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software in question will facilitate record keeping for completed and ongoing work in your company. An essential component at all business levels, especially the managerial ...

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Now that the initial shock of the coronavirus pandemic is subsiding, organizations have a much better understanding of remote work's benefits, shortcomings, and what their teams genuinely need to maintain productivity without sacrificing service to their clients. Many popular tools may keep staff connected but don't understand the needs of specialized industries like accounting and finance. The accounting profession, where some clients prefer in-person meetings and physical

documents, has realized that they also need secure client-facing solutions to

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Worklayer, and Asana. As the only lifeline for groups to collaborate, these software services experienced unprecedented growth rates. However, most fall short in providing a cohesive platform for specialized industries that require a solution to not only collaborate internally and manage projects, they also need the ability to interact with their clients.

### **Fad to Favorite**

The concept of online project management and communication services have been around for years. Companies like Slack, Microsoft Teams, Monday.com, and countless others were once considered niche products and brushed off by many as a Silicon Valley fad. These companies strategically built their platforms with a one-size-fits-all mentality in order to expand their user base, establish legitimacy, and raise capital.

Feature-packed but unfocused, users were offered little guidance and were left to figure out how to make these platforms work for their company. These tools, cluttered with unnecessary components, added stress as management teams were forced to modify their workflows and find workarounds to fit the features of a “*one-size fits all*” environment. With so many features and capabilities, workers lost precious time learning the products and all their features to find what could work best for their teams.

Managers have started to reject these one-size fits all platforms and are eagerly searching for platforms that better suit their industry-specific needs.

### **Knowing The Industry**

There is no substitute for first-hand knowledge when understanding how specialized industries operate. When developing industry-specific software, users come before the features. Generic software often gets cluttered with superfluous features because

developers don't want to limit how users will use their programs. As a result,

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in your company. An essential component at all business levels, especially the managerial level, is having an accurate (and easily accessible) log of transaction details, communication transcripts, and client information that ultimately help to create analytics dashboards that allow all levels of the organization to see the KPIs that matter to them most.

With the advent of the recent pandemic, this need has become much more apparent, with detailed information becoming critical for decision making. As we move away from the in-person check-ins and chatting common in the office workspace, companies need to ensure that information that previously came from a quick conversation at the office is still being conveyed just as easily (if not more so) in a remote setting without interfering with employees' time and productivity.

New software companies are racing to demonstrate that they can effectively provide this type of service, establishing a precedent for others entering the market.

The traditional view of record-keeping moves away from a passive task, completed after the "work" is done, to a real-time feature for routing and managerial software. As work is completed through the unified management platform, data for the different components of the task (documents exchanged, financial transactions, approvals, milestones, etc.) is automatically saved in the system for easy access, clear visuals, and useful analytics. As has been the case for most successful digital ventures, information, and the way it is managed are key.

With so many tools that can help your firm be as productive as possible, it is essential to know what features to look for when moving towards an industry-specific workflow platform. However, as we move into 2021, professional service firms will drive great demand for workflow management platforms created with their unique needs in mind. These key points can be critical to a firm's expansion over the next fiscal year.

As companies continue to integrate these platforms, more case studies will arise,

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