

Tech Stack Selection Guide

Choose the Right Tools for Your Australian Business — Without the Vendor Hype

2026 EDITION

The Foundation Layer (Every Business Needs This)

- ✓ Email & Productivity: Microsoft 365 Business (\$15–25/user/mo) or Google Workspace (\$12–18/user/mo)
- ✓ Cloud Storage: SharePoint/OneDrive (M365) or Google Drive — avoid Dropbox for primary storage
- ✓ Password Manager: 1Password Teams (\$6/user/mo) — non-negotiable for cyber hygiene
- ✓ Video Calls: Teams (if M365) or Google Meet (if GW) — avoid paying for Zoom separately
- ✓ Backup: Veeam or Acronis for on-prem; automated cloud-to-cloud for SaaS data

The Growth Layer (Businesses with 5+ Staff)

- ✓ CRM: HubSpot Starter (free–\$20/user) for most SMBs; Salesforce if you need enterprise features
- ✓ Project Management: Asana (5–15 users: \$14/user/mo) or Monday.com
- ✓ Accounting: Xero (\$35–80/mo) — standard for Australian SMBs; integrates with everything
- ✓ Marketing Email: Mailchimp (free to 500 contacts) or Mautic (self-hosted, free)
- ✓ Analytics: GA4 free; add Microsoft Clarity (free) for heatmaps

The Intelligence Layer (Competitive Differentiators)

- ✓ AI Assistant: Claude (Anthropic) for complex reasoning; ChatGPT for mainstream use
- ✓ AI Document Handling: NotebookLM for internal knowledge bases
- ✓ Customer Support AI: Intercom or Chatwoot with AI triage
- ✓ Business Intelligence: Looker Studio (free) connected to GA4 + Sheets for dashboards
- ✓ Automation: n8n (self-hosted free) or Make.com (\$9/mo) for workflow automation

NEXT STEP

Not sure which tools are right for your specific situation? I help Australian businesses build a coherent tech stack without paying for overlapping tools.

→ [Book a free tech audit at ashganda.com](https://ashganda.com)

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