



# Building the perfect tech stack for your accounting firm

# Your hosts



**David DiNardo**

Envolta

President & CEO



**Stuart McLeod**

Karbon

Founder & CEO

**Before we get started, *some housekeeping...***

zoom

- 1. Close any open apps**
- 2. Ask and we'll answer**
- 3. Have fun!**

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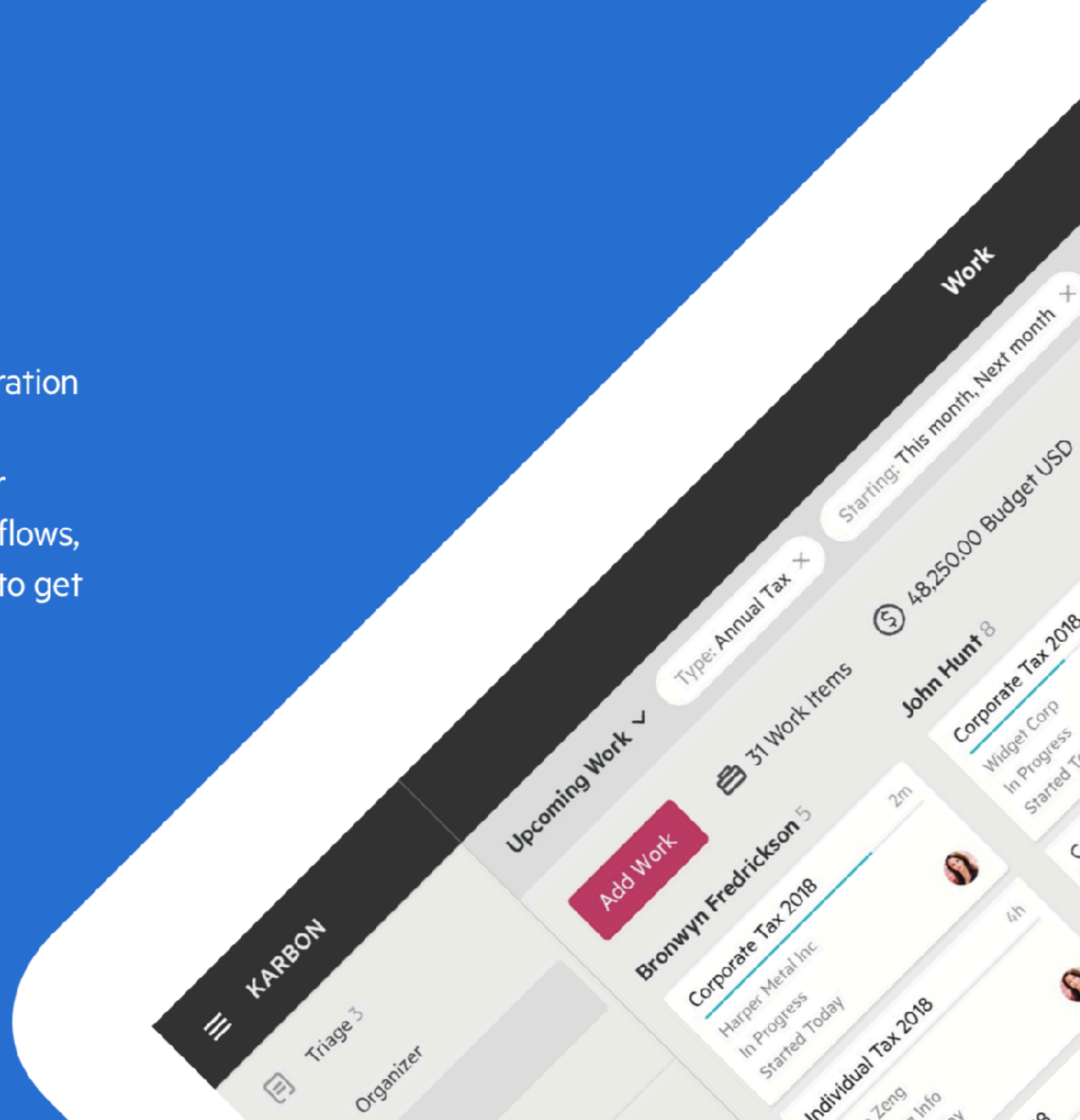
1. Close any open apps
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3. **Have fun!**

# How work gets done.

Karbon is an advanced workstream collaboration platform, ensuring visibility across teams, departments and locations. Combining your email, discussions, tasks and powerful workflows, Karbon keeps everything your team needs to get work done in one place and in context.

Learn how you can maximize your team's output with Karbon.

Visit [karbonhq.com](https://karbonhq.com)



- 1. Firm background**
- 2. Technology stack**
- 3. Automation**
- 4. Lessons learned**
- 5. Recommendations**

# Who is Envolta?

***“Envolta has turned into more than an accounting company. We really deliver a complete back-end solution for each and every one of our clients.”***

*— David DiNardo, Envolta (President & CEO)*

# Who is Envolta?

- **Leaders:** David DiNardo (President & CEO), Victoria Peters (COO), Ashley Ryan (CMO)
- **History:** Founded in 2014 (Karbon user for 3 years)
- **Size & Location:** 35 employees in Ottawa & virtual (across Canada)
- **Services:** Full-service accounting firm (minus audit)
- **Customers:** Full small & medium business segment (\$500K+ revenue)
- **Accolades:** Ottawa's fastest-growing company list 2018 & 2019, Canada top 500 growth companies in 2019, Hubdoc Top 50 Cloud Accountant 2018

<https://bit.ly/2MSmUbW>

# The Envolta technology stack

***“Envolta stands for leveraging technology. We make use of the best systems and processes to eliminate data entering. This allows us to focus on customer service, the advisory role, and delivering the best experience to our clients.”***

*— David DiNardo, Envolta (President & CEO)*

## The benefits of leading with technology.

- 99% client retention rate (up from ~50%).
- Onboarding new clients in less than 1 month.
- Collect 90%+ of fees upfront.
- Year-ends are done on with final month-end.
- Deliver financial reporting by the 15th of each month.
- 100% virtual.

# The technology stack defined

- Email & Apps
- Practice Management
- CRM
- Document Management

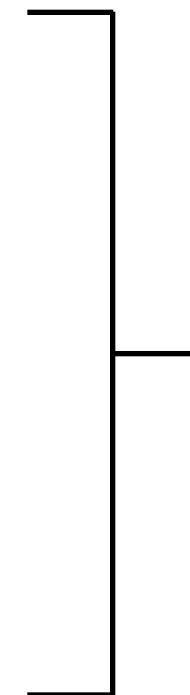


The diagram consists of a vertical list of four items on the left: 'Email & Apps', 'Practice Management', 'CRM', and 'Document Management'. To the right of this list is a large, light gray bracket that spans the height of the list. To the right of the bracket is the word 'Foundational' in a large, light gray, sans-serif font.

Foundational

# The technology stack defined

- Email & Apps
- Practice Management
- CRM
- Document Management
- **Accounting**
- **Payroll**
- **Tax**
- **Advisory**



Service delivery

# The technology stack defined

- Email & Apps
- Practice Management
- CRM
- Document Management
- Accounting
- Payroll
- Tax
- Advisory
- Pricing & Proposal
- Time tracking
- Integration
- Other











Practice enablement

***“I wanted something that was easy-to-use, cloud-based, and geared specifically towards accountants.”***

*— David DiNardo, Envoltta (President & CEO)*

# The Envolta technology stack

- **Email & Apps:** Gmail
- **Practice Management:** Karbon
- **CRM:** Pipedrive
- **Document Management:** Hubdoc
- **Accounting:** Intuit QuickBooks Online
- **Payroll:** WagePoint
- **Tax:** Intuit ProFile / ProTax
- **Advisory:** Fathom & Spotlight
- **Pricing & Proposal:** Practice Ignition
- **Time tracking:** Intuit TSheets
- **Integration:** Zapier
- **Other:** Slack, Zoom, Calendly, Plooto

# Automating from the start

# Automating from sales to delivery

- Receive client inquiry (prospective client created)
- Complete discovery call & needs assessment
- Create and send a proposal
- Receive signed proposal (work created)
- Work assigned
- Systems setup
- Initial monthly accounting completed
- Work personalized, scheduled, assigned & automated
- Work delivered on-time & at quality

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***“Today, client retention is pretty much at 99%. This is because they know exactly what they're getting, they know their app stack, and they're working with us to deliver a better service to themselves.”***

*— David DiNardo, Envoltá (President & CEO)*

# Lessons learned

# Lessons learned along the way

- **Not every client is our ideal client.** If they do not fit your business model, it is better to move on.
- **Define the customer journey.** Do this from the start.
- **Define your App stack.** Become an expert in the specific apps you do and will use.
- **Value price.** This is a huge one. Price jobs appropriately.
- **Have a company culture.** Make the tough decision if an employee is not the right fit.

# Recommendations

# Top recommendations

- **Advisory services:** Nail this down.
- **Time:** Eliminate timesheets.
- **Marketing:** Define the messaging to customers.

***“Every accounting firm should be using Karbon.  
It's the cornerstone of our business.”***

*— David DiNardo, Envoltta (President & CEO)*

# Wrap up

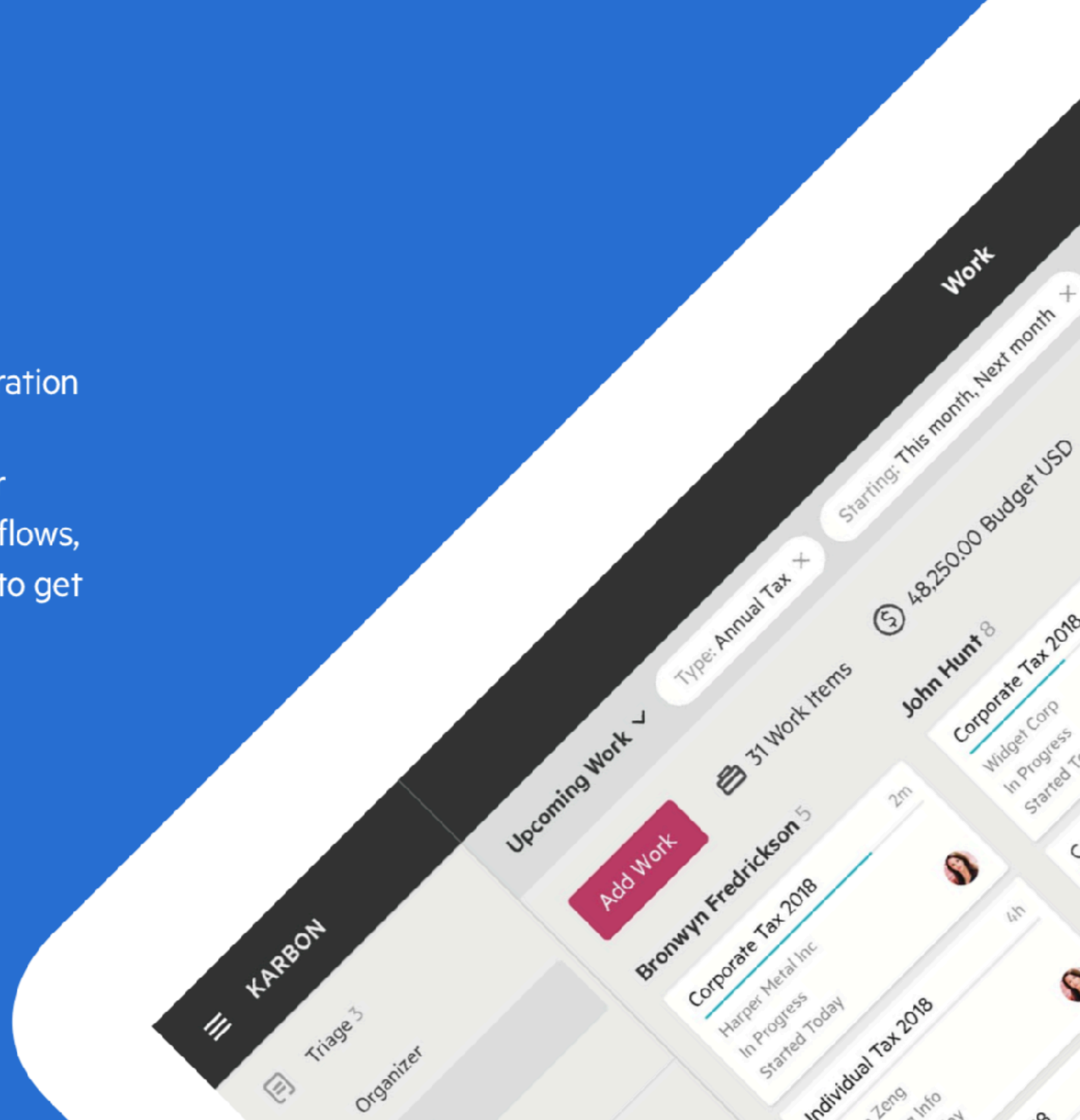
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**Questions?**



# Thank you!

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