

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

Leveraging Technology Infrastructure for Efficient Remote Teams

A Deep Dive into



Meet your Hosts

The
'APPY HOUR[®]
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www.theapphour.com



Heather Satterley

Director of Education and Media, Woodard

Liz Scott

CEO, Liz Scott Training & Consulting



Maanoj Shah

Co-Founder, Director - Growth & Alliance

- Director of Growth Strategy at Finsmart Accounting with 25+ years of experience as a Chartered Accountant and CISA professional.
- Expert in outsourcing, scaling, and business strategy, with a track record across multiple industries.
- Developed "Accounting Seat" (AaaS) to solve capacity challenges for CPA firms.
- Co-founder of Mission ICU, creating critical care facilities in rural India, recognized by the World Economic Forum.

Proposals



Approval Workflow



Practice Management



Accounts Payable



Inventory



Outsourcing



Training



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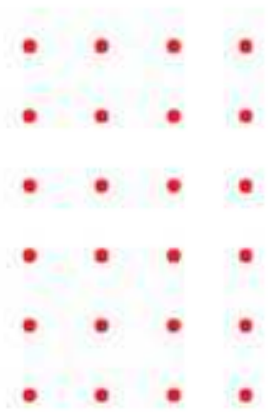
Agenda

- **Welcome!**
- **FinSMART is in the HOUSE!**
- **Let's raise a toast!**
- **How FinSMART works!**



The Challenge: Bandwidth Constraints in Accounting

- Growing workload, limited team capacity
- Hiring challenges and resource constraints
- Need for additional team members without increasing overhead





FinSMART Flirtini



FINSMART

Trusted FinOps Partner

Ingredients:

- Ice cubes
- 1 ounce vodka
- 2 ounce pineapple juice
- 1-ounce Triple sec
- Champagne
- 1 whole Maraschino cherry
- Pineapple

Directions

- Fill a mixing glass with ice cubes.
- Add Vodka, pineapple juice, and triple sec.
- Stir and strain into a cocktail glass.
- Top up with champagne.
- Garnish with a maraschino berry and pineapple.

Rise Of Remote Teams

- Robert Half's midyear 2024 Demand for Skilled Talent report
- Punble -Remote Work Statistics 2024:

US Job Seeker*



State of Remote Work 2024

65% of companies offer some work flexibility:

33%

of companies offered full flexibility to their workers,

32%

had some sort of a structured hybrid work model, and

35%

required their employees to work from an office.

A Remote Team is Now Essential

Here's why

- **Flexibility** is Key to Success
- Firms Must **Adapt** to Changing Landscapes
- **Global Talent** Pool is Within Reach
- Remote Work Enhances Business **Continuity**
- **Scalability** Demands **Flexible Staffing**

Remote Team is solution to **capacity challenge**



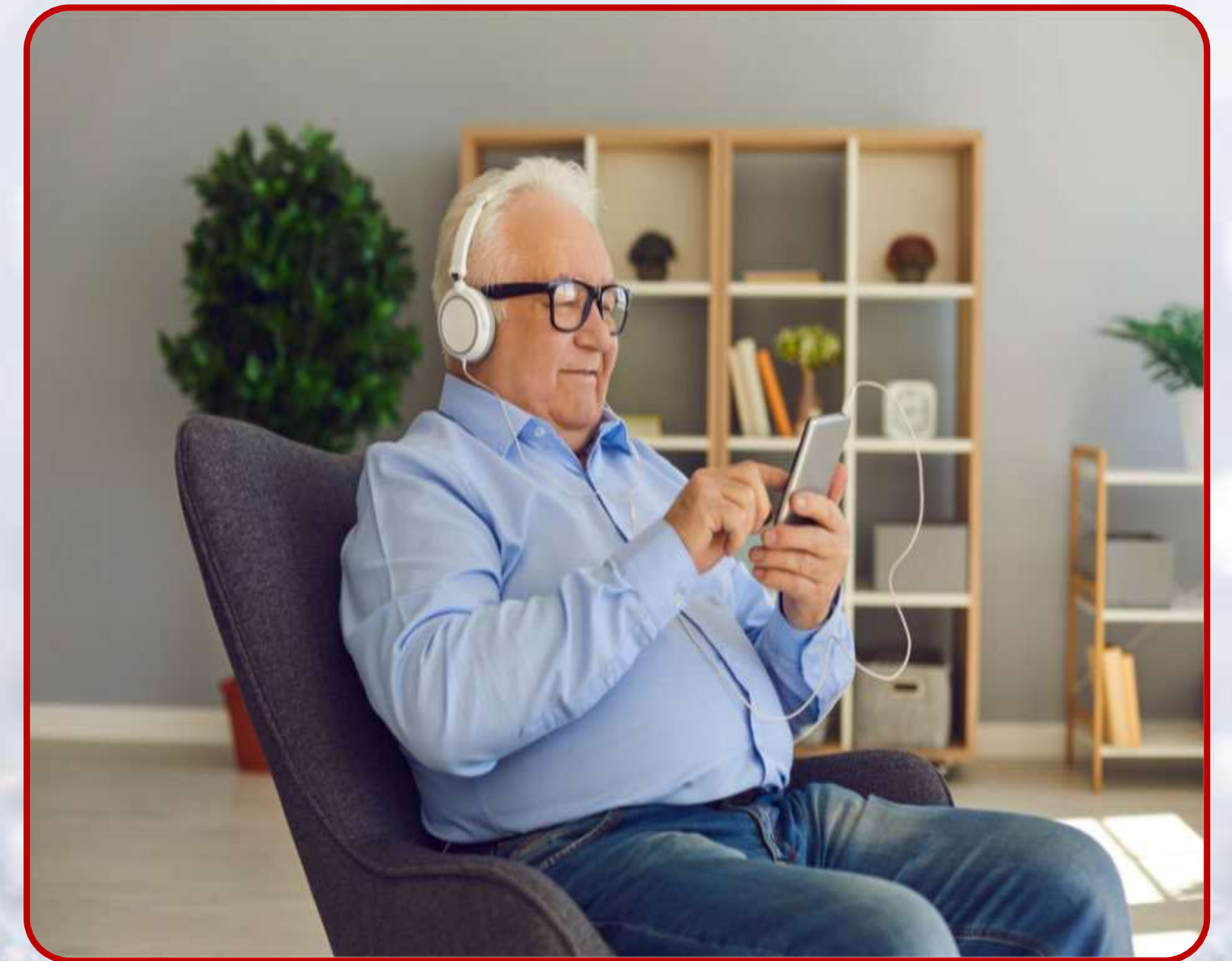
Why Remote Work is Easy

- **Technological advancements** have revolutionized our approach to work.
- Professionals **across all industries** are increasingly relying on technology to **perform their tasks and streamline operations.**
- Technology is the only way for **geographically dispersed teams to stay connected**



Accounting Tech – An Enabler for Remote Work

- Low learning curve with **no coding needed**
- **User -friendly interface** that are easy to navigate, even for those who are **not tech -savvy.**
- **Ready -to -use integrations** with popular tools like QuickBooks, Xero or CRM's.
- **Pre -built templates and workflows** that are specifically designed for **accounting firms** .



A Remote Team Strategies

Insource



Utilize **internal talent** and resources, **enabling remote** work arrangements

Outsource



Partner with a team of **local experts** who specialize in outsourcing services and **work remotely**

Offshoring



Hire **team** from **another country** to capitalize on cost efficiencies and **global talent.**

The Embedded Strategy: Smartsourcing

~~Offshoring~~



Embedded Strategy

FinSMART Way to Leverage Technology

- ✓ This model is specifically designed for **CPA and accounting firms**
- ✓ This means our systems **integrate seamlessly** with your systems
- ✓ It comes with **pre-qualified and pre-vetted talent**. This means we are trained on the general accounting scope of work.
- ✓ It comes with **excellent English-speaking plug-and-play, ready-to-deploy teams** who can start the ground running from Day Zero.
- ✓ We are an extension of your teams. It's just that we are located in a different geography
- ✓ The teams will use your **technology**, and **email domain** and follow your **communication rhythm**.

A Remote Team - Staffing Models

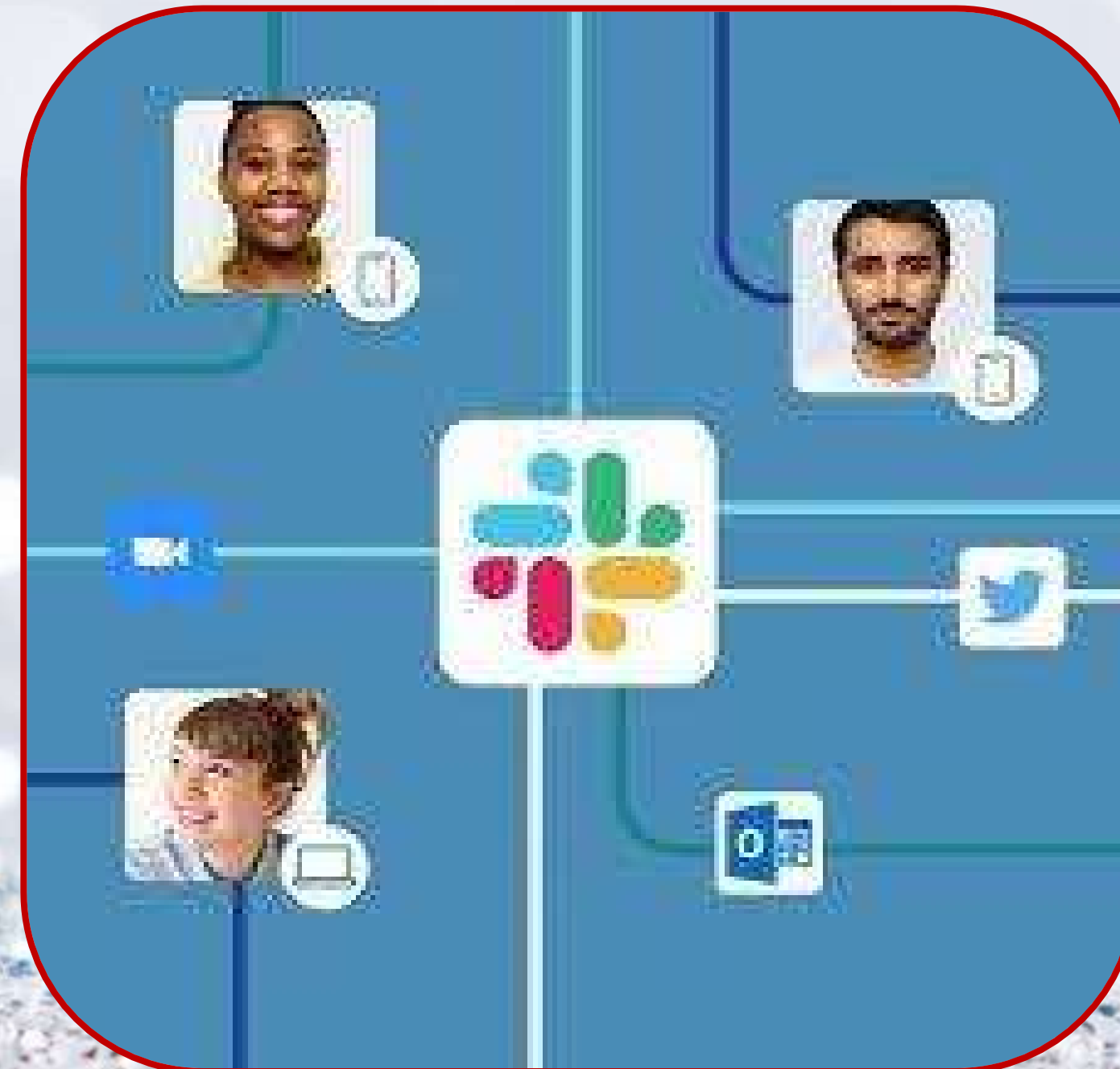
Features	Hourly Shared Resource	Full -Time Equivalent
Ideal For	<ul style="list-style-type: none"> ➤ Low-volume businesses ➤ First-time offshoring 	<ul style="list-style-type: none"> ➤ Firms that wants to build a dedicated team that acts as an extension of your in-house teams
Payment Structure	<ul style="list-style-type: none"> ➤ Pay-only-for-hours-used 	<ul style="list-style-type: none"> ➤ Dedicated resource pricing
Resource Allocation	<ul style="list-style-type: none"> ➤ Shared resource 	<ul style="list-style-type: none"> ➤ Sole focus on your business
Scalability	<ul style="list-style-type: none"> ➤ Increase hours during surges, switch models when scaling up 	<ul style="list-style-type: none"> ➤ Increase the number of dedicated seats when the workflow increase

Key Offshoring Components



A Remote Team – Communication Setup

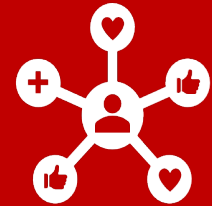
- Plan the **frequency** of communication - daily/weekly/monthly
- Organize **a plan of action**, and documents
- Keep **clients** in the loop through channels **like video calls** or communication platforms like **Zoom, Slack**, etc.



A Remote Team – Operations Setup

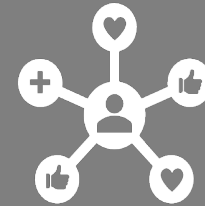
We're **tech -agnostic**: Experts in setup and optimization for any tool, beyond accounting software (QB, Xero, etc.)

PRACTICE MANAGEMENT



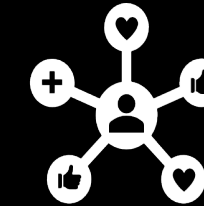
- Karbon
- Canopy
- TaxDome
- JetPack
- Accountancy Manager

PASSWORD MANAGEMENT



- RoboForm
- Zoho Vault
- 1Password
- Dashlane
- Keeper
- LastPass

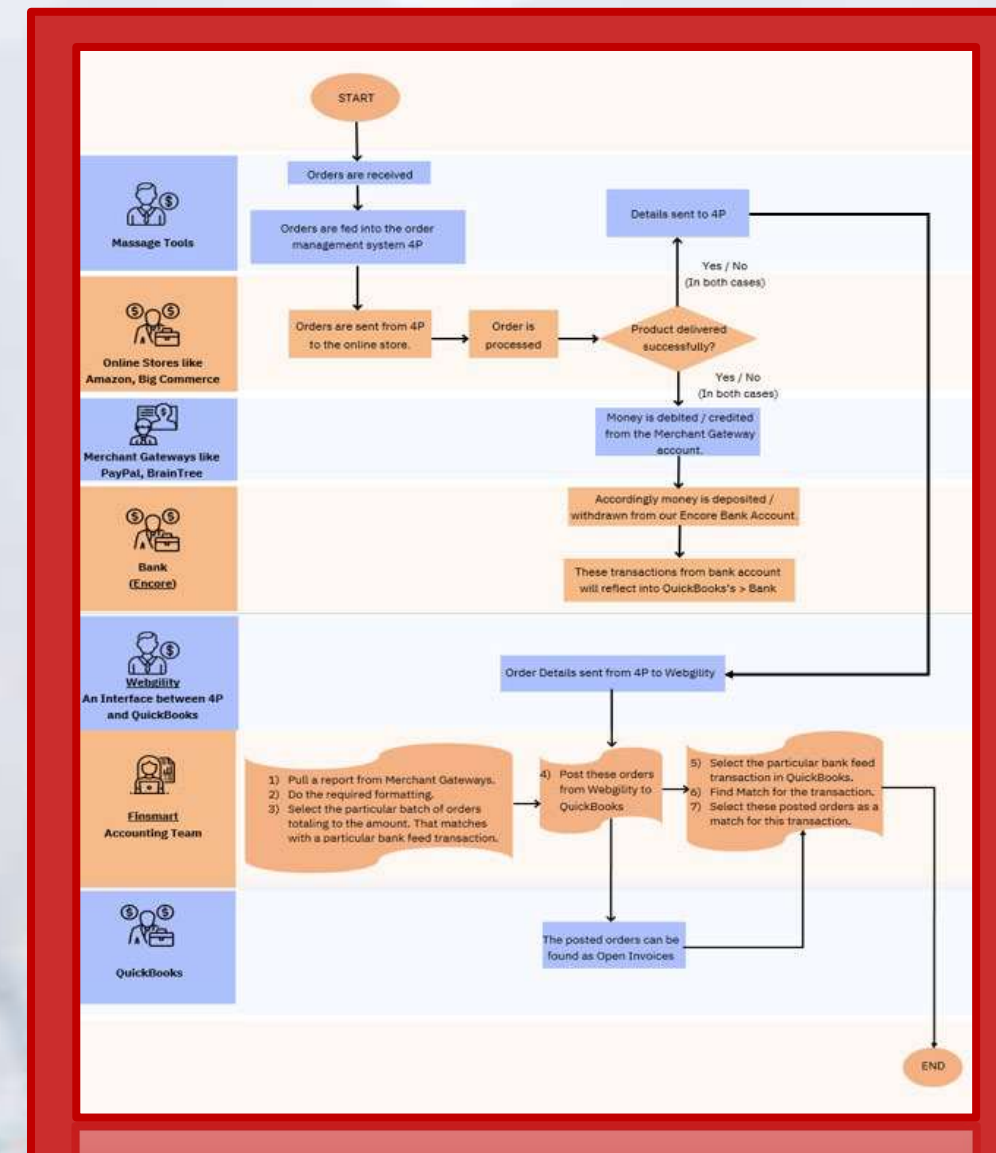
DOCUMENT MANAGEMENT



- DocuWare
- Smart Vault
- eFileCabinet
- ShareFile
- Doc.IT

A Remote Team – Processes Setup

- Define **workflows** for the teams
- Allocate **deliverables** and **deadlines** to resources
- Set up **SOPs** to help clients who don't have them and refine the existing ones.



A Remote Team – Culture Setup



Know Your Team



**Show Interest In
Their Family**



Respect Time -Zone

The time zones we operate in include:

- EST: 2:30 AM to 12:00 PM
- PST: 12:30 AM to 10:00 AM
- CST: 1:30 AM to 11:00 AM
- MST: 12:30 AM to 10:00 AM
- AHST: 11:30 PM to 9:00 AM

Questions?

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Upcoming Episodes

01/28/25 Firm Spotlight: HireEffect

02/04/25 Firm Spotlight: Matax

02/25/25 Deep Dive: Melio

HireEffect Shares Their Tech Stack

With Special Guest Chris Scott



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