Group Lab Assignment #2
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For our group lab assignment we have compiled a few software programs that we think we would utilize in the business world. With the amount of new software becoming available all of the time it's great for businesses to allow them to find a program that suits their individual needs.

Marketo

Marketo is software built by marketers for marketers. Focused on being able to attract the right people with relevant content, engage over time with multiple touch points, measure impact of each marketing program, maximize the value of each customer message, plan and coordinate the global team. Marketo is designed to include; tools for automating inbound marketing, lean management, social media marketing, sales management dashboards, reporting, and analytics. Marketo is powerful and easy to use from fast-growing small companies to global businesses. The ease of use allows for companies to launch their first campaign within days and is capable of scaling accordingly. The track record is proven; in both 2011 and 2012 the company received the Best Marketing Solution award from CRM Magazine, and Salesforce.com. Forbes named Marketo as one of "America's Most Promising Companies".

Xero

Xero is a relatively new way of doing accounting. It allows for accountants to do cloud accounting for their clients. They can meet a client in person, but can also meet by video conferencing. It allows clients to see their books in real-time, and to discuss any issues immediately.

The software is downloadable and there is training and certifications in place to learn the program. You can upload ledgers, balance sheets and bank reconciliations. They also have real-time capabilities for invoicing, payroll, inventory, quotes, expense claims, reporting, and payments. All of this makes running a business smoother for the client, but also makes dealing with the books easier for the accountant because they don't need to wait for the paperwork, and can start to work on them immediately, it is also helpful for other professionals that do not have their CPA. Xero also allows for bookkeepers to perform their daily business activities over the cloud.

This cloud-based way of doing things comes with some risks, but Xero seems to have thought of everything, and appear to be very secure. This is the way accounting of the future will likely look. No more leaving work to see you accountant. You can instead meet about your year-end taxes, via conferencing from your own office.

PeopleSoft

Originally the products of PeopleSoft Inc made their own products before being bought by Oracle in 2005, and since then PeopleSoft versions 9 and above are from Oracle. PeopleSoft is primarily used for its Human Capital Management system. They also offer financial Management, Supplier Relationship Management, Enterprise Services Automation, Supply Chain Management, and PeopleTools. PeopleTools are a toolset to develop and support the other applications. According to Oracle's PeopleSoft website, "Oracle's PeopleSoft applications are designed to address the most complex business requirements. They provide comprehensive business and industry solutions, enabling organizations to increase productivity, accelerate business performance, and provide a lower cost of ownership." Oracle essentially is offering a one stop shop for computerized management solutions.

Yardi

Yardi is a company that deals specifically with making software for property management companies large and small. Yardi has many capabilities, and allows the company to have 1 software for all departments. This software is utilized heavily for the accounting aspects of an organization. It has the ability to store invoices, track tenant payments, expenditures of the condominium corporation, and much more. Yardi has customized options that allow the organization to pick from a variety of settings that would be most useful to their individual company when they start using the program. The program offers two different platforms, the Yardi Voyager for medium to large companies, and Yardi Genesis for smaller more independent companies. Having software that is customized to your business is a really big advantage that Yardi has over any other type of accounting software for property management companies.

Sage 50

According to the Sage website, Sage 50 Accounting, (formerly Simply Accounting) is a small to medium business accounting solution. Sage 50 includes bookkeeping, accounting, payroll, inventory and business management functions. Sage 50 includes the option to process credit and debit card transactions allowing it to be used as a POS solution for small business. There is additional functionality that can be added, such as, Electronic File Transfer, Direct Payment, and Intelligence Reporting which allow for integration with financial institutions and real-time decision making tools (Sage Software Inc., n.d.). Sage 50 can be used in house or can be used by accounting professionals that manage the accounting, bookkeeping, and business management for multiple clients. Sage 50 is available in licensed local form as well as cloud computing solutions.

Microsoft Excel

Microsoft Excel is a spreadsheet software program used to manipulate, analyze, store and present data. It was originally marketed as a spreadsheet program called Multiplan in 1982, which was popular on CP/M systems but not MS-DOS systems. This problem initiated the creation of the software system called Excel.

The first version of Excel was released for the Mac in 1985 and the first Windows version was released in November 1987. When it was originally released, the extensive graphing capabilities were unheard of in a spreadsheet program. Microsoft Excel has a great application in Financial Accounting. A lot of tasks can be accomplished by using Excel efficiently. As more versions were released, the capabilities of Excel grew. Excel has a built in calculator, it can graphically display equations, conduct statistical analysis, along with many more useful functions. According to a 2012 WorldatWork/Deloitte Consulting study, 90% of companies use Microsoft excel.

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