Software Proposal

**MilleniAds**

After looking through your current employee roster I have made recommendations for software according to departments of your company that will require the use of software, as well as operating systems recommendations. Keeping scalability and portability in mind to ensure that software compatibility will still be relevant in future business needs.

Starting with Operating System software, here are some advantages and disadvantages to each platform. *Windows 10*- **Pros**: Full compatibility with drivers and applications, excellent tech support available 24/7, large functioning capability **Cons**: Virus protection not included, Windows requires a lot of computer resources which slow it down, Price per installation over $100 ($199 per install for Windows 10 Pro) *Mac*- **Pros**: Almost no virus threat, less prone to hardware and software crashing, more appealing look than Windows **Cons**: Mac costs more than Windows, Limited to only Apple products, Low compatibility with applications ($19 for Mac OS X latest release, must be paired with Apple products) *Linux*- **Pros**: Linux is free to download, Wide variety of distributions available, Lower virus threat than Mac **Cons**: Complicated learning process, lowest application compatibility, Vendors are on short supply

For your graphic design software, I have done research on different models available with different features and perks to each specific software. First, there is Affinity Designer which is inexpensive, has collaboration as standard, and is available for Mac or PC. ($49 one-time fee per computer) Secondly, we have Adobe Illustrator CC, this software is powerful, stays consistent UI w/ Photoshop, but is very expensive. ($19.99 per month per computer) Our third option is CorelDRAW Graphics Suite 2018 boasting its easy to learn/use interface, it is also massively featured, but there is no Mac version and it is very expensive as well. ($792 one-time fee per computer) And lastly, I examined the best free graphic design program called Gravit Designer. It’s free, comes with cross-platform technology and is completely online, very easy to learn, but when trying to create complex designs you will slow it down due its lack of support since it’s a free application.

I have reviewed financial software for multiple users that will help your business run smoothly. Focusing on access for your accountant, the sales department, office administrator, and yourself. The first option we have is FreshBooks. It is easy-to-use, comes with top-rated invoice-to-payment, and includes bank reconciliations with each install. (30-day free trial $25 monthly/up to 50 billable customers) For your second option there is Sage 50cloud which was voted best-in-class, has 50 different enterprise-level features, and fully mobile Cloud capability. (Free trial offered $1099 yearly/ 3 user capability) Your last option is NetSuite ERP. It has the most robust automation and scalability features available on the market today, automated order management and billing, and customer relationship management. (Free demo available $999 per month and $99 per user access)

The best operating system platform for MilleniAds would be Windows 10 to ensure compatibility across the board with the necessary applications you will need for graphic design and your other departments. Mac and Linux are both limited by their application compatibility which will hinder your business growth and overall functionality. Windows 10 has the necessary flexible scalability to support your operating system needs as your business grows. I would recommend using Affinity Designer for your graphic design needs. At a flat-rate $49 fee per computer, it is the highest rated software for graphic design and is capable of performing all your required tasks. Adobe products are much more expensive and do not offer any more usage for the price difference. Gravit is free, which is appealing, but the software can be easily overloaded by complex designs. The best option for your financial software needs would be FreshBooks. At only $25/monthly, Freshbooks offers the easiest transition of software with its easy-to-learn platform. Since you only have 10 billed clients, FreshBooks will be able to easily handle your business transactions and grow with you as your company takes on more clients. FreshBooks will be able to offer the same services at a reduced cost compared to NetSuite and Sage which cost an average of $1,100 yearly. NetSuite offers the most automated management for your business but is extremely complex and could potentially be a very costly implementation without reward, while slowing down the accounting department.

**References**

Graphic Design Software Information:

Best Graphic Design Software Of 2019

Mark Pickavance - https://www.techradar.com/news/best-graphic-design-software

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15 Best Accounting Software Systems For Your Business

https://financesonline.com/15-best-accounting-software-systems-business/

Operating System Information:

Informatics-tech

http://www.informatics-tech.com/linux-vs-mac-vs-windows-unbiased-comparison.html

TestOut: <https://cdn.testout.com/client-v5-1-10-555/startlabsim.html>