

Cloud-based systems and tools for your business

Go to <http://virtualelves.com.au/free-downloads/> to download the online version

Project and Task Management

[Basecamp](#)

Primarily through word-of-mouth alone, Basecamp has become the world's #1 project management tool. For the last 10 years, companies have been switching to Basecamp because it's famously easy-to-use, reliable, and It Just Works™.

[Asana](#)

To help humanity thrive by enabling all teams to work together effortlessly. We've re-imagined how work gets done through a fast and versatile web application that connects everyone with what's going on, their shared priorities, and who owns each part of the effort.

[Trello](#)

Is a collaboration tool that organises your projects into boards. In one glance, Trello tells you what's being worked on, who's working on what, and where something is in a process.

[Teamwork](#)

The Most Powerful & Yet Simple Way to Manage Your Projects & Team. A practical software that gets you organised so that you can reduce unnecessary meetings and simply Get Things Done. By using Teamwork.com, your team will be organised, your clients will be impressed and your business will take off.

What we use: [Basecamp](#) for web development and SEO management, [Asana](#) for Graphic Design and project-based virtual assistant work and [Trello](#) for brain dumping, daily to do list and strategy action planning!

Time Tracking

[Harvest](#)

Harvest's powerful reporting gives you real-time access to keep your projects on time and on budget. Get the insight you need to estimate future projects, and ensure your business's profitability.

[Timely](#)

Schedule your life, then log it. Primarily aimed at work time (you can bill time as you're logging it), the interface is simple enough that you could create personal projects too. One user with unlimited projects is \$10/month. Desktop or Apple devices.

Accounting

[Xero](#)

Xero is the global leader in online accounting with over 300,000 paying customers in over 100 countries. Xero provides free reporting and practice management software to our partners that simplify running an accounting practice or bookkeeping business.

[Saasu](#)

Run your business from anywhere. Send an invoice, reconcile your bank accounts or collaborate with your advisor on your phone, tablet or computer.

Saasu provides a unique intersection between small business owners, advisors and software developers. Adding your app or service to the mix is a great way to touch all three at once.

[Shoebboxed](#)

Since 2007 Shoebboxed has been saving people time and money by turning piles of paper clutter into organized digital data. It's the easiest way to streamline accounting, bookkeeping and tax prep, allowing users to spend less time on paperwork and more time doing what they love.

What we use: [Saasu](#) - although will be moving to Xero based on functionality and plugins available

Email Marketing

[Mailchimp](#)

MailChimp helps you email the right people at the right time. In addition to our built-in segmentation and targeting options, you can automate triggered emails based on your subscribers' website activity. Our tools help you learn more about your customers and send them content they care about.

[AWeber](#)

AWeber develops and runs an opt-in email marketing service used by over 120,000+ small businesses, bloggers and entrepreneurs around the globe. Our web-based tools help businesses grow by staying in touch with customers and prospects through email.

[Infusionsoft](#)

Offers an e-mail marketing and sales platform for small businesses, including products to streamline the customer lifecycle, customer relationship management, marketing automation, lead capture, and e-commerce.

[Get Response](#)

Get control with email marketing automation. Send follow-up cycles, birthday emails, 1-to-1 communications, customized offers and more. Refine your relevancy, timing and accuracy with simple yet powerful new time-based and action-based messages that respond perfectly to your subscribers' needs and interests.

[Ontraport](#)

Is a sales and marketing automation platform to help you start, systematize, & scale your small business. You can automate marketing, sales and business tasks. Manage your contacts in one central system.

[Send Pepper](#)

SendPepper is the latest product from the creators of OfficeAutopilot.com, the leading web-based sales, marketing and business automation software for growing companies. Our software is designed to make the most of your time and money.

What we use: [Mailchimp](#) - although will be moving to [Get Response](#) based on functionality and landing pages ability, and automated sales funnel

CRM

[Highrise](#)

Gives me a central place to keep all my customer info, notes, and emails. It keeps us organised. Save and organise notes and email conversations. Keep track of proposals and deals. Share status with your company, department, or team.

[Zoho](#)

Offers a comprehensive suite of award-winning online business, productivity & collaboration applications. Customers use Zoho to run their business processes, manage their information and be more productive while at the office or on the go.

[Salesforce](#)

Connect your customers, partners, and employees directly to your business. Connect partners to sell more effectively, agencies to work more efficiently, and employees to promote engagement.

What we use: [Highrise](#)

Google for Business

Google Drive - Great for sharing of documents and document collaboration.

Gmail - A free Web-based e-mail service currently being tested at Google that provides users with a gigabyte of storage for messages and provides the ability to search for specific messages.

Google Calendar - A free time-management web application offered by Google.

Google Sites - Great for storing of policies and procedures and act as an intranet for your business.

Google Hangout - Better than Skype and you can record meeting/conversation/interview/webinar for instant upload to Youtube.

File Sharing

[Dropbox](#) - A cloud storage provider (sometimes referred to as an online backup service) that is frequently used as a file-sharing service.

Google Docs - A free, web-based office suite offered by Google it allows users to create and edit documents online while collaborating with other users live.

[Box](#) - An online file sharing and personal cloud content management service for businesses.

[iCloud](#) - A cloud storage and cloud computing service from Apple Inc. The service allows users to store data such as music and iOS applications.

[SugarSync](#) - A cloud service that enables active synchronization of files across computers and other devices for file backup, access, syncing, and sharing from a variety of operating systems.

What we use: Dropbox for large files and images and Google Docs for documents

Social Media Management

[Hootsuite](#)

A social media management system for brand management. The system's user interface takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, LinkedIn, Google+, Foursquare, MySpace, WordPress, TrendSpottr and Mixi.

[Buffer](#)

A software application designed to manage social networks, by providing the means for a user to schedule posts to Twitter, Facebook and LinkedIn.

[Sprout Social](#)

A social media management system (SMMS) with functionality for multiple person teams and a focus on engagement, publishing and analytics. Sprout's platform currently offers users the ability to integrate with Facebook, Twitter, Google+, LinkedIn, Zendesk and UserVoice.

What we use: Hootsuite and Buffer

Content Creation

[Feedly](#)

A news aggregator application for various Web browsers and mobile devices running iOS and Android, also available as a cloud-based service. It compiles news feeds from a variety of online sources for the user to customize and share with others.

[Zite](#)

An intelligent magazine that helps you discover interesting things to read. Zite learns what you like and gets smarter as you use it. It analyzes millions of articles each day and brings you the best of your favorite magazines, newspapers, authors, blogs, and videos.

[All Top](#)

Enables you to create a “personal, online magazine rack” of your favorite websites and blogs. You can create a personal collection from over 32,000 information sources. We provide a custom URL so that you can share your masterpiece with others.

[Listly](#)

Is a way to create and share lists, as well as integrate collaborative lists into your own blog posts, acting as a catalyst for others to build upon the lists you share.

What we use: All of them!

Blog Administration

[CoSchedule](#)

*Is the first (and only) social media editorial calendar for **WordPress** that allows you to schedule your blog and social media on the same drag-and-drop calendar. Now, you can save time and grow traffic by scheduling blog posts and social media at the same time.*

Screen Capture & Video Editing

[Jing](#)

Is a screencasting computer program. The software takes a picture or video of the user's computer screen and uploads it to the Web, FTP, computer or clipboard.

[Camtasia](#)

Is screen recording software that you can use to record your onscreen activity, audio, and web cam video and narrate existing PowerPoint presentations. You can record, edit, produce and share course content.

Overall Solution

[Contatta](#)

Amazing new tool in Beta for Email, collaboration, crm, tasks.

Less email, fewer meetings & more collaboration. Contatta is email for teams, contact management, project collaboration and task management all-in-one.