.00)
Net Sales	\$38,917.28
Shipping	\$2,798.62
Return Fees	\$0.00
Taxes	\$38.91
Total Sales	\$41,754.81

Liabilities

Gift Card Sales	\$0.00
Tips	\$181.85

Payments

cash	\$3,344.50
PayPal Payments Standard	\$3,525.66
Shop Cash	\$0.38
Shopify Payout Total ^	\$35,066.12
Shopify Payments	\$34,832.60
Shopify Installments	\$233.52
Total Payments	\$41,936.66

Pending Balances

Pending Added	\$276.56
Pending Removed	(\$276.56)
Net Amount	\$0.00

A2X

Transaction Mappings

Copy mappings tool

Save mappings

All Automapping rule Income Expense Current Asset Current Liability Tax Other

Transaction Details Marketplace Account Tax Rate

Transaction	Details	Marketplace	Account	Tax Rate
<input type="checkbox"/> Discounts ⓘ	Automapping rule	-	410 - Online Merchandise Sales	Tax on Sales
<input type="checkbox"/> Discounts ⓘ	Discount	2329312	410 - Online Merchandise Sales	Tax on Sales
<input type="checkbox"/> Discounts ⓘ	DiscountNotTaxed	Online store	410 - Online Merchandise Sales	Tax on Sales
<input type="checkbox"/> Discounts ⓘ	DiscountNotTaxed	iphone	400 - Show Merchandise Sales	Tax on Sales
<input type="checkbox"/> Discounts ⓘ	DiscountNotTaxed	Point of sale (location: Michigan Inventory - 65748762808)	400 - Show Merchandise Sales	Tax on Sales
<input type="checkbox"/> Discounts ⓘ	DiscountNotTaxed	Manual order	410 - Online Merchandise Sales	Tax on Sales
<input type="checkbox"/> Discounts ⓘ	DiscountNotTaxed	2329312	410 - Online Merchandise Sales	Tax on Sales
<input type="checkbox"/> Discounts ⓘ	DiscountNotTaxed	4914161	410 - Online Merchandise Sales	Tax on Sales
<input type="checkbox"/> Refunds ⓘ	Automapping rule	-	411 - Online Merchandise Sales Refunds	Tax on Sales
<input type="checkbox"/> Refunds ⓘ	RefundAdjustmentNotTaxed - refund_discrepancy	4914161	411 - Online Merchandise Sales Refunds	Tax on Sales
<input type="checkbox"/> Refunds ⓘ	RefundAdjustmentNotTaxed - refund_discrepancy	Online store	411 - Online Merchandise Sales Refunds	Tax on Sales
<input type="checkbox"/> Refunds ⓘ	RefundDiscountNotTaxed	Online store	411 - Online Merchandise Sales Refunds	Tax on Sales
<input type="checkbox"/> Refunds ⓘ	RefundNotTaxed	Online store	411 - Online Merchandise Sales Refunds	Tax on Sales
<input type="checkbox"/> Refunds ⓘ	RefundNotTaxed	Point of sale (location: Michigan Inventory - 65748762808)	411 - Online Merchandise Sales Refunds	Tax on Sales

A2X

Latest payouts

<input type="checkbox"/> Date	Payment Gateway	Payout Total	Payout Status	Actions
<input type="checkbox"/> Jan 19 - Jan 19 2025	paypal	\$97.94	✔ Posted	Re-post to Xero ▾ ...
<input type="checkbox"/> Jan 14 - Jan 15 2025	Shopify Payments	\$38.55	✔ Posted	Re-post to Xero ▾ ...
<input type="checkbox"/> Jan 12 - Jan 14 2025	Shopify Payments	\$890.52	✔ Posted	Re-post to Xero ▾ ...
<input type="checkbox"/> Jan 09 - Jan 13 2025	Shopify Payments	\$1,839.14	✔ Posted	Re-post to Xero ▾ ...
<input type="checkbox"/> Jan 12 - Jan 12 2025	cash	\$465.00	✔ Posted	Re-post to Xero ▾ ...
<input type="checkbox"/> Jan 10 - Jan 10 2025	cash	\$30.00	✔ Posted	Re-post to Xero ▾ ...
<input type="checkbox"/> Jan 09 - Jan 09 2025	cash	\$60.00	✔ Posted	Re-post to Xero ▾ ...
<input type="checkbox"/> Jan 07 - Jan 07 2025	paypal	\$97.12	✔ Posted	Re-post to Xero ▾ ...
<input type="checkbox"/> Jan 02 - Jan 05 2025	Shopify Payments	(\$60.31)	✔ Posted	Re-post to Xero ▾ ...
<input type="checkbox"/> Dec 30 - Jan 01 2025	Shopify Payments	(\$60.31)	✔ Posted	Re-post to Xero ▾ ...

A2X

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The 'Appy Hour with Liz & Heather



Proposals



Approval Workflow



Practice Management



Accounts Payable



Inventory



Outsourcing



Training



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Upcoming Episodes

02/25/25 Deep Dive: Melio

03/11/25 Accounting's AI Revolution: No Rules, No Limits —What
Can We Expect?

03/25/25 The 'Appy Hour Unplugged

04/22/25 Firm Spotlight using Client Hub

Melio: Features, Demo, and the 'Why' Behind Our Business

Deep Dive into

melio

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February 25th, 2025 4:00 PM EST