



DMCC

# BUSINESS APPS MANAGER

Getting Started Playbook

**MADE  
FOR  
TRADE**

[dmcc.ae](https://dmcc.ae)

Business is  
evolving fast





A photograph of three people in a modern office environment. A woman with curly hair, wearing a black and white striped shirt, is seated and looking at a laptop. Two men, one older and one younger, are standing behind her, both smiling and looking at the laptop screen. The background shows a blurred office space with wooden shelves and other equipment.

“Only 30% of today’s small businesses are in the cloud; by 2020 this is expected to be 80%”

“Entrepreneurs who don’t understand how cloud and SaaS technology can improve business will be at a sharp competitive disadvantage, no matter what your industry.”

*Sabrina Parsons, CEO, Palo Alto Software*

The amount of time required for business owners to manage the day-to-day running of their business is also constraining their ability to develop it.



“Over half – 57 per cent – of the SME owners surveyed spent less than two hours per week on business activities that were not related to the day-to-day operation,”

*James Scollay (MYOB report)*



Imagine being able to run your business better by using specialised apps in the cloud.

What if those business apps were connected and workflows were automated, with all of your data shared between them.

How about being able to create custom dashboards so you could see what was going on in your business, enabling you to make real-time, informed and data-driven decisions.



# Introducing DMCC Business Apps Manager

## Automated

Connect your business apps to share data between them. Save time and effort on multiple points of data entry.

## Business Intelligence

A Dashboard that shows you what you need to know to run your business, with real-time data from across your apps.

## Consistency across your business functions

A single place to find all of your business critical apps, on the go, and secure.  
Future proof your business, with the ability to switch apps as and when needed without losing all your data.

# DMCC Business Apps Manager Selection



## QuickBooks

QuickBooks Online is a powerful accounting system allowing you to manage customers, invoices, expenses and payroll for your employees.



## gulfHR

gulfHR is a comprehensive human resources and payroll management system.



## Appointedd

Appointedd is the ultimate online booking software allowing any business to take bookings, on any device, in any time zone.



## Microsoft Office 365

Microsoft Office 365 enables productivity, on demand, through mobile, collaborative, and efficient work experiences.



## Shopify

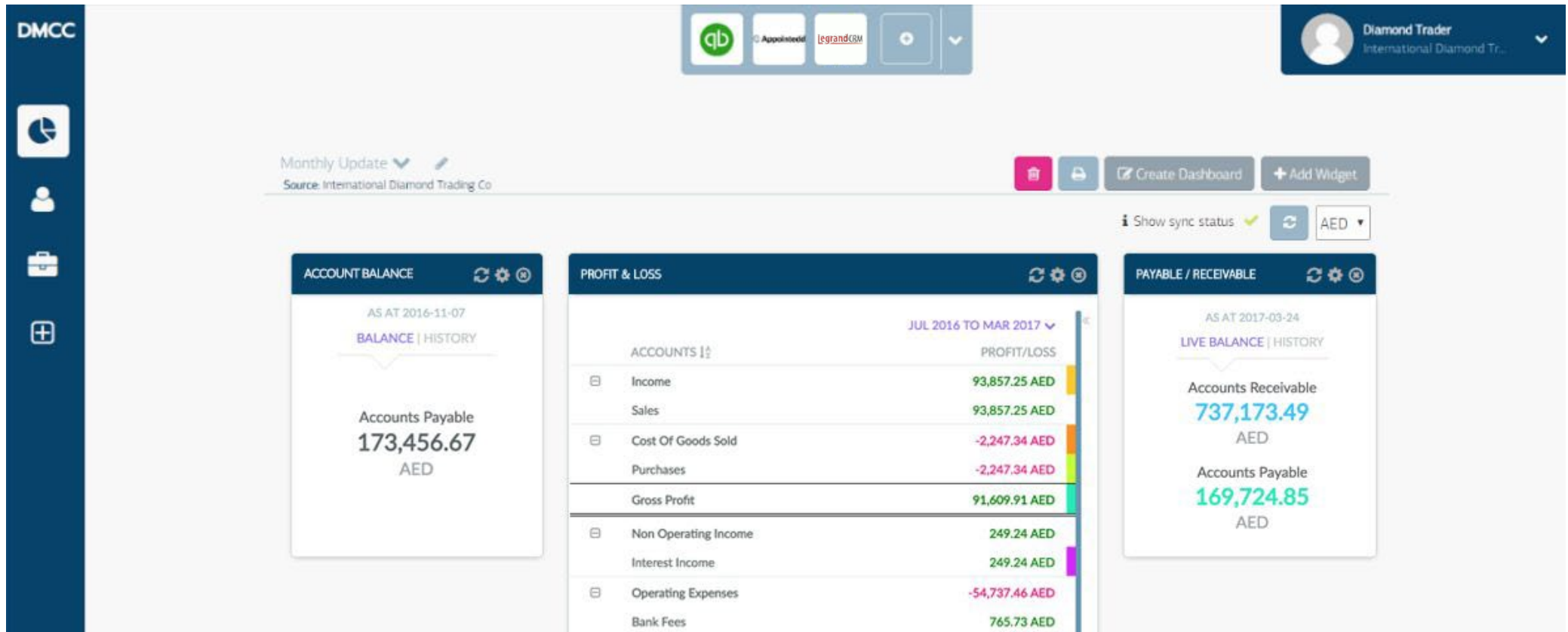
Shopify is an ecommerce platform that allows anyone to easily sell online, at a retail location, and everywhere in between.



## Legrand CRM

Legrand CRM allows you to consistently manage all your customer data and communications wherever you are

# DMCC Business Apps Manager Dashboard



DMCC Business Apps Manager provides a simple, user-friendly Dashboard where you can access your business applications, run your operations and monitor your whole business at a glance, using our advanced analytics. Powered by Maestrano, DMCC Business Apps Manager enables data sharing between applications by creating a central pool of data, so you can use the apps you are used to and get the same integration level as larger organisations.



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# Setting Up

Get set up on DMCC Business Apps

# Setting Up

## Getting Started Checklist

- ☐ Get set up on DMCC Business Apps Manager
- ☐ Find your business apps

# Setting Up

## Sign in and Connect an App



Let's walk through the process of adding an app to DMCC Business Apps Manager, in this case, QuickBooks.

Note: By the end of this process the app will be connected, but the data not yet shared. We will walk through how to sync data in the following section.



# Setting Up

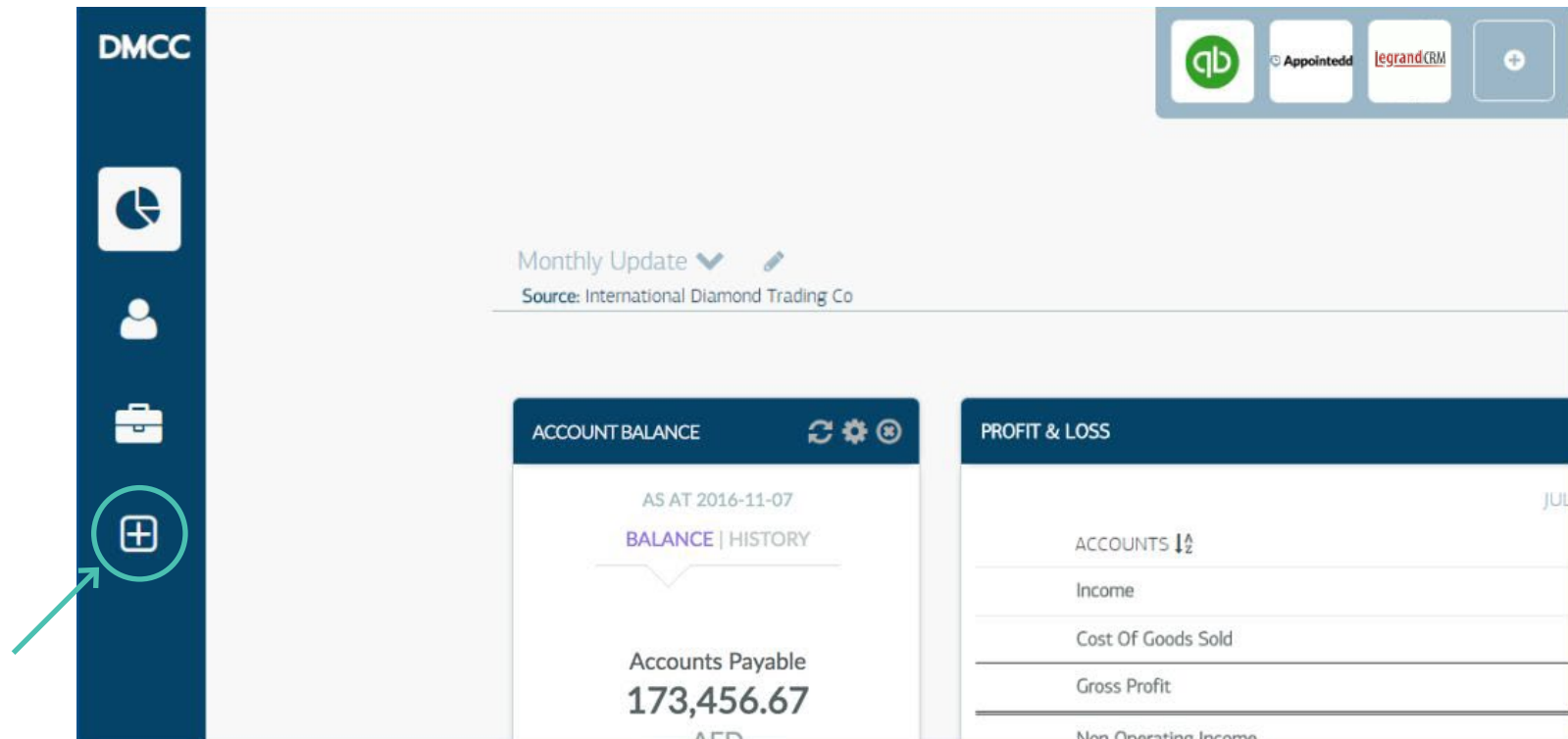
## Sign in to DMCC Business Apps Manager



[https://dmccbusinessapps.dmcc.ae/mnoe/auth/users/sign\\_in](https://dmccbusinessapps.dmcc.ae/mnoe/auth/users/sign_in)

# Setting Up

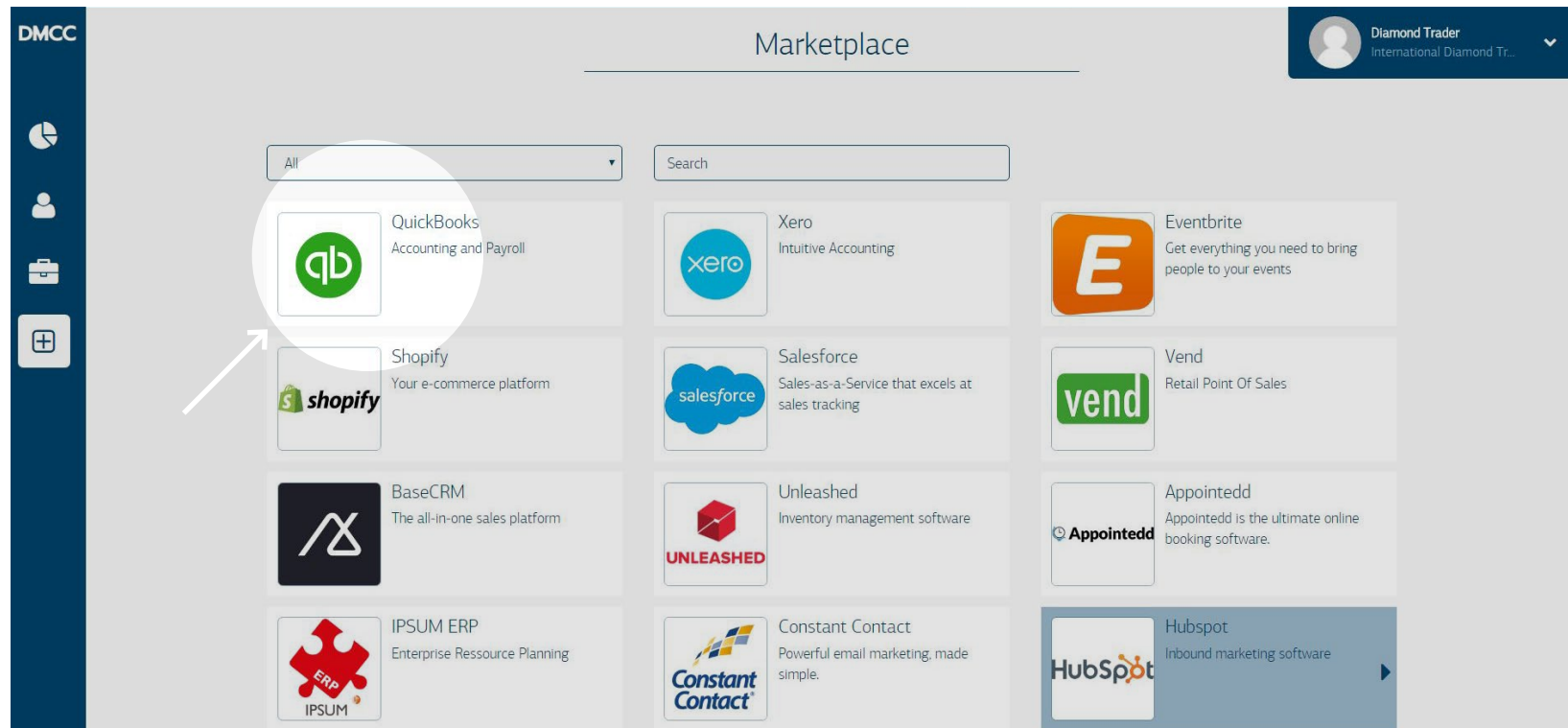
## Find your Apps



- DMCC suggested business applications: Legrand CRM , QuickBooks, gulfHR and Appointedd.
- Navigate to, and click on, the 'Marketplace' tab navigation bar on the left side to find your preferred apps.

# Setting Up

## Connecting to QuickBooks



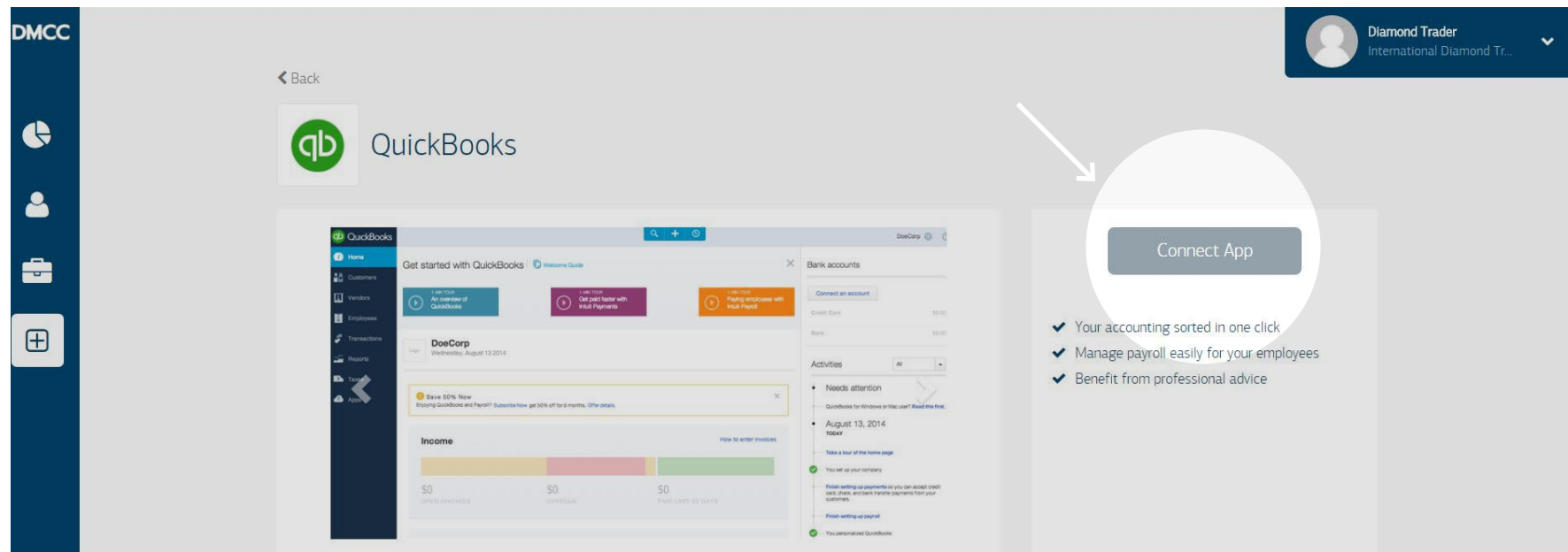
In this example, we will look at an accounting application, QuickBooks.

- In the Marketplace, you can filter by type of app, and/or search directly based on the name of the app.
- When you find your app, click on the appropriate box.



# Setting Up

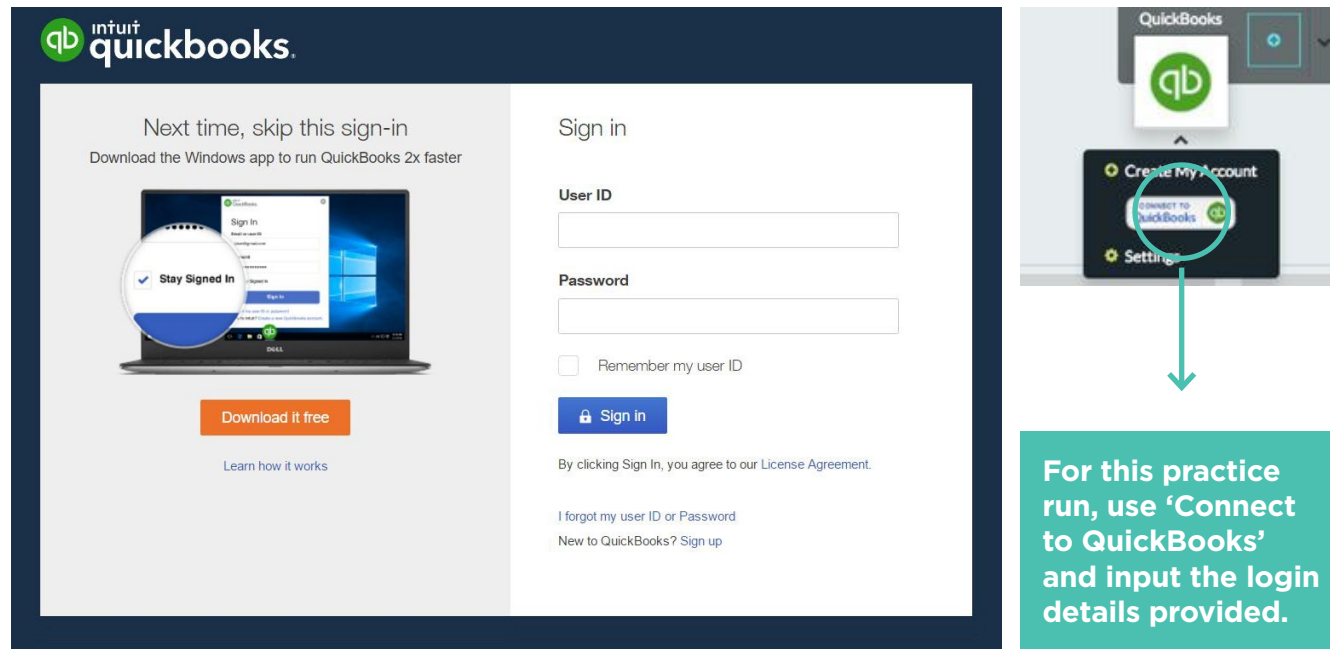
## Connecting to QuickBooks



- This will take you to a page that houses further information about the selected app.
- Click 'Connect App'.

# Setting Up

## Connecting to QuickBooks



The image shows the QuickBooks login interface. On the left, a promotional banner for the Windows app features the text "Next time, skip this sign-in" and "Download the Windows app to run QuickBooks 2x faster", accompanied by a "Download it free" button. The main section is titled "Sign in" and includes fields for "User ID" and "Password", a "Remember my user ID" checkbox, and a "Sign in" button. Below these are links for "I forgot my user ID or Password" and "New to QuickBooks? Sign up". To the right, a diagram illustrates the QuickBooks app menu, with a red circle highlighting the "Connect to QuickBooks" option, and a red arrow pointing to a text box.

**For this practice run, use 'Connect to QuickBooks' and input the login details provided.**

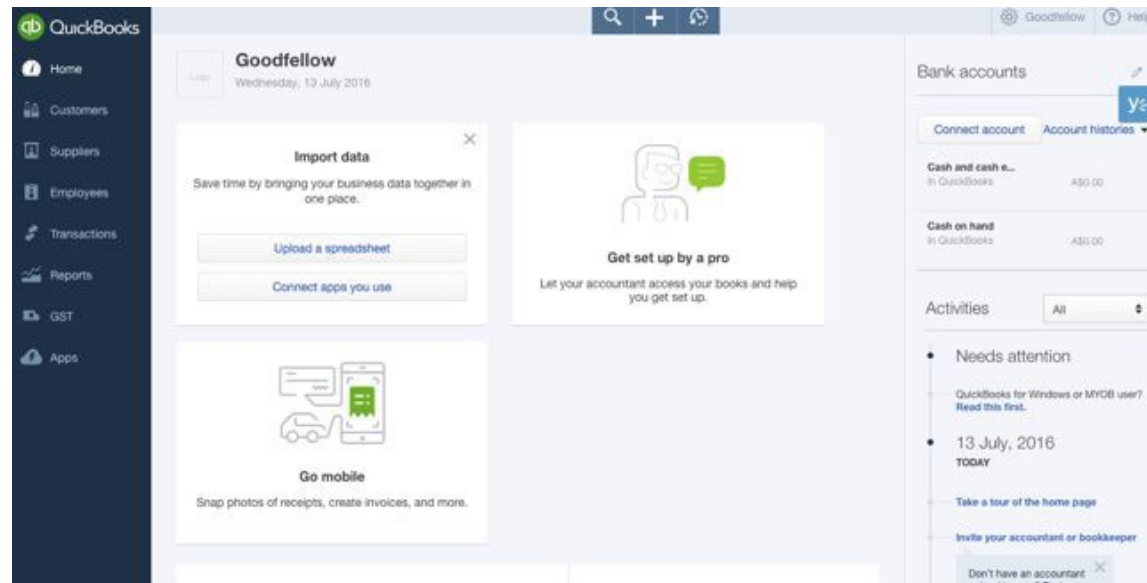
You will be redirected back to the DMCC Business Apps Manager Dashboard where QuickBooks has been added, and can be seen in the top application bar.

Hover over the QuickBooks app box to see a menu of options:

- Create My Account: click on this if you are new to QuickBooks, and would like to set up an account, learn more about it, or start a free trial.
- Connect to QuickBooks: click here to enter your existing QuickBooks login details.

# Setting Up

## Connecting to QuickBooks



Note: The sign-up experience may vary from app to app. Follow the in-app prompts to log in or sign up to each.

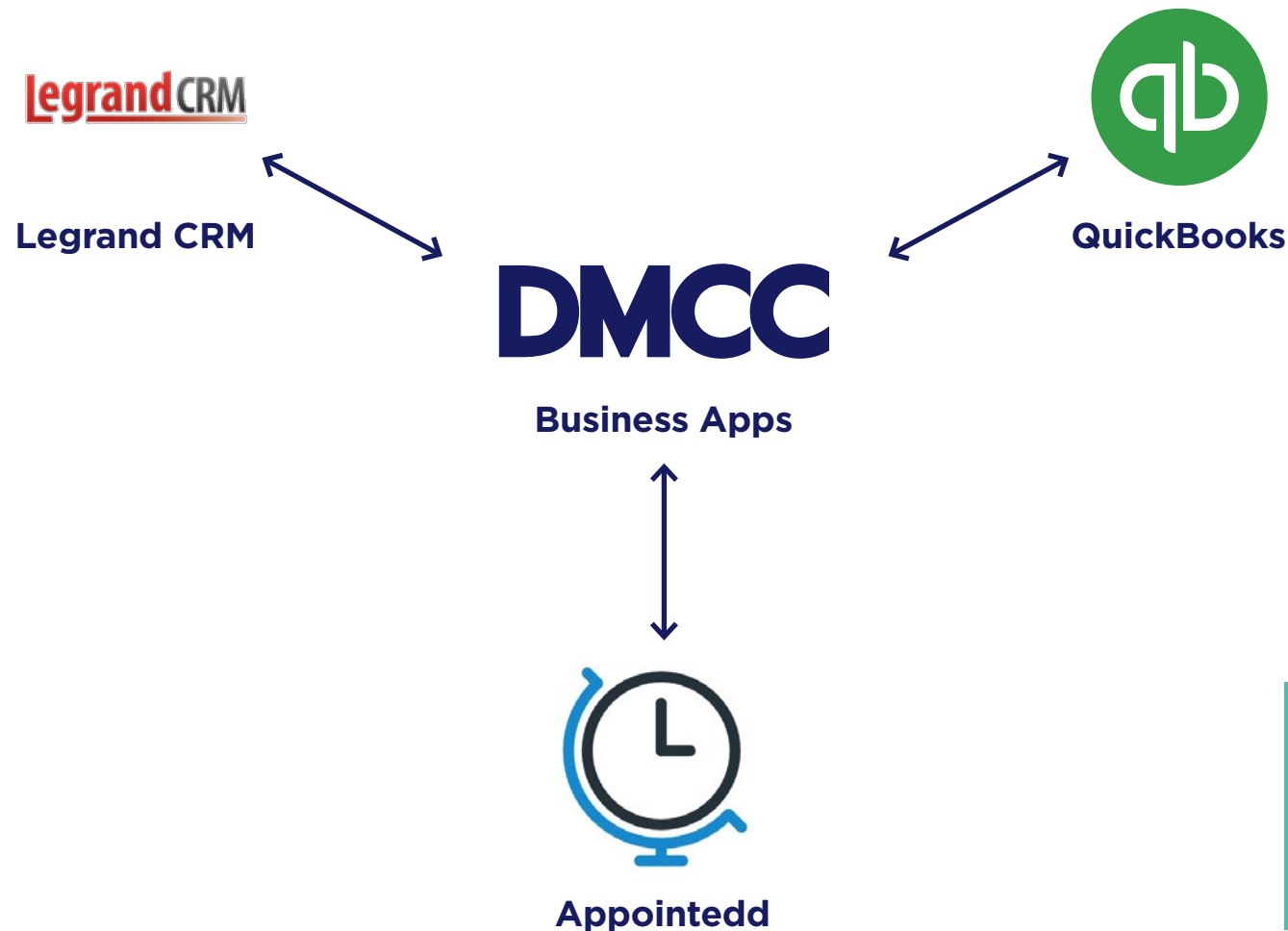
- Some apps offer free trial periods, some are completely free, and others require a subscription; make sure to choose the best option and app for you!
- If you already have an account, sign up with your existing login credentials to access your data and link up your app to DMCC Business Apps Manager

Follow this process of finding and logging into your apps as many times as you need to build a suite to help you run your business. Remember, if in doubt, use the navigation bar on the left side to find the Marketplace.



# Setting Up

## Connect your Business Apps



To access Appointedd and Legrand CRM, simply click on the launch button and you will access your app automatically.

Hint: follow the steps as shown in the previous section with QuickBooks.

# Setting Up

## Sync your Business Apps

The screenshot shows the DMCC Business Apps Manager interface. At the top center, a bar contains icons for three apps: qb, Appointeaid, and lograndow. A green circle highlights this bar, and a green arrow points to the plus icon next to the app icons. Below this bar, the page is divided into two main sections: 'ACCOUNT BALANCE' and 'PROFIT & LOSS'.

**ACCOUNT BALANCE**

AS AT 2016-11-07

BALANCE | HISTORY

Accounts Payable  
**173,456.67**  
AED

**PROFIT & LOSS**

JUL 2016 TO MAR 2017

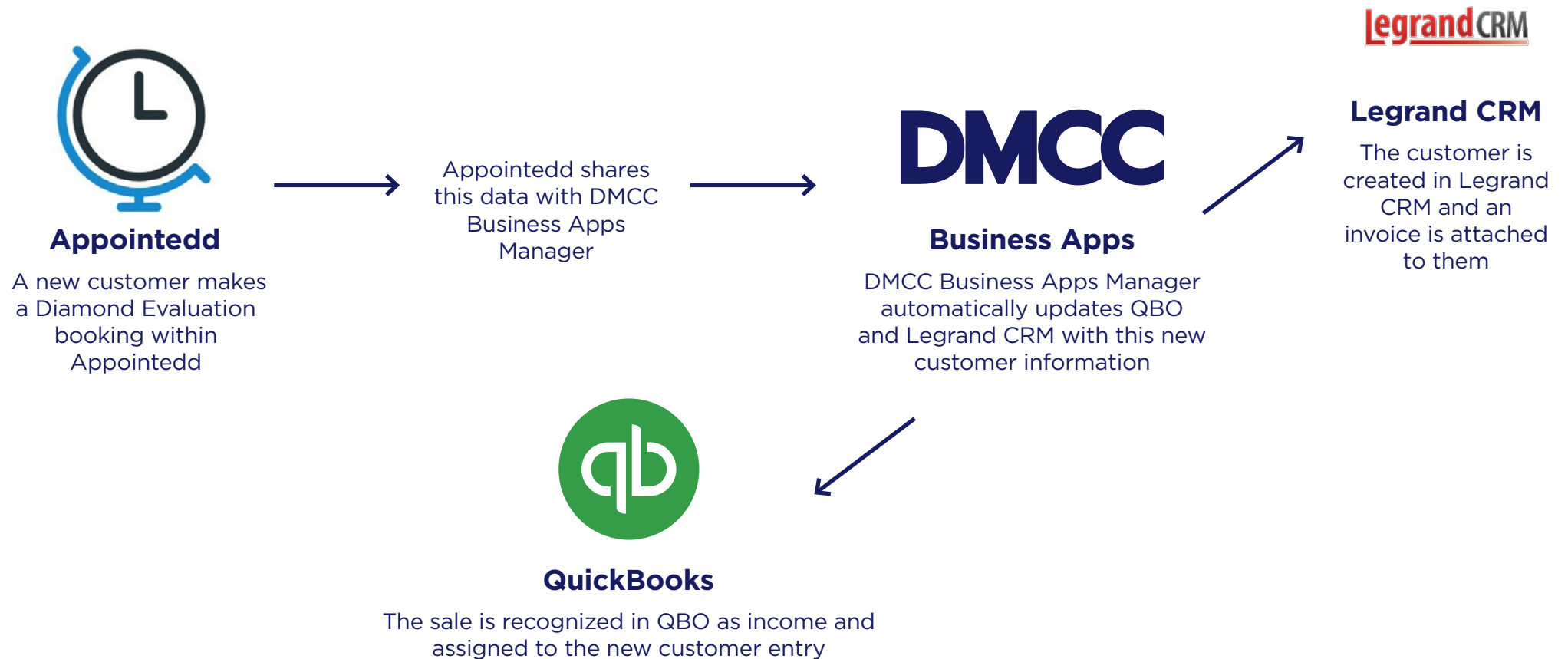
ACCOUNTS	PROFIT/LOSS
Income	93,857.25 AED
Sales	93,857.25 AED
Cost Of Goods Sold	-2,247.34 AED
Purchases	-2,247.34 AED
Gross Profit	91,609.91 AED
Non Operating Income	249.24 AED
Interest Income	249.24 AED
Operating Expenses	-54,737.46 AED
Bank Fees	765.73 AED

- You should now be able to see the three apps at the top center of the DMCC Business Apps Manager home page.
- Sign up to each app: click on each and select 'Launch' or the appropriate prompt to begin the login/sign-up flow
- After you have signed up to each app, please return to the DMCC Business Apps Manager page.

# Setting Up

## Check your Workflows

Now that you have connected and synced your apps, you can start to test how they work together. For example, our International Diamond Trading Company can see that new customer contact information is synced across its apps:



# Setting Up

## New Contact Scenario

Let's walk through a scenario where the data of a customer's booking, made in one app, is automatically synchronized with each of their linked applications.

### Appointeddd

The screenshot shows the Appointeddd app interface for 'International Diamond Trading Co'. The top navigation bar includes 'APPOINTMENTS', 'CUSTOMERS', and 'TASKS'. A '+ Add Booking' button is visible. The main view is a calendar grid for February 24th to March 2nd. A modal form is open for adding a new customer. The form includes fields for 'First name', 'Last name', 'Email Address', 'Mobile Number', and 'Phone Number'. There is also a 'Booking notes' section. A 'Create Booking' button is at the bottom right of the modal.

1) Make a 'consulting appointment' in Appointeddd for a new customer (Launch the Appointeddd app within DMCC Business Apps Manager. Navigate to Appointments --> Add. Fill out the booking and new customer information, following the booking prompts).

### QuickBooks

The screenshot shows the QuickBooks app interface. The top navigation bar includes 'Customers', 'Invoices', 'Expenses', 'Reports', 'Tools', and 'Settings'. The main view is a list of customers. The list includes columns for 'CUSTOMER', 'PHONE', and 'OPEN BALANCE'. The first customer listed is 'Almogal Goodhouse' with a phone number of '440 00' and an open balance of '440 00'. The second customer is 'Anne Flanagan' with a phone number of '440 00' and an open balance of '440 00'. The third customer is 'Anne Flanagan' with a phone number of '440 00' and an open balance of '440 00'.

2) Check in QuickBooks for the new customer (Launch the QuickBooks app within DMCC Business Apps Manager. Navigate to Customers. Look for the new customer's information).

### Legrand CRM

The screenshot shows the Legrand CRM app interface. The top navigation bar includes 'Calendar', 'Leads', 'Organizations', 'Contacts', 'Opportunities', 'Products', 'Documents', 'Tickets', and 'All'. The main view is a list of contacts. The list includes columns for 'First Name', 'Last Name', 'Title', 'Organization Name', and 'Primary Email'. The first contact listed is 'Gail Berner' with a title of 'VP Customer Success' and an organization name of 'Aden Aderit'. The second contact is 'Mark Woodrow' with a title of 'VP Customer Success' and an organization name of 'Aden Aderit'. The third contact is 'Andy' with a title of 'VP Customer Success' and an organization name of 'Aden Aderit'. The fourth contact is 'John' with a title of 'VP Customer Success' and an organization name of 'Aden Aderit'. The fifth contact is 'Mark' with a title of 'VP Customer Success' and an organization name of 'Aden Aderit'. The sixth contact is 'John' with a title of 'VP Customer Success' and an organization name of 'Aden Aderit'. The seventh contact is 'Shane' with a title of 'VP Customer Success' and an organization name of 'Aden Aderit'.

3) Check in Legrand CRM for the new customer (Launch the Legrand CRM app within DMCC Business Apps Manager. Navigate to Contacts. Look for the new customer's information).



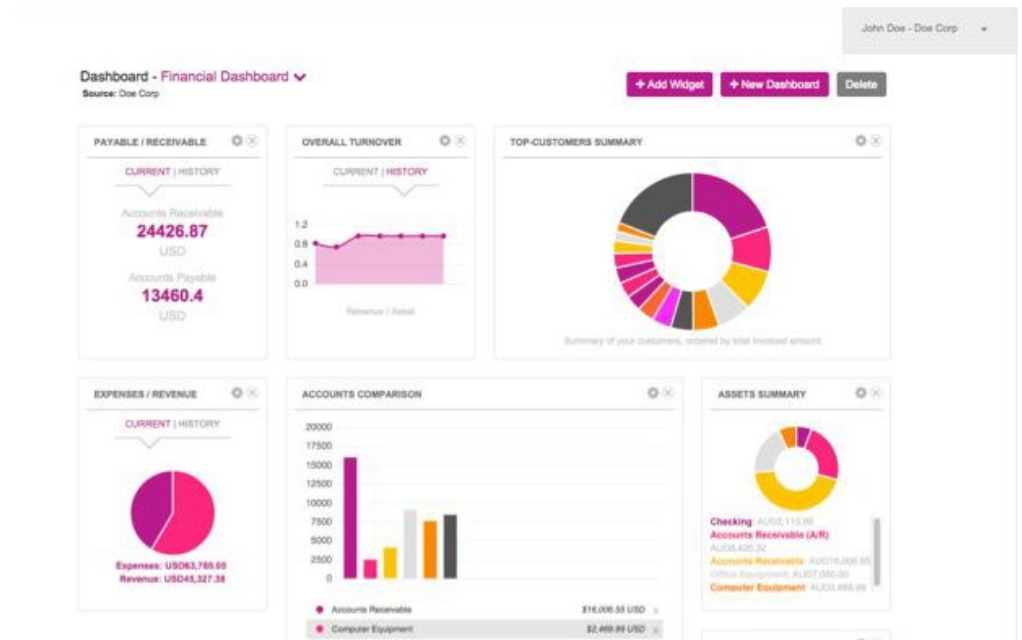
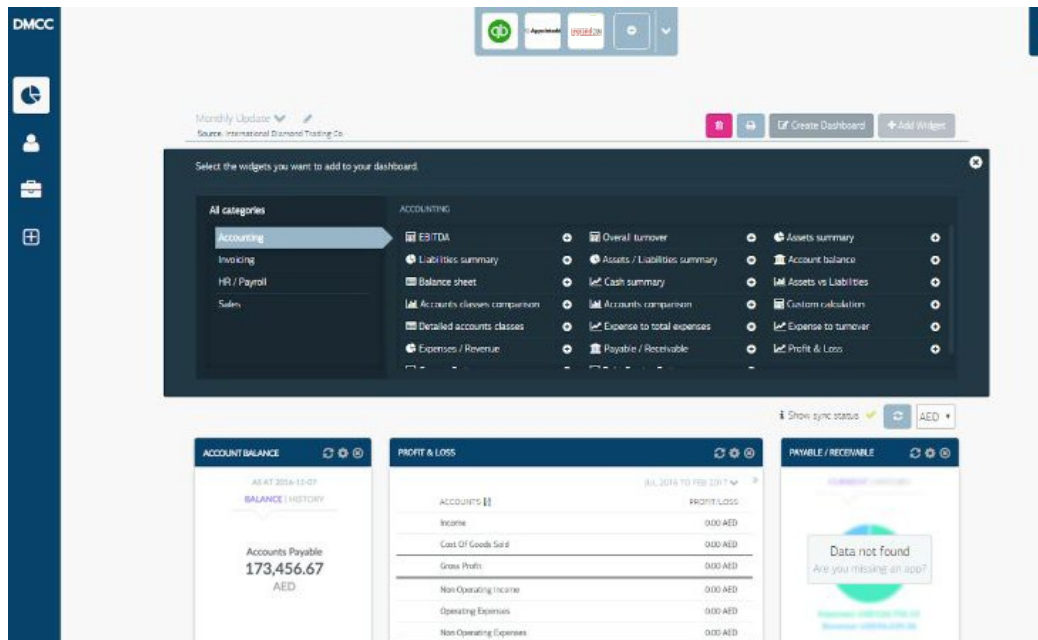


# Business Intelligence

Create and print reporting  
Dashboard

# Business Intelligence

## Business Intelligence at a glance



# Business Intelligence

## Business Intelligence Checklist

- ☐ Identify key business metrics
- ☐ Create a Dashboard
- ☐ Print a copy
- ☐ Add relevant widgets
- ☐ Print a copy

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# Business Intelligence

## Identify Key Business Metrics

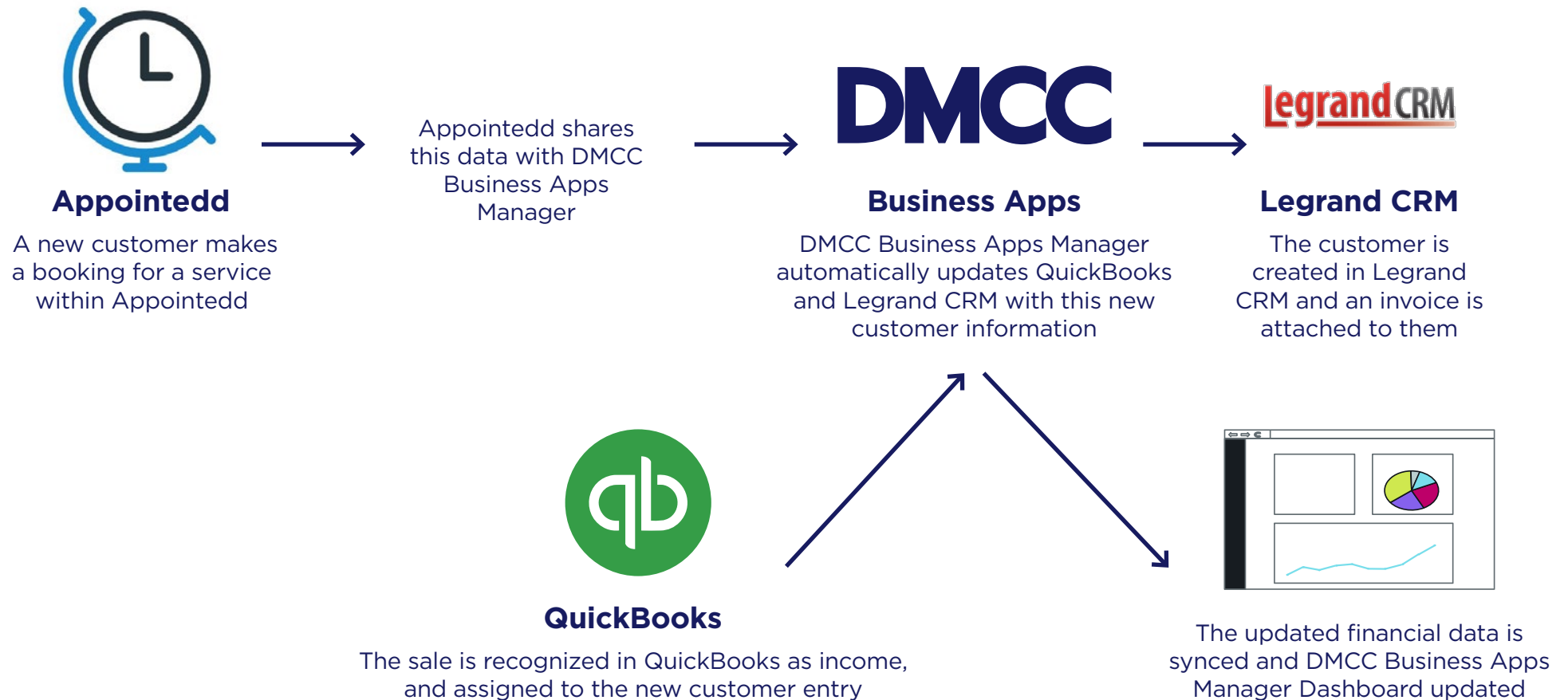
What information do you need to help you run your business, motivate your team, or make informed decisions?



# Business Intelligence

## Dashboard Scenario

Let's explore the whole flow again, based on the example of an International Diamond Trading Company. We will have a look at how the platform can generate Business Intelligence, in the form of a Dashboard, when a new customer makes a booking.



# Business Intelligence

## Create a Dashboard

The screenshot displays the DMCC dashboard interface. At the top, there's a header with the DMCC logo, a row of application icons (qb, Appointoid, legand CRM), and a user profile for 'Diamond Trader'. Below the header, a 'Monthly Update' status is shown. The main area contains two widgets: 'ACCOUNT BALANCE' and 'PROFIT & LOSS'. The 'ACCOUNT BALANCE' widget shows 'Accounts Payable' at 173,456.67 AED. The 'PROFIT & LOSS' widget shows a table of financial data for the period 'JUL 2016 TO MAR 2017'. A 'Create New Dashboard' modal is open in the foreground, with a text input field containing 'E.g: Cash Accounts Monitoring' and 'Add' and 'Cancel' buttons at the bottom. A green arrow points to the 'Add' button.

DMCC

qb Appointoid legand CRM

Diamond Trader  
International Diamond Tr...

Monthly Update  
Source: International Diamond Trading Co

Create Dashboard Add Widget

Show sync status AED

**ACCOUNT BALANCE**

AS AT 2016-11-07

BALANCE | HISTORY

Accounts Payable  
**173,456.67**  
AED

**PROFIT & LOSS**

JUL 2016 TO MAR 2017

ACCOUNTS	PROFIT/LOSS
Income	93,857.25 AED
Sales	93,857.25 AED
Cost Of Goods Sold	-2,247.34 AED
Purchases	-2,247.34 AED
Gross Profit	
Non Operating Income	
Interest Income	
Operating Expenses	
Bank Fees	

Create New Dashboard

Name E.g: Cash Accounts Monitoring

Cancel Add

- Create a Dashboard – Click 'Create Dashboard', and choose a relevant name. In this case 'Financial Dashboard'

# Business Intelligence

## Add a Widget

Monthly Update ▼

Source: International Diamond Trading Co.

Create Dashboard

Add Widget

Select the widgets you want to add to your dashboard.

All categories

Accounting

Invoicing

HR / Payroll

Sales

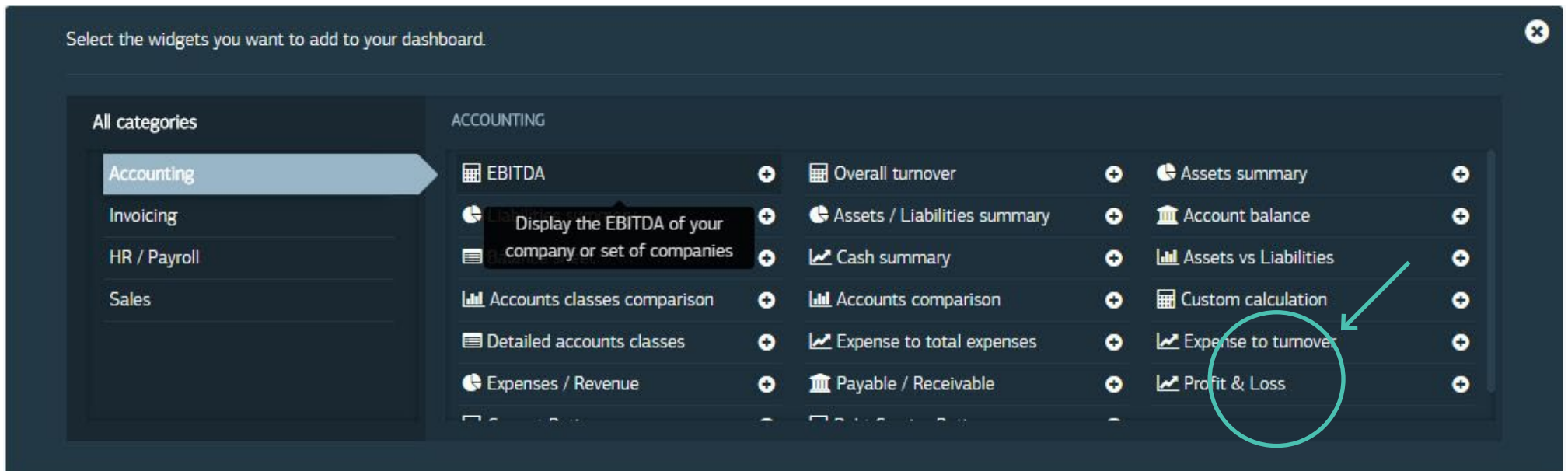
ACCOUNTING

EBITDA	+	Overall turnover	+	Assets summary	+
Liabilities summary	+	Assets / Liabilities summary	+	Account balance	+
Balance sheet	+	Cash summary	+	Assets vs Liabilities	+
Accounts classes comparison	+	Accounts comparison	+	Custom calculation	+
Detailed accounts classes	+	Expense to total expenses	+	Expense to turnover	+
Expenses / Revenue	+	Payable / Receivable	+	Profit & Loss	+

- Click 'Add Widget'
- Choose your category – in this example, we are most interested in accounting related content.
- Pick your widget – based on the metrics you need, pick your selected widgets and add to your Dashboard (hover over each for a more detailed description).

# Business Intelligence

## Choose your Widget/s

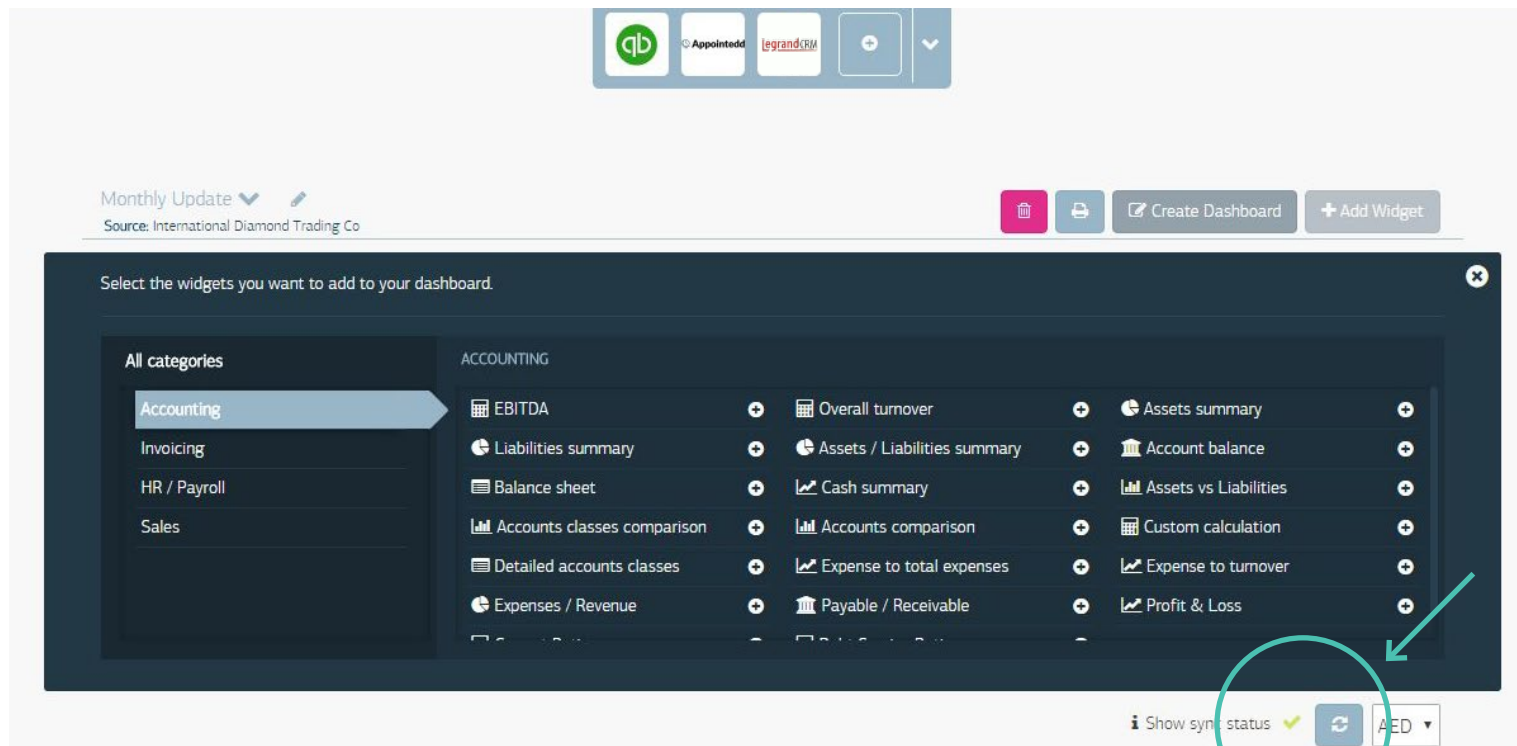


- This is your opportunity to build a Dashboard that is unique to your specific needs, be it updating the executive team on financials or motivating your sales team. The range of widgets available enables you to customize each report.
- In our example, we want to know about our monthly profitability. We can check this in a number of ways, but, for this example, we will choose 'Accounting' and click the 'Profit & Loss' widget.



# Business Intelligence

## Sync your Dashboard

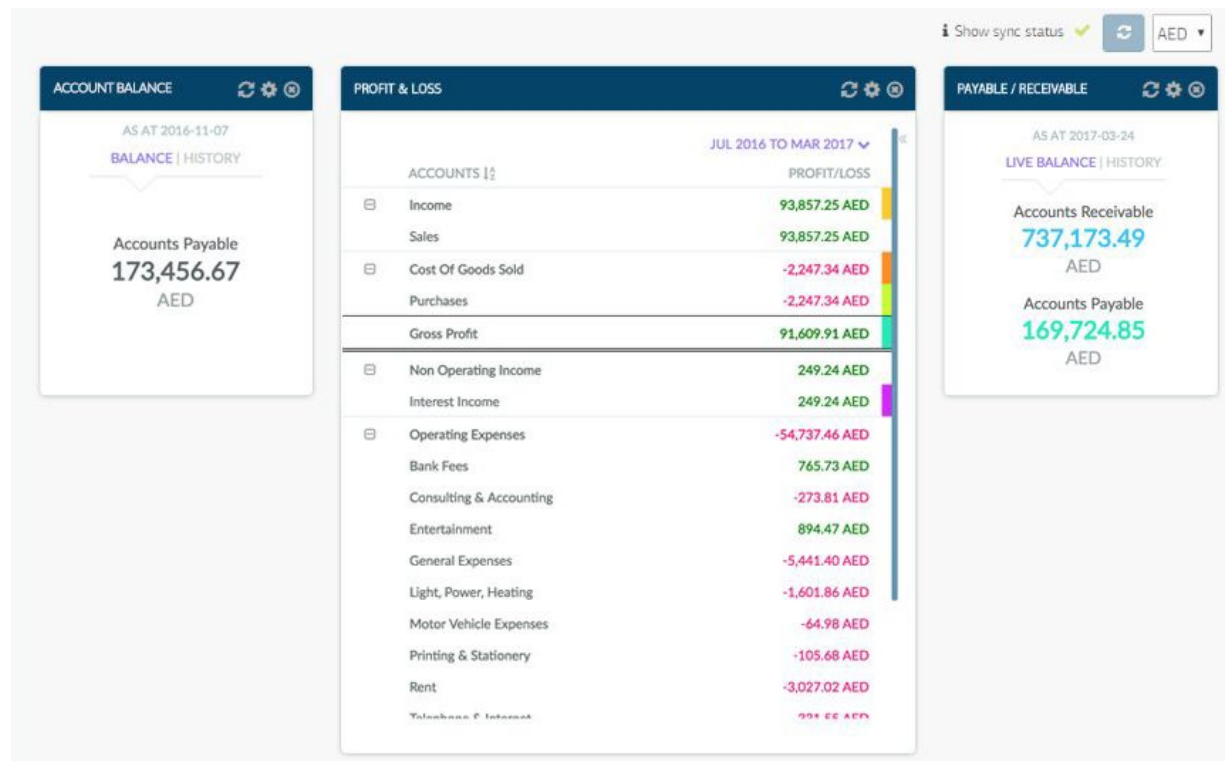


- Click on 'Create a Dashboard'.
- Name your Dashboard and click 'Ok'
- Underneath, you will see a sync button; click on this to sync your apps.

Hint: The amount of data within your apps affects the speed of the initial sync. This can take between a few minutes to a few hours, so sit tight! If there is no information displayed in your Dashboard, check that there is data within your apps and that they are synced properly.

# Business Intelligence

## Generate your Dashboard



- Once you click on the widget, the Dashboard will automatically appear (scroll down the page).
- Here we can see the Profit & Loss information, drawn from the data in our apps.
- If you click on 'Net Profits', you can see a graphic representation of the data you need about the monthly profitability.

# Business Intelligence

## Print a Copy

The screenshot illustrates the process of printing a dashboard. At the top, a header bar contains logos for 'qb', 'Appointed', and 'legrand.com', along with a '+ Add Widget' button. Below this, a 'Monthly Update' dropdown menu is set to 'Source: International Diamond Trading Co'. A toolbar includes a trash icon, a print icon, and buttons for 'Create Dashboard' and '+ Add Widget'.

A modal window titled 'Select the widgets you want to add to your dashboard.' is open, displaying a grid of widgets under the 'ACCOUNTING' category. The widgets include: EBITDA, Overall turnover, Assets summary, Liabilities summary, Assets / Liabilities summary, Account balance, Balance sheet, Cash summary, Assets vs Liabilities, Accounts classes comparison, Accounts comparison, Custom calculation, Detailed accounts classes, Expense to total expenses, Expense to turnover, Expenses / Revenue, Payable / Receivable, and Profit & Loss.

A 'Print' dialog box is overlaid on the modal, showing 'Total: 2 sheets of paper'. It includes a 'Destination' dropdown set to 'Microsoft Print to PDF', a 'Change...' button, a 'Pages' dropdown set to 'All', a 'Layout' dropdown set to 'Portrait', and a 'Color' dropdown set to 'Color'. There are 'Print' and 'Cancel' buttons.

In the background, a preview of the printed dashboard is visible. It shows the 'Monthly Update' title, a list of categories (Accounting, Invoicing, HR / Payroll, Sales), and a grid of widgets. A 'Data not found' message is displayed at the bottom right of the preview.

- Click the 'Print' icon
- De-select any dashboards that you don't want to print
- Print your PDF. Use it to help drive your business decisions!



# Benefits

Save time, money and increase  
productivity



# Benefits

1

## Save Time and Increase Productivity

With automatic data synchronization across each app within the application bundle, you can spend more time running your business. No more time wasted on multiple points of data entry allows for an increase in employee productivity.

2

## Easy Visa and Passport Management

The inclusion of enterprise grade HR management application, gulfHR, gives you complete control over managing employee visas, passports, and other important documentation.

3

## Real-time Overview of Business Performance

The DMCC Business Apps Manager platform gives you an entire overview of your business performance and analytics, in real-time. From sales performance, accounts receivable, to important finance metrics.

4

## Simple & Affordable Payment Structure

The DMCC Business Apps Manager platform features a simple and affordable monthly payment structure. Know exactly what you need to pay for the platform and associated platforms.



# Pricing

Simple and easy pricing  
schedule

# Pricing

The DMCC Business Apps Manager platform offers a 30-day free trial. This allows enough time for your business to test out the reporting features, data synchronization capability, and use of applications.

## Pricing - Per Month (after the 30-day free trial)

**DMCC**

**Business Apps  
Platform**

=

**AED 74**

+



**gulfHR**

from AED 133



**QuickBooks**

from AED 55



**Appointedd**

from AED 44



**Office 365**

from AED 46\*



**Shopify**

from AED 107



**Legrand CRM**

from AED 42

\*Per user per month

# Pricing

## Pricing for a Bundle

**DMCC**

Business Apps Base Platform

+



**gulfHR**



**QuickBooks**



**Appointedd**

**AED 306 per month**

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**Get Started  
Today**

# Resources and Support

## Checklist to get you started

Now you have practiced and mastered the skills you need to get started, apply them to your business today!  
Here's what you need to do:

- ☐ Understand your business goals, apps and processes
- ☐ Sign up to DMCC Business Apps Manager
- ☐ Add and sync 2-3 of your core apps
- ☐ Create a dashboard
- ☐ Repeat as needed to streamline your business



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# Resources and Support

## Contact Us

Ask about DMCC Business Apps Manager when you contact:

Ph: +971 4424 9600  
Email: [customercare@dmcc.ae](mailto:customercare@dmcc.ae)

**DMCC**

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FOR  
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[dmcc.ae](https://dmcc.ae)