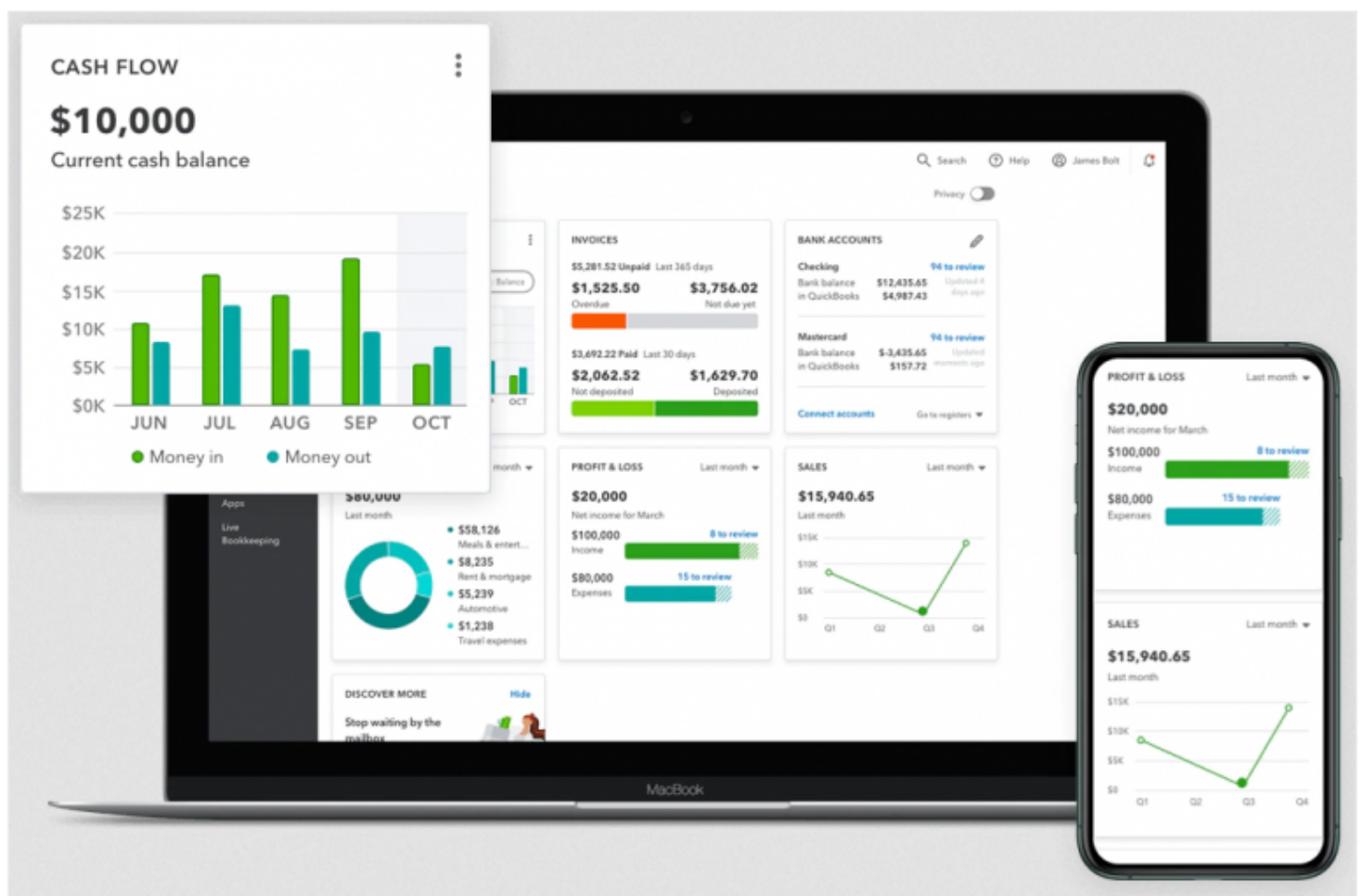


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you need a system that not only saves time and ...

Sep. 02, 2022



When it comes to your practice, and keeping clients happy and set up for success, you need a system that not only saves time and lowers stress, but also is completely personalized and packed with the most important components of your day-to-day work life.

The new, simplified navigation menu in QuickBooks Online is designed to help business owners find the information that's important to them— in a language they're more likely to use. The new Business View offers a simplified navigation

menu that is tailored to you and your clients' needs, helping you take care of

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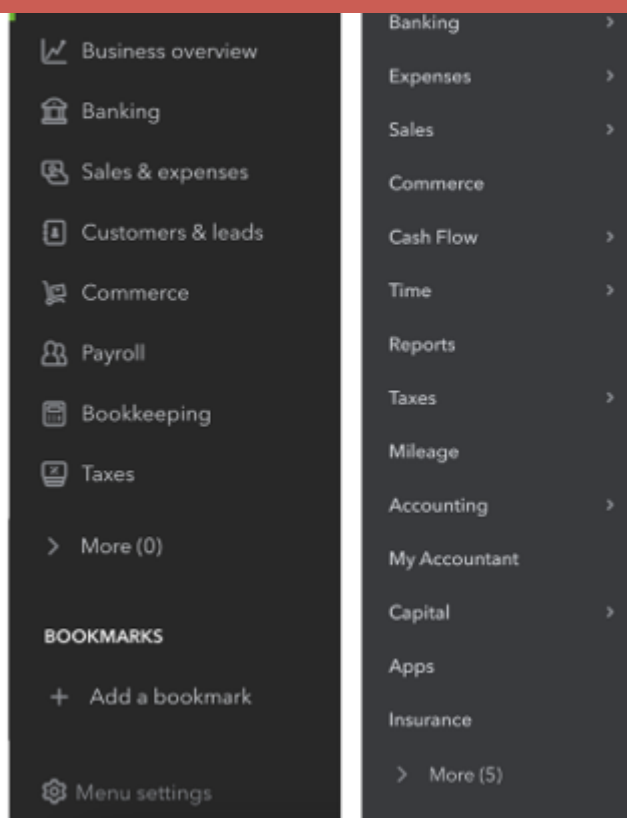


Figure 1

What's in it for you?

Clients look to you for solutions that enable them to save time and be more productive. For you, doing something in fewer steps and getting even more out of your accounting software means you can spend more time focusing on what matters to you, such as growing your firm.

Having your most important functions in one place is a gamechanger. This includes invoicing, banking, tracking leads, running payroll, handling bookkeeping and taxes, and tapping into powerful apps.

With the QuickBooks Online Business View, you get just that– and you can group them to customize exactly what you want to see when you need to see it. You can also

bookmark key pages, hide pages you don't use, and put all of these groupings and

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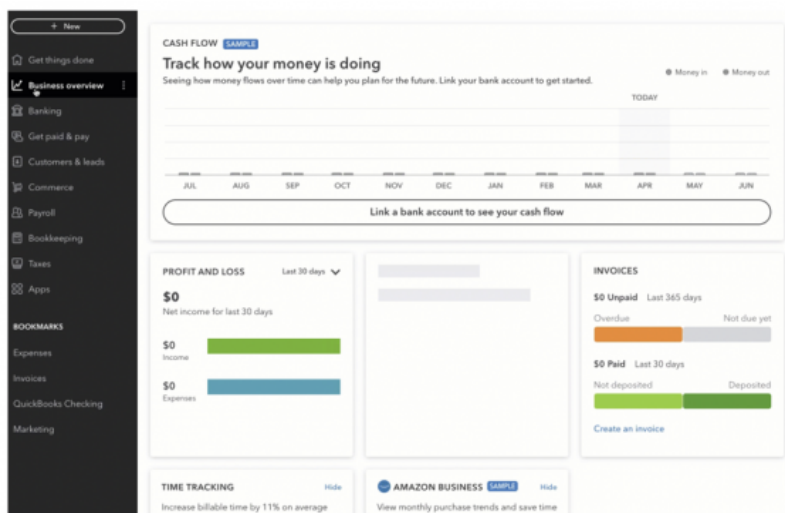
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functions are most important within each company file.”

What's in it for your clients?

Business View offers a tech stack that gives business owners a truly personalized navigation experience suited to their needs. This helps owners get things done faster, better understand their finances, and visualize success.

“The navigation bar in Business View is organized the way a business owner thinks about their company, instead of how an accountant thinks about the financials,” said Pollock. “Instead of relying on simply maintaining a positive bank balance, reporting is brought to the forefront so that their truth is right in front of their eyes. This allows our clients to focus on where they're heading, instead of where they've been.”



Timely Information on the Business View Experience

Any accountant who signed up a client after October 2021 as a business owner or employee, will already see the Business View, and by the end of 2022, all your clients will experience the simplified navigation customization.

While your clients can go back to the old Accountant View menu at any time, making

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