

# HOW DO SMALL BUSINESS OWNERS MANAGE THEIR FINANCES?

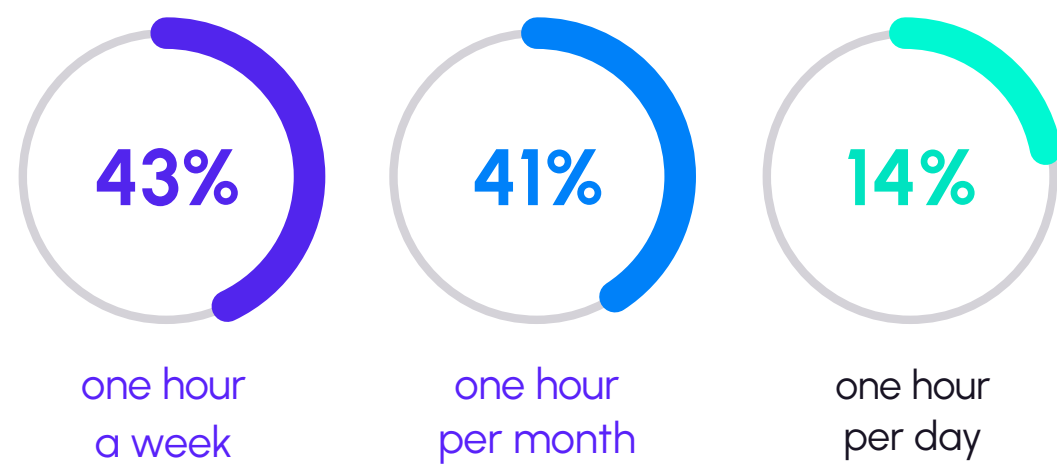
Many small business owners do it all, which includes the financials. But what is “financial management” among the diversity of American small businesses? We surveyed over 500 small business owners to find out what financial statements are important to them, how they spend their time in business finance, and which types of technology are most helpful.

## WHAT FINANCIAL DATA DO SMALL BUSINESS OWNERS REVIEW?



**38%** of small businesses fail because they run out of cash, yet less than half of small business owners monitor it!

## HOW MUCH TIME DO BUSINESS OWNERS SPEND REVIEWING FINANCIAL STATEMENTS?

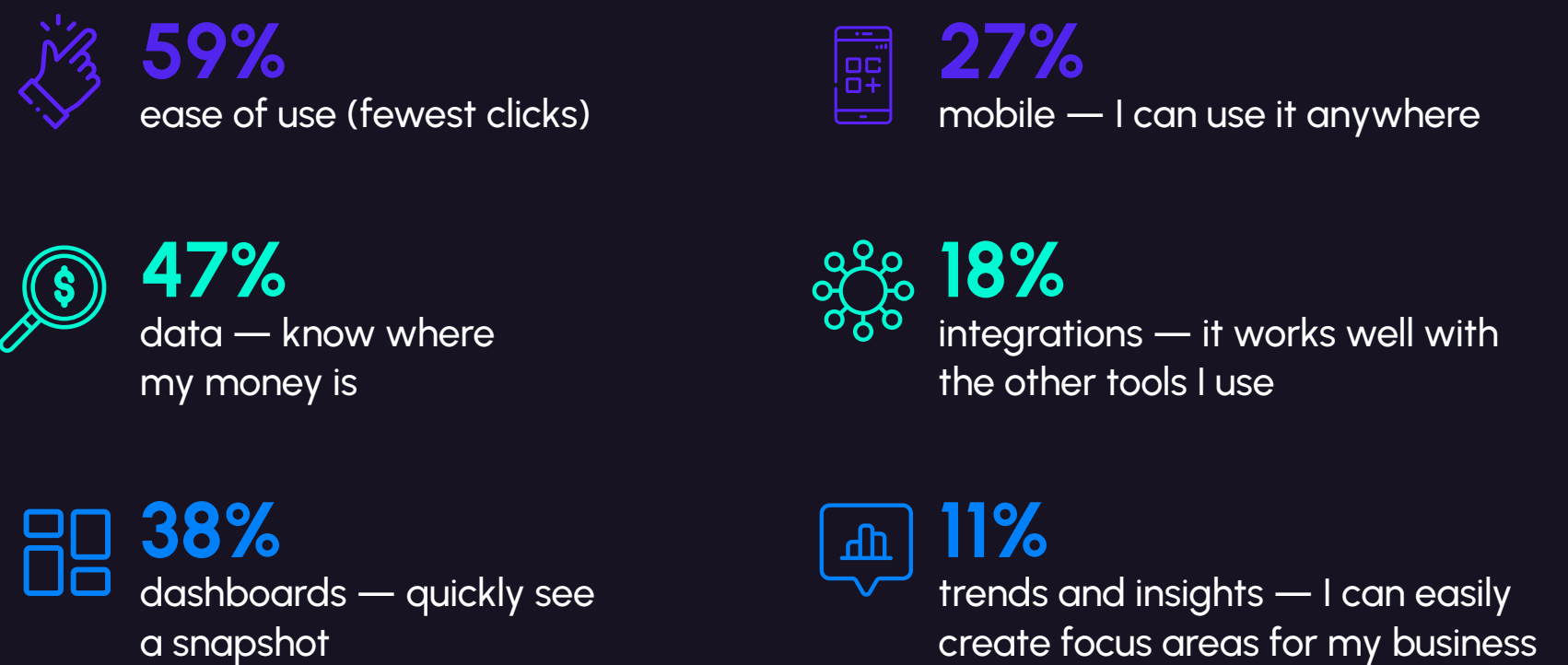


## WHICH APPLICATIONS DO SMALL BUSINESS OWNERS USE TO MANAGE BUSINESS BANKING AND FINANCES?



With so many options for financial management software, how do business owners decide what to use?

## WHY DO BUSINESS OWNERS CHOOSE A FINANCIAL SOFTWARE SOLUTION?



## What if all of it could be consolidated into one platform?

Viably is the first-of-its-kind financial management app, offering all of the tools you need in one place. See your cash flow in real time, stay current on collections, and view customer activity trends. For more information, visit [www.runviably.com](http://www.runviably.com)

