Core Business Stack (Simple & Affordable)

Category	Best Option	Cost	Why It's a Good Fit
IT Asset Management	Asset Tiger	✅ Free	Cloud-based, easy to set up, barcode support, mobile app.
Ticketing System	Zoho Desk Free Plan	✅ Free (up to 3 agents)	Very intuitive UI, integrates with email & Zoho CRM.
Messaging / Collaboration	Google Chat (Google Workspace Starter)	$6 / user mo	Seamless with Gmail & Drive, replaces Slack/Teams.
Accounting	Wave Accounting	✅ Free	Clean interface, automatic bank imports, ideal for small service firms.
CRM (Client Management)	HubSpot Free CRM	✅ Free	Drag-and-drop pipeline, integrates with Gmail & Zoho Desk.
Project / Task Tracking	ClickUp Free	✅ Free	Easy kanban boards, checklists, mobile app.
Remote Access / RMM	RustDesk Cloud	✅ Free (self-host optional)	As easy as TeamViewer, no install friction.
Password Manager	Bitwarden Teams Starter	$20 / year per user	Secure, simple browser add-ons & mobile app.
Document Signatures	SignWell Free Plan	✅ Free (3 docs mo)	Simple e-sign, perfect for SLAs & agreements.
Marketing & Design	Canva Free	✅ Free	Templates for flyers, posts, proposals; very beginner-friendly.
Automation / Workflows	Zapier Free Tier	✅ Free (5 zaps)	Connects Google Forms → Sheets → Tickets with clicks.
Website & Email	Google Workspace + GitHub Pages	$6 / user mo + free hosting	Gmail-based domain email + free static website hosting.

Scheduling / Meetings	**Calendly Free**	✅ Free	Clients can book sessions automatically.

Recommended "Lean Startup" Configuration

If you want to keep costs near $10-$20 per user month total:

- **Google Workspace Starter** – $6 / user mo

- **Bitwarden Teams Starter** – $20 / user year

- Everything else above can run on **free tiers**.

That gives you:

- Professional email & cloud storage

- Password management

- Accounting, CRM, ticketing, ITAM, automation & design — all free and cloud-based.

Optional but Worth Adding Later

Need	Friendly Option	Cost
Website analytics	Google Analytics 4	✅ Free
Uptime monitoring	UptimeRobot Free Plan	✅ Free
Social media scheduling	Buffer Free Plan	✅ Free (3 channels)
Help-center / FAQ	Notion Public Page or Zoho Desk Knowledge Base	✅ Free

Starter Setup Plan

1. **Day 1–2:** Register Google Workspace (domain email) + set up Drive folders.

2. **Day 3:** Create Wave Accounting account + import bank feeds.

3. **Day 4:** Set up Zoho Desk (ticketing) and Asset Tiger (asset tracking).

4. **Day 5:** Install RustDesk and Bitwarden for secure remote and password management.

5. **Week 2:** Automate forms → tickets with Zapier + create simple CRM pipeline in HubSpot.

6. **Month 1:** Design marketing assets in Canva + launch Google Business Profile.