

# 9 MUST-HAVE APPS to ALIGNN Your SMB

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## 1. Google Workspace

Google Workspace (formerly G Suite) lets you port files among PCs, tablets, and smartphones. The standard package comes with 30 GB of online storage per user with options to upgrade to unlimited. And it allows you to create docs, spreadsheets, presentations, drawings, and more.

### Key Features:

- Offers a popular set of intelligent business apps
- Stops the need to use different apps for basic business functions
- Provides professional and ad-free business email experience
- Price: Plans start as low as \$6 per user per month
- Providing feedback and reviews and tracking progress

## 2. 7zip

7-Zip is a utility used to place groups of files within compressed containers known as “archives”. 7-Zip has its own archive format called 7z, but can read and write several others.

### Key Features:

- High compression ratio in 7z format with LZMA and LZMA2 compression
- For ZIP and GZIP formats, 7-Zip provides a compression ratio that is 2-10 % better than the ratio provided by PKZip and WinZip
- Strong AES-256 encryption in 7z and ZIP formats
- Price: Free

## 3. SurveyMonkey

SurveyMonkey enables businesses to manage multiple users and gain visibility into all survey data collected across your organization with admin controls and dashboards. It ensures confidential data is protected with enhanced security including encryption, SSO, and features that help you remain compliant with HIPAA and GDPR.

### Key Features:

- Customer Satisfaction
- Customer Loyalty Surveys
- Event Surveys
- Employee Engagement
- Job Satisfaction
- HR Surveys
- Market Research
- Opinion Polls
- Concept Testing
- Price: Starts from \$25 per month

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## 4. Slack

Slack is one of the most popular communication apps on the market. With Slack, you can create different communication channels, send group messages, and even break off into one-off meetings within a slack channel.

### Key Features:

- Offers easy communication between teams
- Stops confusion among team members
- Provides targeted channel communications
- Price: Freemium

## 5. Quickbooks

Quickbooks connects to your business bank account, PayPal, and Square (plus thousands more) and uploads real-time data to help you keep tabs on your company's financial well-being. You can even use this accounting app to track expenses and upload pictures of receipts from your phone – a definite boon when tax season rolls around.

### Key Features:

- View profit and loss reports
- Track unpaid invoices
- Pay employees
- Price: Starts at \$7.50/month for freelancer plan
- provided by PKZip and WinZip.
- Strong AES-256 encryption in 7z and ZIP formats
- Price: Free

## 6. Asana

Asana is a collaborative information manager that's way easier to use than standard – and more complex – project management software. It allows app users to manage both work and personal projects in one intuitive interface.

### Key Features:

- Offers easy collaboration
- Stops miscommunication on task due dates
- Provides project management tools
- Price: Freemium

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## 7. CCleaner

CCleaner optimizes computer speed and system stability.

### Key Features:

- Clean multiple PCs in one go remotely
- Optimize and maintain all your PCs from a single online-based console, wherever you are
- Get detailed PC insights, including hardware and software specifications, logging insights and reports on PC performance across your entire organization
- Price: Freemium

## 8. Podium

Podium is a marketing tool that can help you collect online reviews and testimonials through text messaging. After all, the more people who are talking positively about your business, the more customers will come your way.

### Key Features:

- Offers easy Google review collection tool
- Stops disruptions in review collection methods
- Provides access to leaving reviews through text messaging
- Price: Contact Podium for more information

## 9. Square

Square allows businesses to take credit card payments through mobile devices and charges no start-up or monthly fees. Instead, it simply takes a percentage of each transaction.

### Key Features:

- Offers credit card processing from anywhere
- Stops the need for cash-only
- Provides free card reader
- Price: Starts at 2.6% + 10¢ per transaction