

The Importance of Being User-Friendly

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MasterTax 4.0 and MasterTax ip 4.0

MasterTax got its start by providing the best, user-friendly payroll tax filing applications to payroll tax professionals. To us, being best-in-class includes a user experience that is stress-free and effective, using the best technology for the job. We continue to apply this principle through our redesigned Enterprise product as well as through our upcoming browser-based application. MasterTax is pleased to present the MasterTax 4.0 suite of products.

Real Benefits - Real Easy

A technology's ease of use can quickly translate into corporate dollars gained or lost. For example, frustrated users who cannot accomplish a simple transaction because they lack the workflow expected from their payroll tax software means their job doesn't get done on time or correctly. Numerous calls and emails to your help desk to resolve these issues only seem to add to the problem. MasterTax 4.0's functionality and new Internet architecture serves to reduce and in some cases eliminate these issues. In order to deliver the most usable, most intuitive applications, our user experience team reengineered our applications to deliver the functionality with a look and feel our customers require.

Our Standards Are Driven by Our Customers

Relying on the input of experienced payroll tax professionals and customers, we developed sensible workflow standards across our applications. In order to maximize productivity we have optimized the steps-for-completion process to minimize mouse-clicks. We then verified these processes through our usability tests. Whenever we discovered that users had problems, we reviewed our approach to enhance the functionality of that area. We often invited our customers to give us feedback about their experiences using our products. According to one ex-FLS customer and recent MasterTax supporter,

I appreciated the fact that you, as developers, were willing to stand in front of a roomful of users and ask us what your software could do better.

With their help, we have developed a suite of applications even better than the previous generation and will continue to advance payroll tax technologies. As our customers utilize the MasterTax 4.0 suite of products, we encourage their continued suggestions for improvement. MasterTax is committed to delivering a leading user experience to payroll tax professionals. From client-server to client-service, our applications continue to evolve. MasterTax will continue to seek out innovative ways to simplify and improve the experience for the professionals who use our applications.

Learn more about MasterTax 4.0 at www.mastertax.net. You can also contact us for more information at (480) 778-8707.