



# Your PPP2 guide to technology

How your PPP2 loan  
can transform your  
organization's technology

**WIPFLI**



# PPP2 is here.

The Consolidated Appropriations Act, 2021, established a second draw of the Paycheck Protection Program (PPP). [Eligible borrowers](#) who already received a PPP loan from the first draw can apply for a second-draw loan. Brand-new borrowers can also apply for PPP2, including 501(c)(6) organizations, [which are newly eligible](#).

With PPP2, organizations have the opportunity to put much-needed funds not only toward payroll but also areas that evolve the organization's capabilities, efficiency and productivity. In fact, PPP2 has expanded what borrowers are allowed to use PPP loan funds for.

One of the most significant covered costs are payments made for software and cloud computing services. For many organizations, the COVID-19 pandemic has highlighted a stark need to enhance their technology systems. And those needs vary — enabling remote work, protecting against rising cyberthreats, improving how they serve customers and clients, and increasing internal capabilities and efficiencies are all critical areas.

Fortunately, organizations that have struggled in the past with finding the budget to enhance their technology are able to use up to 40% of their PPP2 loan to implement cutting-edge tech for everything from sales to HR to finance/accounting.

If you want to get started, the first step is knowing what technology solutions are out there and how they can meet your needs.

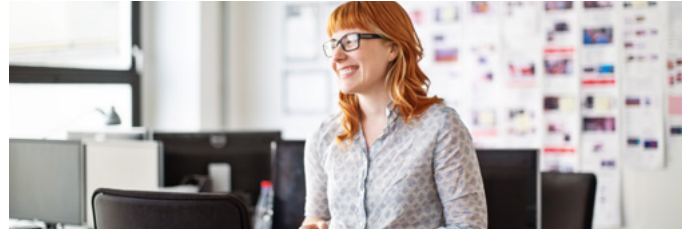
# Business software and cloud-computing services

Business software and cloud computing services are those that improve your operations, how you're able to deliver products and services, and how you interact and build relationships with customers and clients.

They include [customer relationship management \(CRM\) solutions](#), [enterprise resource planning \(ERP\) systems](#), [business intelligence \(BI\) tools](#) and even solutions that can improve your [cybersecurity and security risk management](#).

You can use part of your PPP1 and PPP2 loans to upgrade your existing technology solutions. Or you can implement cutting-edge tools in areas new to your organization that are primed to significantly impact the efficiency and productivity of your operations.

Here are several robust technology solutions, their benefits and how we can assist with getting you off the ground.



## Salesforce

Your relationships with your customers and clients are vital. But as you scale, it gets increasingly difficult to gauge their behavior and engage in a multichannel marketplace. Managing, tracking and optimizing these relationships becomes impossible without the right technology.

Salesforce is a tool that turns complex customer behavior into useful metrics. From sales support to marketing automation, customer support and omnichannel commerce, Salesforce helps you create and manage great customer/client experiences.

Wipfli can be your implementation partner. Our team combines strategic business acumen with a leading cadre of Salesforce developers and architects. Together, we guide clients to thoughtful implementations with measurable ROI and long-term impact. Our services include full Salesforce lifecycle management, from planning and design through to user-training, support and solution enhancement.

We're a Salesforce registered partner, which means Salesforce has recognized our firm as having the technical expertise and resources to help organizations optimize Salesforce and maximize their return on investment.

[Learn more about our Salesforce consulting services >](#)



## Microsoft Dynamics 365

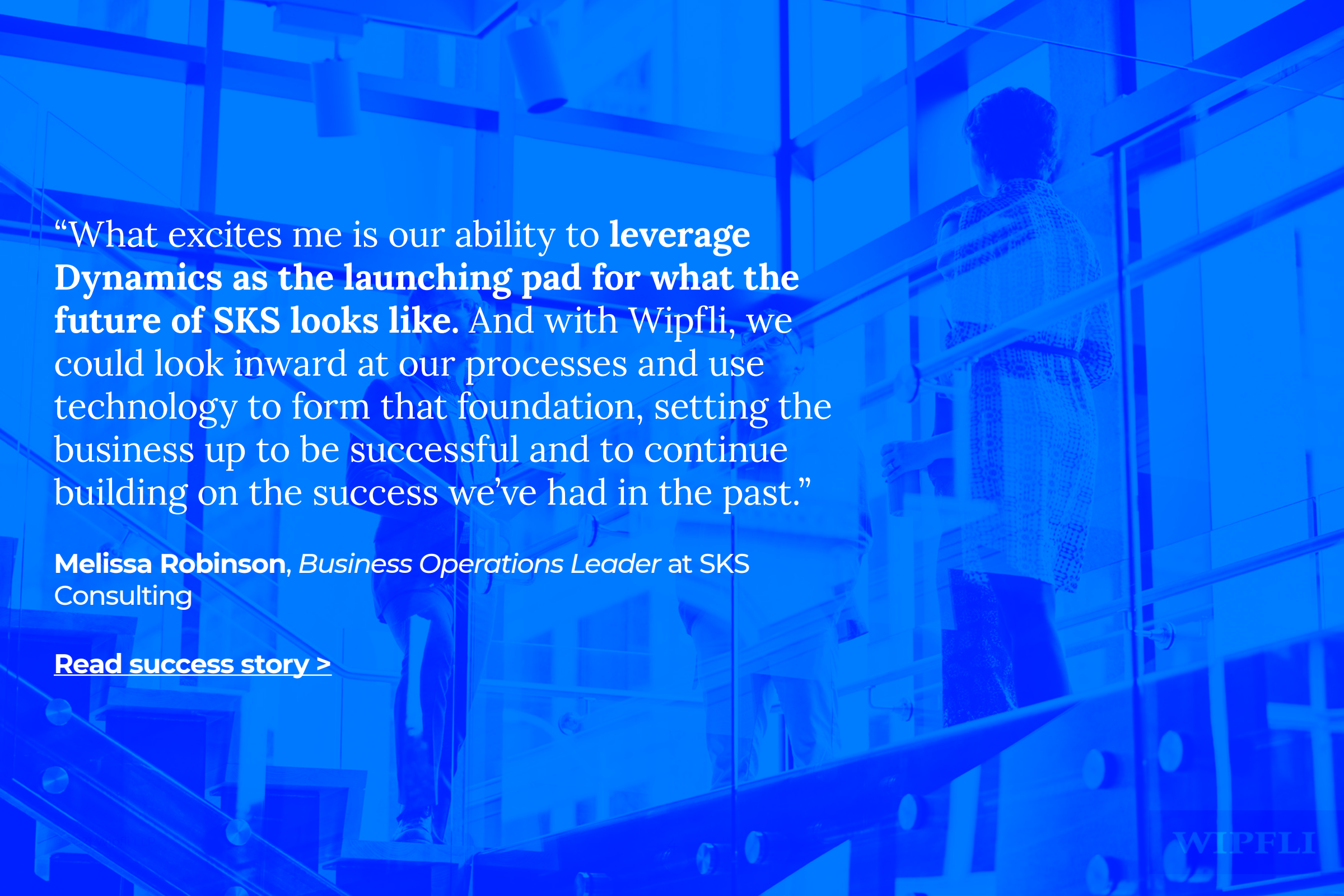
Microsoft Dynamics 365 is a cloud-based solution that offers different business applications to meet your unique needs. It covers your CRM and ERP tool needs.

Built on an extensible platform with shared data and digital intelligence, D365 helps you engage customers, empower employees, optimize operations and transform products.

Get individual apps that work brilliantly on their own or together as a single platform for business growth. Start with just what you need now to run your business and then add more apps as you grow.

From designing, building and testing, to data migration, to change management, Wipfli can take you through your implementation from start to finish.

[Learn more about Microsoft Dynamics 365 >](#)



“What excites me is our ability to **leverage Dynamics as the launching pad for what the future of SKS looks like.** And with Wipfli, we could look inward at our processes and use technology to form that foundation, setting the business up to be successful and to continue building on the success we’ve had in the past.”

**Melissa Robinson**, *Business Operations Leader at SKS Consulting*

[Read success story >](#)



### Microsoft Dynamics 365 Project Service Automation

Project Service Automation helps your organization optimize resources and deliver exceptional project experiences.

A module of Microsoft Dynamics 365, Project Service Automation extends its power, providing an end-to-end project management solution that integrates internal administration and customer-facing collaboration into one unified platform. Using Project Service Automation, your business can:

- [Track resource availability across your organization](#)
- [Empower employees to perform at the highest level with collaborative, easy-to-use tools and dashboards](#)
- [Improve scheduling accuracy and time-to-revenue](#)
- [Increase trust by managing customer and client expectations with easily forecasted turnaround times](#)

Find out if Project Service Automation fits your organization's needs with Wipfli's complimentary four-hour assessment. Our specialists will analyze your core processes and business challenges, provide industry best practices and help determine if this application is right for you.

[Learn more about Microsoft Dynamics 365 Project Service Automation >](#)



### Microsoft Power BI

Microsoft Power BI is a suite of [business analytics tools](#) designed to analyze data, uncover insights and improve decision making. Through custom visualizations, dashboards and reports, your organization can not only view the data that's important to you but also make it actionable.

Power BI dashboards provide a 360-degree view for users with the most important metrics in one place, updated in real-time, and available on all devices. With one click, users can explore the data behind the dashboard using intuitive tools that make finding answers easy.

Power BI unifies all of your organization's data, whether it's in the cloud or on-premises. Already have reporting portals or applications? Embed Power BI reports and dashboards for a unified experience.

Wipfli helps your organization not only implement Power BI but also create dashboards that are customized to the role that needs them, like your executive team.

[Learn more about Microsoft Power BI >](#)



### Technology health check

Your organization wants to be strategic in adopting and deploying technology, but without a solid plan, it's easy to find yourself prioritizing short-term needs over long-term business goals.

Organizations that create and follow a multi-year IT roadmap gain advantages like these:

- [A vision for IT investment](#)
- [Fewer unexpected IT expenses](#)
- [Insight into how technologies will affect each other, the budget and the workload](#)
- [Buy-in and commitment to strategic technology priorities](#)

Wipfli's technology health check audits your technology systems and creates a multi-year IT roadmap for investing in the future. You get a thorough overview of where your organization is at today and a strategic technology plan to support future growth. You receive clarity around key priorities, high-value opportunities and implementation timelines.

[Learn more about our technology health check >](#)

The average cost of a cyberattack for an organization is **more than \$1 million.**



### Cybersecurity

Cyberattacks are no longer a question of “if.” They’re a question of “when.”

- Every 14 seconds, a business falls victim to ransomware.
- Every 39 seconds, a computer is hacked.
- On average, it takes a business more than 200 days to detect a data breach.

Cyberthreats are growing and becoming more sophisticated. But Wipfli’s team of cybersecurity professionals can help ensure your security strategy and solutions are as fluid and agile as the evolving cyber landscape.

We provide a full range of cybersecurity services to help you proactively address mounting threats with the right technology and build security so your organization is more resistant to attacks and resilient.

Our services include:

- Vulnerability scanning and assessments
- Penetration testing and red teaming
- Cybersecurity risk assessments
- Cybersecurity policy development
- Managed detection and response
- Cloud security
- Virtual CISO
- Vendor management
- Incident response and handling

Our team can help you prioritize your cybersecurity efforts while ensuring you are [responsive to changing technology and emerging threats](#). Work with Wipfli to get the guidance, assurance and discipline you need to keep your company safe.

[Learn more about our cybersecurity services >](#)

# Accounting and financial management software

Another significant area you can put your PPP1 and PPP2 loan funds toward is software for accounting, processing payments and tracking payroll, expenses, supplies, inventory and records.

This is especially important because you are required to account for your PPP funds, which makes tracking your expenditures critical. For both PPP1 and PPP2 loans, at least 60% of the loan amounts must be put towards payroll. That means you can put up to 40% of the loan amounts toward other qualifying costs, such as software and cloud-computing services, mortgage interest, rent, utilities, worker protection expenditures and more.

But [you need to track what you use your funds on](#), or else you could put your loan forgiveness in jeopardy and turn your PPP loan into a true loan.

Mixing loan proceeds with other funds may make it difficult to track and document qualified usage. It can be helpful to create a new bank account or a new general ledger cash account as an additional layer of segregation.

Of course, the right software can make tracking your expenditures much easier. You can simplify your finance and accounting processes with a [modern financial system](#) that improves processes and productivity, reduces operational costs, and gives you and your leadership team real-time access to financial information. Plus, financial software can [greatly simplify and enhance the value of reporting](#).

We find two software options cover the full range of an organization's accounting and financial management needs.



## Sage Intacct

[Sage Intacct](#) is an award-winning, cloud-based financial management and accounting system designed to help small and mid-sized businesses improve company performance and make finance departments more productive and effective.

Sage Intacct can save your organization time and money by modernizing your accounting processes and delivering the key real-time information your leaders need to make proactive decisions. With Intacct, you can:

- Automate complex processes
- Deliver financial and operational insights
- Improve lead-to-cash cycles and shorten days sales outstanding
- Enhance financial, managerial and operational reporting and analysis
- Reduce operating costs
- Drive strategic decisions

The years of experience and the finance skills of the Wipfli teams, combined with Sage Intacct's efficiency and performance, give you the insights you need to drive strategic decisions today and innovate for tomorrow. Let us serve as your implementation and customization partner.

[Learn more about Sage Intacct >](#)

“I am thrilled to report that [with Sage Intacct] it has taken me **less than 15 minutes** to run our month-end reports — a process that used to take me the better part of two days!”

**Sarah Heil**, *Director of Finance Operations at ACLU of Minnesota*

[Read success story >](#)



#### Oracle NetSuite

Oracle NetSuite delivers the proven financial management capabilities required to grow a changing, complex organization.

It offers real-time financial and accounting analytics with easily accessible reports and KPIs. It turns core business systems into customer-facing commerce systems with a customizable, customer-specific experience. And it provides the built-in flexibility of the cloud, which seamlessly migrates configurations and customizations with each updated version.

With NetSuite, your organization can continue focusing on what you do best and react to new market opportunities swiftly and confidently. NetSuite’s financial management solution:

- Expedites daily financial transactions
- Accelerates the financial close
- Ensures compliance
- Delivers complete real-time visibility into financial performance

Wipfli has deep experience implementing and customizing NetSuite for organizations across a range of industries. Let us help you gain clearer visibility into and control of your organization.

[Learn more about Oracle NetSuite >](#)

“NetSuite is saving us considerable time and allowing us to **engage with our data in new ways.**”

**Lisa Munson**, *Chief Financial Officer at Milestone Inc.*

[Read success story >](#)



# HCM software

The right processing and tracking software doesn't stop at accounting and financial management. It can also stretch to other areas of your organization like human capital management (HCM) – from onboarding to payroll to employee benefits.

One robust HCM software solution we recommend is [isolved](#).

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## Learn more about HCM software

What is human capital management?

[Read more >](#)

How streamlining HCM improves your business operations

[Read more >](#)

6 benefits of streamlining your open enrollment process

[Read more >](#)



### [isolved](#)

isolved has the ability to turn HR into a strategic function. It delivers accurate workforce insights – measurable data flows into reports that are easy to use and understand, even for data and analytics novices. And it streamlines processes to improve organizational efficiencies and profitability.

**Payroll:** isolved's payroll processing software is designed to simplify the way you pay your employees. It enables direct deposit and pay cards, handles payroll tax filing for multiple states and locations, ensures accurate court-ordered garnishments, provides employees with easy self-service, and delivers anywhere, anytime access. It's efficient and secure.

**Time and expense:** isolved enables employers to track and monitor expenses, breaks and overtime; monitor errors; and manage other time policies to ensure complete and accurate timecards.

**HR:** isolved helps you manage, strengthen and compensate your workforce. You can easily and securely store and share employee data with a single-source database, eliminate paper files and streamline HR workflows and – overall – turn your HR department into a strategy center that is focused on building culture and improving organizational efficiencies.

**Employee benefits:** Smooth out the complex task of managing your employee benefits. isolved helps you set up your benefit plans, organize enrollment, drive enrollment for your employees with easy cost benefit comparisons, make changes to benefit plans quickly and more. In addition, isolved connects with carriers to ensure all life events are properly communicated to the carrier, on time.

**Onboarding:** isolved streamlines the onboarding process. It allows new hires to enter information directly into isolved, avoiding duplicate data entry, and walks them through each step, task and form that are part of your orientation. The onboarding tools are customizable, so you can collect as little or as much information as you want. Once onboarded, all the data moves along to time, payroll and benefits enrollment – streamlining the entire process.



## Adoption and training services

Ready to close the technology skills gap?

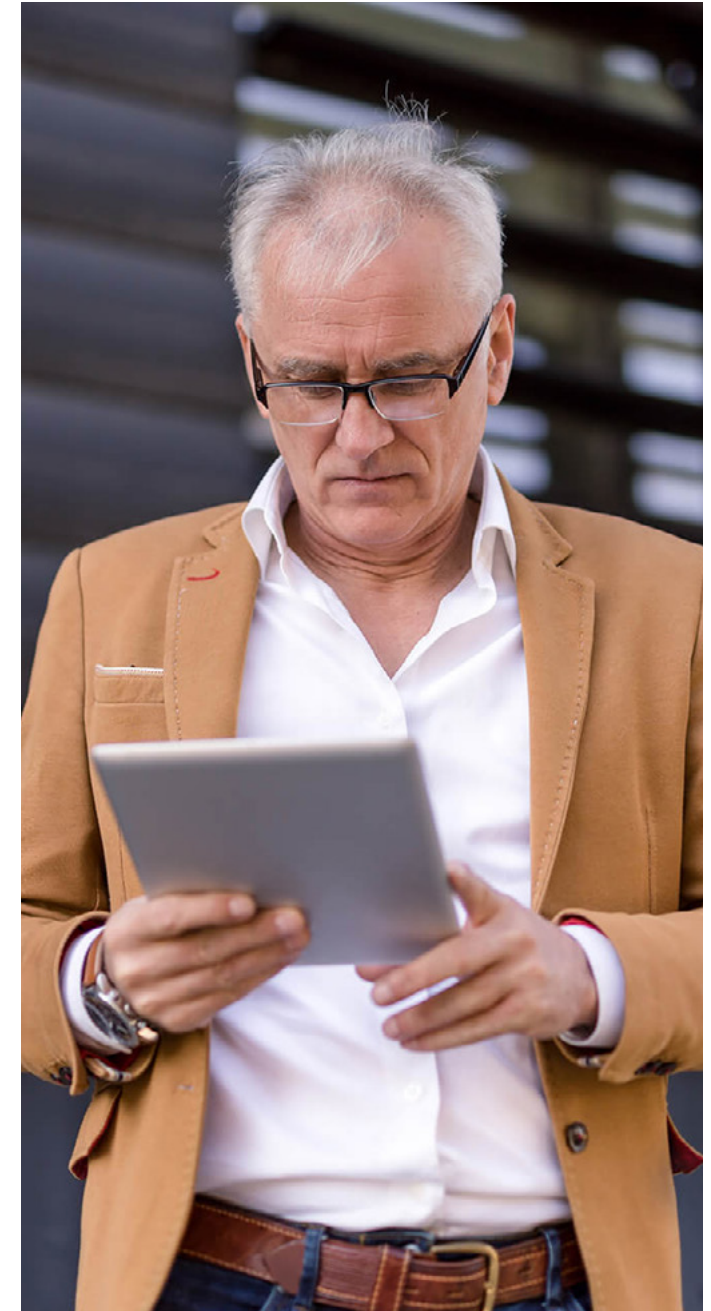
After you've deployed your chosen technology solutions, it's time to help employees use the platforms to the fullest. This is not an "if you build it, they will come" situation. Employees need ample support to adopt new tools and work in different ways; adoption and ROI increase significantly through supportive training and change management.

Wipfli helps your employees make the most of your technology. We provide a training platform to accelerate user adoption and foster an environment of continuous learning. Our experienced change agents will help your team learn and share so you can leverage all the productivity and collaboration tools your technology has to offer. Through proactive communication and resistance management planning, we increase adoption and employee retention through times of transition.

Wipfli provides flexible user adoption and training services, including:

- Proven digital adoption strategies
- Change, communication and resistance management assistance
- A customized training portal
- A robust, interactive training catalogue
- Adoption tracking and analytics
- Product champion support

[Learn more about our adoption and training services >](#)





## Taking care of your today and transforming your tomorrow

Ready to invest your PPP2 loan funds into the future of your organization?

Let the Wipfli team help you strategically evaluate your operations and prioritize current and future spending so you can turn opportunities into action.

We are a top 20 national accounting and consulting firm committed to delivering results that transform. Business today is more fluid than ever. Helping firms achieve their goals takes imagination, discipline and a process that delivers results today while anticipating tomorrow's demands.

*That's Wipfli.*

Our people are eternal students, bringing cross industry experience and creativity to help clients see beyond today's most complex business challenges.

Learn more at [wipfli.com](https://www.wipfli.com).