

K2's The Best Small Business Accounting Tools

Learning Objectives



Upon completing this session, you should be able to:

- List the top five products in the small business market
- Identify shortfalls in typical small business solutions
- Differentiate between products based on strengths and weaknesses
- Create a software strategy for your small business

Session Description



Keeping small business finances in order is critical to success. While numerous software programs and tools are available to help you do this, they vary substantially in many significant aspects. In addition to conventional options like QuickBooks and Sage 50, you can choose from Cloud-based tools such as Zoho Books, QuickBooks Online, Spire Systems, Xero, Accounting Suite, Accounting Power, and many more.

In this session, we'll look at the best accounting tools for small businesses and discuss the benefits of each one. This session covers accounting solutions that should work for startups and companies with up to \$10 million in annual revenue. So, whether you work with a startup or an established small business, attend this session to find out which tools can help you achieve your financial goals.

Presentation Overview

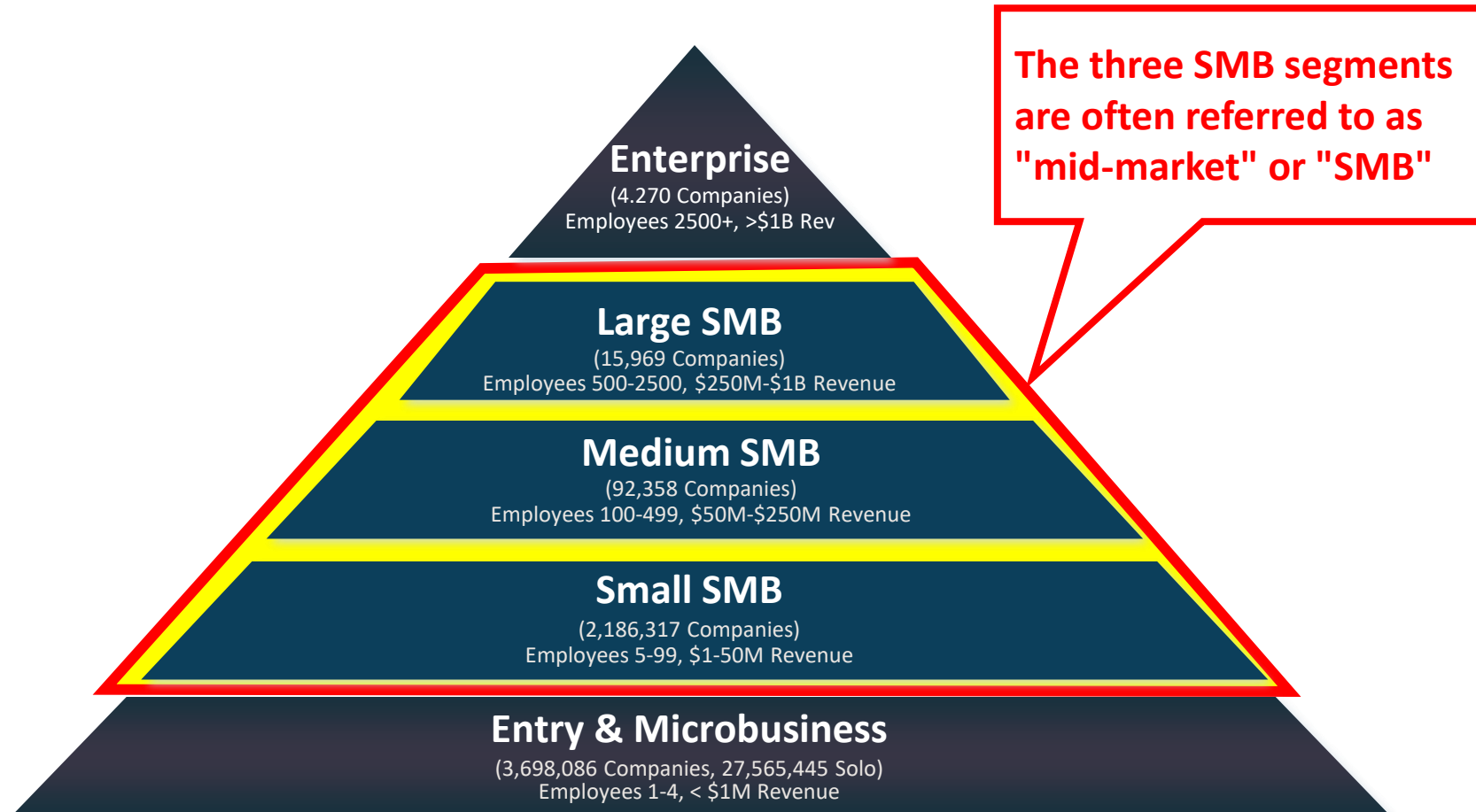


- Market overview
- Overview of solutions
 - Accounting Power CAS
 - QuickBooks Online
 - QuickBooks Desktop
 - Xero
- PROP solutions
 - AccountingSuite
 - Sage 50cloud
 - Spire Systems
 - Zoho Books



MARKET OVERVIEW

Market Segmentation



Market Segmentation



How are solutions in each segment sold to customers?

How are solutions in each segment implemented?

Sold directly to end-users by field salespeople. These products have sales and implementation cycles that require many years of effort.

Implemented by major consulting firms (Accenture, Deloitte, HP, IBM, Dell, etc.) or the publisher's internal consulting team.

Enterprise

(4,270 Companies)
Employees 2500+, >\$1B Rev

Sold to end-users by value added resellers, who are independent IT consultants and usually provide a wide range of solutions. The reseller model was dominant a generation ago, but more publishers now sell and implement solutions with their own staff

Implemented by value added resellers, who are independent IT consultants. VARs supporting products in the upper end of this space are under increasing pressure to develop industry expertise and solutions to justify their existence to publishers

Large SMB

(15,969 Companies)
Employees 500-2500, \$250M-\$1B Revenue

Medium SMB

(92,358 Companies)
Employees 100-499, \$50M-\$250M Revenue

Small SMB

(2,186,317 Companies)
Employees 5-99, \$1-50M Revenue

Sold directly to end-users by telephone or online

Entry & Microbusiness

(3,698,086 Companies, 27,565,445 Solo)
Employees 1-4, < \$1M Revenue

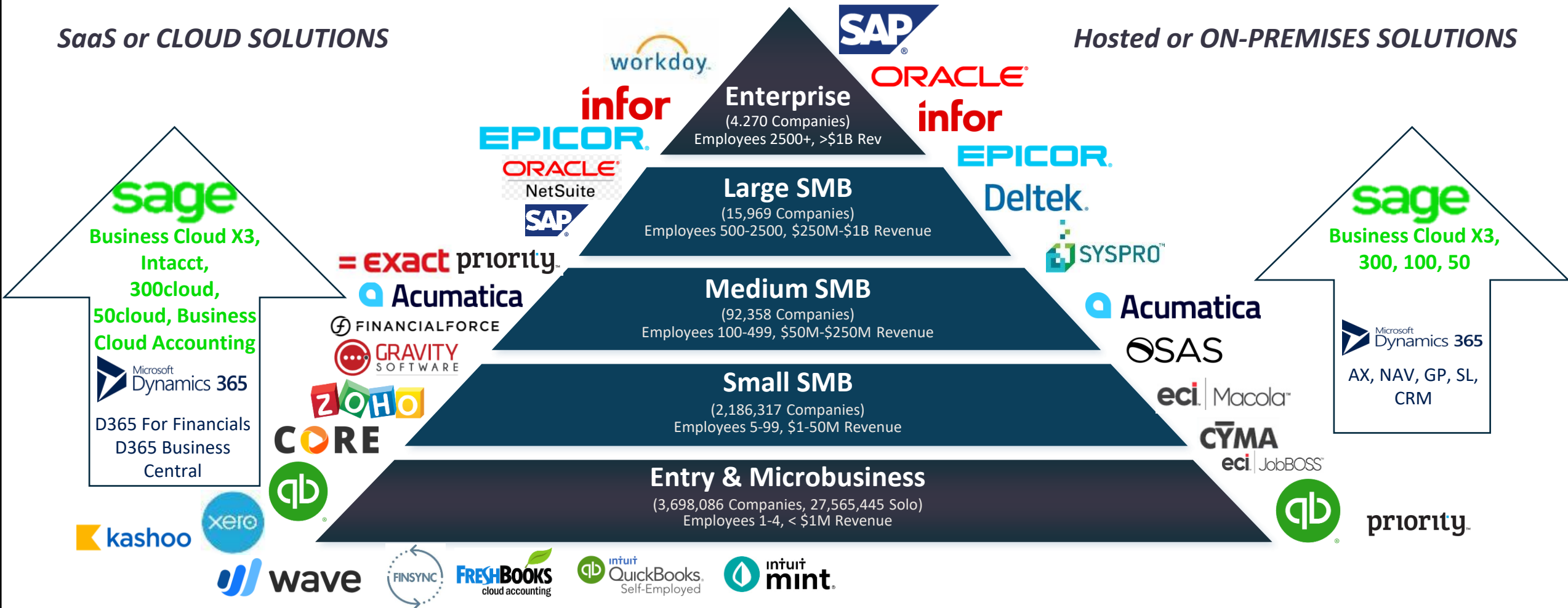
Implemented by bookkeepers, end-users, or consultants

Solutions By Segment



SaaS or CLOUD SOLUTIONS

Hosted or ON-PREMISES SOLUTIONS



Small Business Market



2017 NAICS	2017 NAICS Description	All (ER + Non ER) Establishments	Total ER Establishments	2020 Total ER Establishments	Total EE's at ER Establishments	2020 Total EE's at ER Establishments	Total Non-ER Establishments	Receipts at Non-ER Establishments (\$K)
11	Agriculture, Forestry, Fishing and Hunting	273,900	23,363	22,728	164,046	166,174	250,537	\$11,643,686
21	Mining, Quarrying, and Oil and Gas Extraction	114,614	25,732	23,897	578,098	586,329	88,882	\$5,630,261
22	Utilities	32,726	18,965	19,447	644,703	637,348	13,761	\$855,324
23	Construction	3,209,730	715,641	752,143	6,533,061	7,181,748	2,494,089	\$159,579,864
42	Wholesale Trade	808,917	409,656	390,794	6,115,476	6,156,585	399,261	\$37,568,130
51	Information	503,839	153,934	160,792	3,507,966	3,595,411	349,905	\$13,478,340
52	Finance and Insurance	1,210,420	478,224	476,724	6,408,168	6,690,464	732,196	\$58,375,761
53	Real Estate and Rental and Leasing	3,191,321	406,568	437,345	2,148,006	2,288,956	2,784,753	\$279,569,208
54	Professional, Scientific, and Technical Services	4,449,789	914,718	941,096	8,905,549	9,558,778	3,535,071	\$166,944,437
55	Management of Companies and Enterprises	56,363	56,363	52,606	3,462,498	3,682,033	-	\$0
56	Administrative and Support and Waste Management and Remediation Services	2,563,281	419,844	430,781	11,897,056	12,653,045	2,143,437	\$50,101,982
61	Educational Services	847,043	105,173	109,662	3,688,541	3,832,970	741,870	\$10,803,314
62	Health Care and Social Assistance	2,838,732	897,635	927,365	20,241,438	21,214,203	1,941,097	\$68,025,618
71	Arts, Entertainment, and Recreation	1,579,548	143,396	151,320	2,368,928	2,496,174	1,436,152	\$37,395,793
72	Accommodation and Food Services	1,128,939	726,167	732,998	14,088,211	14,384,433	402,772	\$18,579,726
81	Other Services (except Public Administration)	4,505,145	764,840	770,967	5,534,978	5,605,439	3,740,305	\$104,779,906
99	Industries not classified	7,762	7,762	14,764	11,214	20,653	-	\$0
Total		27,322,069	6,267,981	6,415,429	96,297,937	100,750,743	21,054,088	\$1,023,331,350

Data from www.census.gov // Retrieved 2022-03-16
 Canadian Non-ER Establishments // Dec 2019 = 2,835,732

Cloud, Connected, And Hosted



- Cloud – Natively runs in a web browser (QuickBooks Online, Xero, Zoho Books, BQE Core, etc.), with all data, programs, and execution taking place on the software publisher's servers
- Cloud-Connected – An on-premises solution with all data, programs, and execution taking place locally, but uses cloud-connected services to make the product accessible from other locations (Sage 50cloud data file sync with Sage Drive, accessing QuickBooks desktop with MyQuickCloud, etc.)
- Hosted – Running a desktop solution on a hosting platform like CITRIX XenApp or Microsoft Windows Remote Desktop Services
 - In this environment, all the data, programs, and execution takes place on the hosting computer

Entry Market Changes 2020-2022



- Intuit

- Launched QBO Live, an Intuit run paid bookkeeping service that addresses the \$10B assisted bookkeeping market (Intuit reports QBO Live is purchased by 10% of new QBO subscribers)
 - This service plus the TurboTax Live assisted tax return service puts Intuit squarely in competition with low-end professionals, and positions Intuit to move further up market in the future
- Pushing hard to expand sales of full-service payroll, time tracking with QuickBooks Time, QuickBooks Payments, QuickBooks Commerce merchant services, Premium Apps, and other add-on solutions
- Purchased [OneSaas](#), an iPaaS provider that provides low code or no code integration and data synchronization between multiple cloud-based applications, particularly eCommerce tools like QuickBooks Commerce

Entry Market Changes 2020-2022



- Xero
 - Reached 3 million subscribers worldwide
 - Expanded Advisory offering in U.S. Market
 - Hubdoc document and data capture included in all plans
 - Payroll with Gusto for \$39 per month plus \$6 per employee
 - Improved integration with Microsoft Power BI, enhanced multi-factor authentication (MFA), better reporting by tracking category, and other enhancements

Entry Market Changes 2020-2022



- AccountantsWorld Accounting Power CAS and Payroll Relief
 - Acquired by IRIS December 28, 2021
 - Collaborative accounting for a CAS practice to handle:
 - Clients who still write manual checks and need after-the-fact write-up
 - Clients who want to do some or most of their own bookkeeping
 - Clients who want to outsource all accounting processes
 - Reduces data entry time by 70-80% with bank feeds and ACH
 - Least cost payroll for accounting firms, including farm payrolls with Form 943 capability

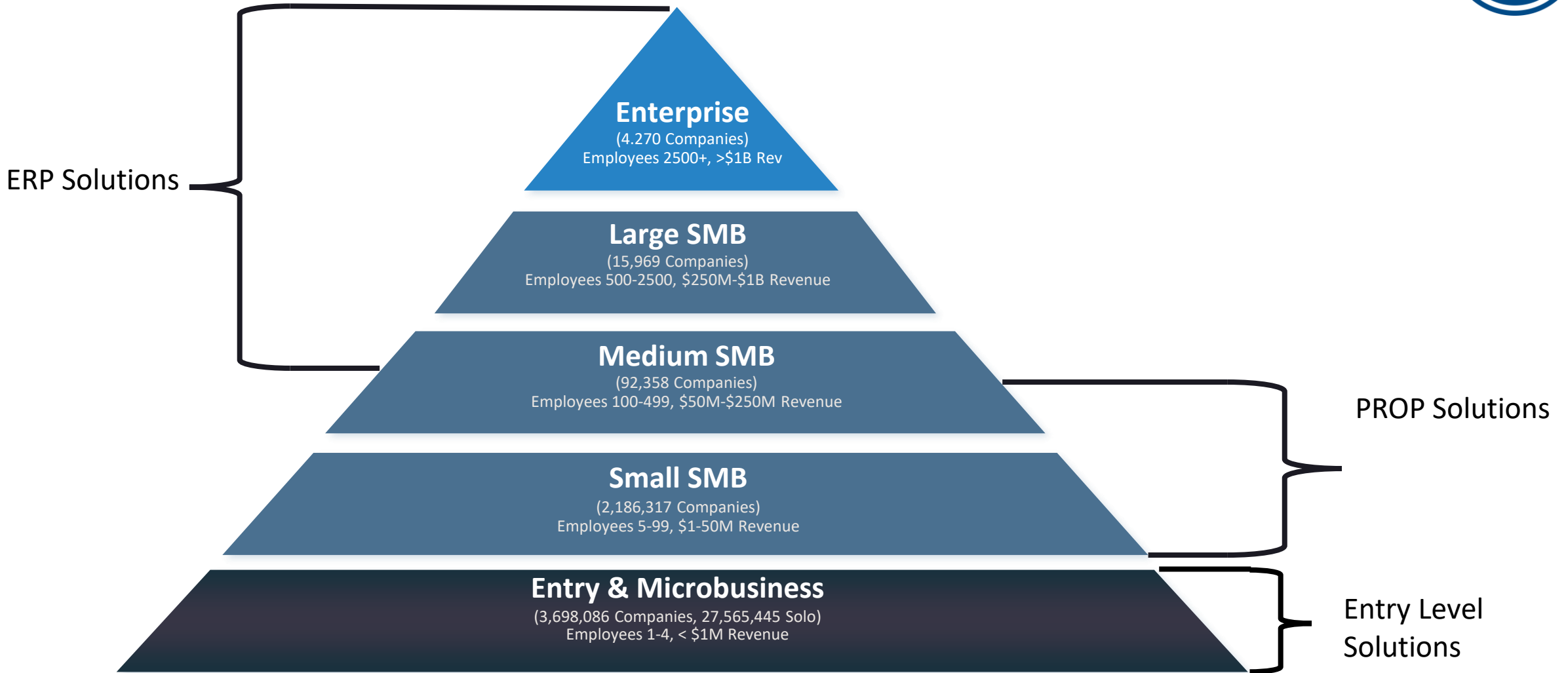
What Is A PROP Solution?



- Process and Resource Operation Planning (PROP) solutions are for growing SMBs that need more than the Entry level solutions, but cannot afford or do not need a full ERP solution yet
- PROP solutions are the middle of the road option
- Lower price than ERP but with more functionality than entry-level systems



Competitive Landscape And Segmentation



PROP Market Changes 2020-2022



- Zoho

- Enhanced export to Excel, new integration with SurePayroll, and stronger than ever integration with the rest of the Zoho platform, including Zoho Expense, Zoho CRM, Zoho Subscriptions, and Zoho Inventory
- Added sales tax returns, automated payments, and multi-currency invoicing
- Continues to improve pro-code and low code/no code workflow management tools like Zoho Orchestly, Zoho Apps, and Zoho Creator

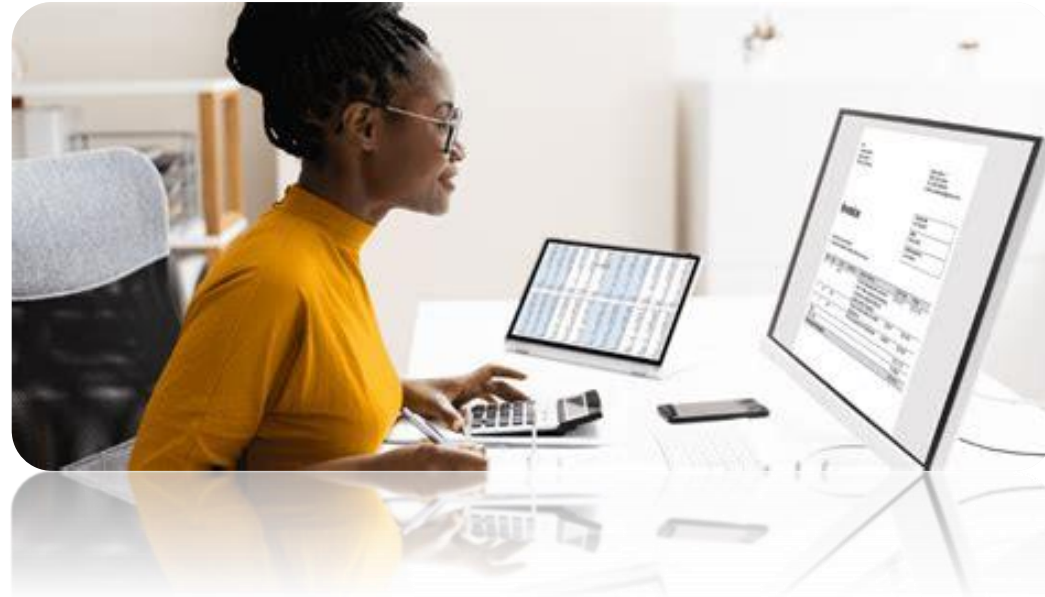
- Spire Systems

- Robust system with more features than QuickBooks expands in U.S. market
- Search across entire system for any item
- Partner opportunities are available from Partner Ambassador Katie Griffin
 - Phone: 1.844.556.6789 x3520
 - Email: kgriffin@spiresystems.com
 - Web: <https://www.spiresystems.com/become-a-spire-partner/>

PROP Market Changes 2020-2022



- AccountingSuite
 - Inventory, Sales Management, eCommerce
 - Write-up Solutions including cash basis accounting
 - Consolidation across multiple entities plus customizations
- Sage 50cloud
 - Continues to implement Sage Business Cloud to "cloudify" legacy applications with a common set of available services
 - Sage 50cloud Quantum Accounting supports up to 40 users with role-based user permissions, faster order processing, and workflow
 - 30-day test drive available



SMALL BUSINESS ACCOUNTING SOLUTIONS



Simple Start

- One user
- Mileage tracking in QBO mobile app
- Cash basis only
- \$25/mo

Essentials

- 3 users + 2 accts
- Has A/P tracking and time tracking
- Mileage tracking in QBO mobile app
- Cash or accrual basis
- \$50/mo

Plus

- Five users
- Add class, job costing & inventory
- Send 1099's
- Multi-currency
- Track time & attendance
- \$80/mo

Advanced

- Up to 25 users
- Adds workflow management
- Adds BI reporting
- Role-based security
- 24x7 premium support
- \$180/mo

Online Accountant

- Free for all who qualify
- Unlimited users
- Free ProAdvisor Certification (QBO)

Self-Employed

- Designed for Schedule C
- 50% of users bundled with TurboTax
- Three plans – Self-Employed (\$15), SE Tax Bundle with TurboTax (\$25), and SE Live Tax Bundle (\$35/mo)



QuickBooks Online



- Best fit: Service businesses, companies with very simple inventory requirements, companies who do not need customized financials
- Poor fit: Construction or job costing, governmental, manufacturing, consolidations, businesses with large numbers of employees who turn over frequently, those with HIPAA data
- Extensions and add-ons:
 - Excellent add-on marketplace, apps.intuit.com, but remember add-ons for both QBO and QB Desktop are sold here – so be sure it works with your preferred solution; Transaction Pro is a popular add-on used to import/export transactional data
- Accountant multi-client interface and multi-company capabilities:
 - Multi-client QBO for Accountants (QBOA) is free for the asking; one of the better multi-client tools available

QuickBooks Online



- Reporting and BI options: Power BI, Qvinci, Spotlight Reporting, FinJinni, and Fathom
- Integration options: Zapier, Microsoft Power Automate, and Zoho Flow
- Other:
 - Company seems to be pivoting into more non-bank financial services (merchants, loans, Credit Karma) and seems to be less focused on accounting; at last count, there were 5.0 MM companies using QBO (2.3 MM in USA), and 1MM who use QBO Self-Employed
 - QBO Live has Intuit offering QBO setup services directly to end-users

QuickBooks Online Product Line



Attribute	QBO Simple Start	QBO Essentials	QBO Plus	QBO Advanced
Typical user	Small business, with or without payroll	Small business	Established small business	Large small business or small mid-sized business
Monthly list price	\$25/mo.	\$50/mo.	\$80/mo.	\$180/mo.
Number of users	1 + 2 accts	3 + 2 accts	5 + 2 accts	25 + 3 accts
Accounting bases	Cash	Cash or accrual	Cash or accrual	Cash or accrual
Classes/location limitations	Not supported	Not supported	Limit of a total of 40 classes/locations	Unlimited classes/locations
Project profitability tracking	No	No	Yes	Yes
Max G/L accounts	250	250	250	Unlimited accounts
1099-MISC reporting	Yes	Yes	Yes	Yes
Fathom Smart Reporting	No	\$39/mo./user	\$39/mo./user	1 user included; supports up to 20 classes and 3,000 active/inactive accts

QBO Live Monthly Bookkeeping



Attribute	Low Volume	Medium Volume	High Volume
Month One Cleanup & Onboarding (one-time)*	\$500	\$500	\$500
Base Monthly Price (per company per month)	\$200/mo. + QBO/PR	\$400/mo. + QBO/PR	\$600/mo. + QBO/PR
Who gets this price?	Businesses with up to \$25,000 in monthly expenses**	Businesses with \$25,001-\$150,000 in monthly expenses**	Businesses with \$150,001+ in monthly expenses**
Items included with monthly service (all plans)	Transaction categorization, account reconciliation, monthly trial balance, PDF copies of key financial reports including I/S and B/S		
Items NOT included with monthly service (all plans)	Sending invoices, paying bills, or management of inventory, accounts receivable, accounts payable, financial advisory services, tax advice, facilitating the filing of income or sales tax returns, creating or sending 1099s, or management of payroll		

Footnotes on Next Slide

QBO Live Monthly Bookkeeping



- Includes bringing past financials up to date (from last business tax return to sign-up month), adjustments to setup, and updated income statement and balance sheet – see [QBO Pricing T&C](#)
- ** Monthly expenses calculated by average of three consecutive months expenses. There's also a T&C phrase that says "Some basic bookkeeping and services may not be included as part of the service and will be determined by your QuickBooks Live Bookkeeper. You'll get help based on the information you provide. QuickBooks Live Bookkeeping is designed to do basic clean-up of your books.", so YMMV on high usage accounts.

QuickBooks Desktop



- Best fit: Service businesses, companies with simple inventory requirements, companies who do not need customized financials, multi-currency
- Poor fit: Manufacturing, consolidations, FIFO inventory (except with add-ons)
- Extensions and add-ons:
 - Excellent [add-on marketplace](#) for QB Desktop with more than 200 applications
 - Many popular integrations, but you should understand the required QBD configurations before you start syncing your data; Transaction Pro is a popular add-on used to import/export transactional data

QuickBooks Desktop



- Accountant multi-client interface and multi-company capabilities: Multi-company very limited, only in Enterprise; QuickBooks file manager
- Reporting and BI options: Qvinci, FinJinni, QQube, Infor F9, and Cash Flow Frog
- Integration options: Integration is much more challenging for QB Desktop than QBO
- Newer features include receipt management, customer groups, automated customer statements, and customization of payment receipts
- Other: Company seems to be pivoting into more non-bank financial services (merchants, loans) and seems to be less focused on accountants and accounting firms than in the past; Mac version is a different codebase/product

QuickBooks Desktop Product Line



Attribute	QuickBooks Pro Plus	QuickBooks Premier Plus	QuickBooks Enterprise
Typical user	Small business, with or without payroll	Established small business	Large small business or small mid-sized business
Base subscription price (one user, per year)	\$349/year; Includes support and backup	\$549/year; Includes support and backup	Starts at \$1,340/year for single user; benefits vary by plan
Maximum number of users	3	5	40
Inventory	Avg cost only	Avg cost only	FIFO or Avg Cost
Industry versions	None	5 + General + Acct	4 + General + Acct
Advanced add-ons	None	Fixed Asset Manager; Intuit Statement Writer	Advanced Inventory, Advanced Pricing*, and Advanced Reporting*
1099 preparation	Yes	Yes	Yes

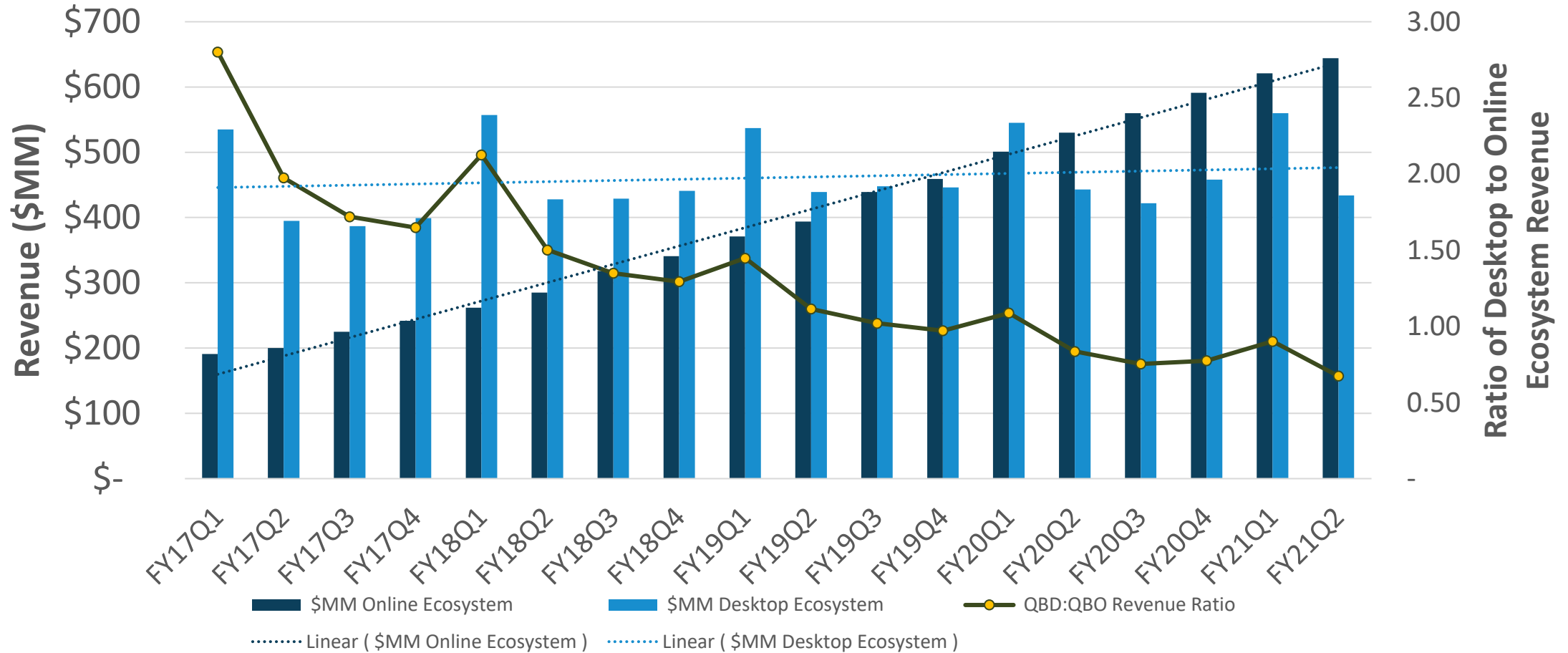
* Feature requires more expensive Gold or Platinum subscription

QuickBooks Payroll Pricing



Attribute	Payroll Core	Payroll Premium	Payroll Elite
Base monthly price (per company)	\$45	\$75	\$125
Additional cost per employee per month	\$4	\$8	\$10
Monthly charge per state for each additional state payroll taxes beyond one	\$12	\$12	\$12
Who prepares payroll tax returns and filings?	User	Intuit	Intuit
Payroll setup by	User	User	Intuit
HR Support Center	No	Yes	Yes
Track time on the go	No	Yes	Yes
Direct deposit availability	Next day	Same day	Same day

Intuit Accounting System Revenues

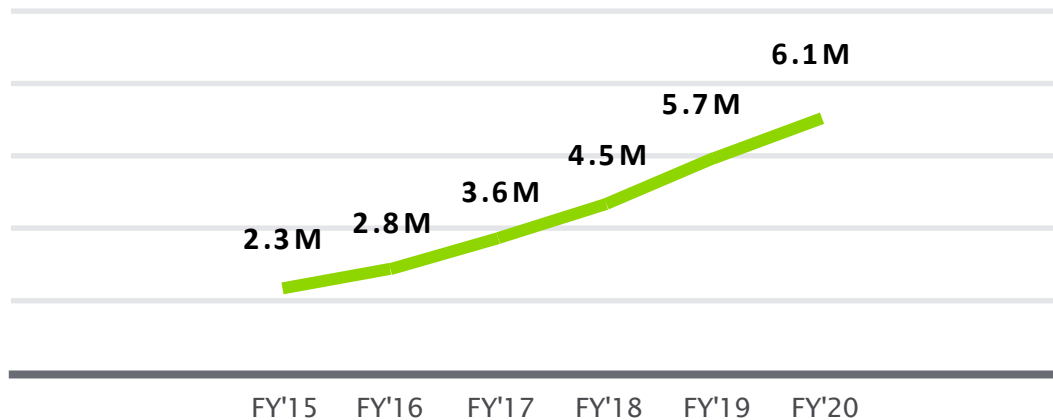


QB Customer Base and Avg Revenue

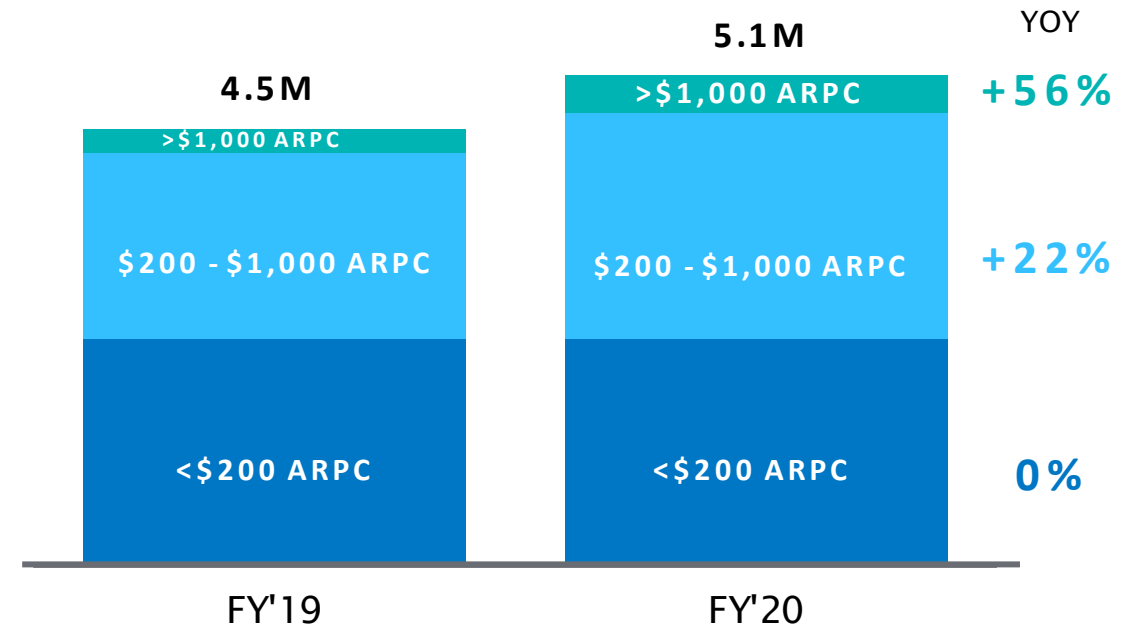


TOTAL QUICKBOOKS PAYING CUSTOMERS

QBO, DESKTOP SUBS, DESKTOP UNITS BY FY



SUBSCRIBER BASE



Total net adds (M)	0.2	0.5	0.8	0.9	1.2	0.5
QBO subs (000s)	1,075	1,513	2,383	3,412	4,536	5,083
Desktop units (000s)	882	956	881	749	763	594
Desktop subs (000s)	318	326	356	385	413	451

COUNTRY	SAM	FY'20 QBO SUBS	QBO SUBS GROWTH
U.S.	48M	3.6M	11%
International	30M	1.5M	14%
Total	78M	5.1M	12%



- Best fit: Service businesses, companies who do not need customized financials
- Poor fit: Manufacturing, consolidations, inventory, job costing
- Extensions and add-ons:
 - Excellent add-on marketplace (apps.xero.com)
 - Invoice and statement retrieval (Hubdoc) and expense claims data extraction are included with Xero Business plans
- Accountant multi-client interface and multi-company capabilities:
 - Multi-client Xero Partner Edition available to those who have Xero clients; other workflow/practice management tools available if you have enough clients using Xero to qualify

Xero



- Reporting and BI options: Fathom, Spotlight Reporting, FUTRLI, Zoho Analytics, and LivePlan
- Integration options: Zapier, Power Automate, and Zoho Flow
- Other:
 - Company has changed focus to grow at a slower rate in U.S./Canada market, which is home to 251,000 total companies (out of 3MM Xero companies worldwide)
 - Many new features, including a new [Power BI connector](#) that supports multiple entities, [new multi-factor authentication options](#), and new financial reporting options [by tracking category](#), and a new [Duplicate Statement Lines](#) report for identifying problems

Accounting Power



- Best fit: Accounting firms who wish to provide a cloud-based platform to do collaborative or outsourced bookkeeping and payroll with clients, especially firms who do not want their software provider selling products/services to clients
- Poor fit: AccountantsWorld will only sell to public practitioners (no direct sales to clients for any reason)
- Extensions and add-ons: Integrations available to support many common needs – bank feeds, workflow, electronic payments, import from common accounting software packages
- Accountant multi-client interface and multi-company capabilities: Has the strongest support for multi-client and multi-company of any solution for practitioners; will do consolidated financial statements natively, without add-on products

Accounting Power



- Reporting and BI options: Reporting is customizable, but there is no integration with any outside reporting or BI tools
- Integration options: Although AccountantsWorld has an API, there is not a third-party marketplace, nor is there integration with iPaaS vendors like Zapier
- Other: U.S. only (does not support GST/HST for Canada); subscription based, cloud application

New Feature Highlights



- Redesigned process-oriented Bill Management System including prepayments
- Industry specific templates with Classes and Categories further refined out of the box (Restaurants)
- Financial Dashboard Additions
 - Profitability
 - Profit vs. Cash flow
- Client Accounting Services dashboard
 - Sales Summary, Labor Cost Summary
 - Inventory Summary, Tips Report
- Improved bank feed integration using Plaid (an industry leader)
- Improved QuickBooks Online Integration for unpaid bills
- Cash tips entry implemented in payroll register
- Cash flow direct method report

Financial Dashboard

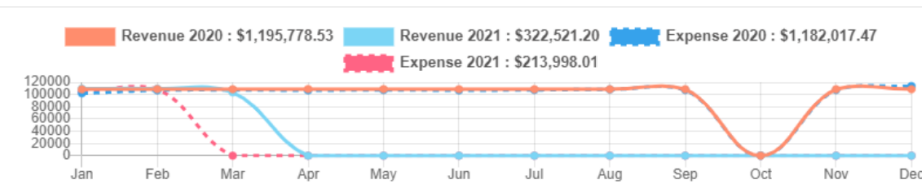


Bank Reconciled 9/30/2020

Description	2020	2021	Change
Revenue	\$1,195,778.53	\$325,522.43	(\$870,256.10)
Revenue growth %	11.24	-72.78	-84.02
Gross margin %	11.21	40.41	29.20
Overheads %	9.75	6.04	-3.71
EBIT	\$17,471.06	\$111,879.43	\$94,408.37
EBIT %	1.46	34.37	32.91
Net profit %	1.46	34.37	32.91

Cash Balances	Amount	Ratio Description	
Total	\$10,136,349	Working Capital	10,962,248
Cash - Checking (1000)	\$7,142,583	Current Ratio	20.38
Cash - Savings (1010)	\$2,054,442	Quick Ratio (Acid Test)	20.22
Cash - Another Bank (1015)	\$939,324	Net Profit Margin	0.34

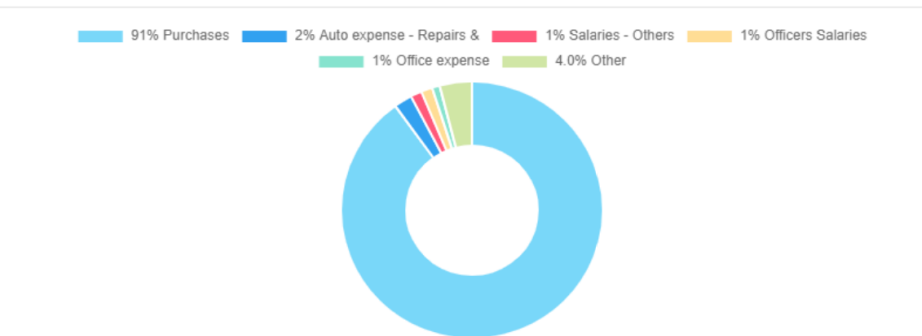
Revenue/Expense Comparison



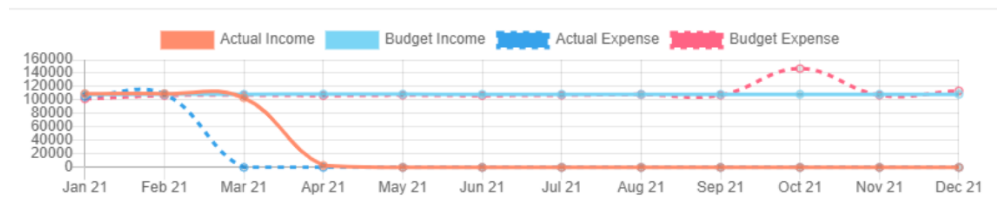
Projected Cash Balances

Day	Starting	Receivables	Payables	Ending
03/14 - 03/20	\$939,324.00	\$0.00	\$0.00	\$939,324.00
03/21 - 03/27	\$939,324.00	\$0.00	\$0.00	\$939,324.00
03/28 - 04/03	\$939,324.00	\$0.00	\$100.00	\$939,224.00
04/04 - 04/10	\$939,224.00	\$3,001.00	\$0.00	\$942,225.00
04/11 - 04/17	\$942,225.00	\$0.00	\$0.00	\$942,225.00

Expenses Analysis (YTD)



Actual v/s Budget Revenue and Expense Comparison



Financial Preferences



Preferences

General Options | Title and Footer | Class Description | Financial Fonts

Common Options

Print lines across page below header

Print lines across page above footer

Separate column for totals (single period statement only)

Separate pages for multiple supporting schedules

Show firm logo on Accountant's Report

Capitalize first letter class descriptions

Capitalize all letters of class descriptions

Round amounts to whole dollars

---rounding account---

Balance sheet --Select--

Income statement --Select--

Cash flows --Select--

Combine subaccounts List subaccounts

Balance Sheet Options

Show retained earnings statement as part of balance sheet

Show percent of assets

Separate liability and capital totals

Page break before liabilities

Show variance on comparative statement

Income Statement Options

Show retained earnings on income statement

Show percent of sales

Show variance on comparative statement

Page break before --Select-- and --Select--

Subtotal after class --Select--

Subtotal Description

Delivering Product To Clients



Firm Options

Email Information

Contact Name

Title

Return Email

Receive Copies of Close Period/Year Report
Emails Sent to Clients

Phone Number

Report Heading Client only DBA only Both

Print date and time at bottom of reports

[Refresh logo](#)

Cloud Cabinet Folder Paths

Select appropriate folders for Cloud Cabinet . Defaults are set initially below.

Bills

Invoices

Bank Statements

Reports

Other

Auto Archive Closed Period ⓘ

Auto Archive Closed Year ⓘ

Delivering Product To Clients



Company

Contact Periods Preferences **Departments**

Settings

Use Inventory

Email Closed Period Reports

Email Closed Year Reports

Send Text Alerts to Client

Account Display Format Code-Desc Desc-Code

Check Preferences

View Checks By Check number Check date Payee name

Payer Name Client name only DBA only Both

Check Type QuickBooks Other check MICR ⓘ Pressure sealed

Print Position Top Middle Bottom

Print payee address Suppress signature line Suppress Headings

Vertical Position Adjustment Inches

Upload Images

Approve digital signature

Upload Signature ⓘ

Upload Logo

AccountantsWorld CAS Guide



Support Documents

New Signup Forms

[Digital Signature](#)

Document to authorize/print signature digitally on checks

[Upload Company Logo](#)

Instructions for uploading company logo

[Complete Accounting Services](#)

Letter to introduce clients to your complete accounting services

Chart of Accounts

[Chart of Accounts](#)

View various standard industry chart of accounts side by side to decide which best fits your business

Special Guidelines

[Create Your CAS Practice](#)

The practical guide to creating your highly profitable Client Accounting Services (CAS) practice.

[Financial Statements Guide](#)

This detailed guide helps you set up and prepare custom financial statements.

[Getting Started With Bank Feeds](#)

This comprehensive guide walks you through the steps to set up and use bank feeds.

[Getting Started with Bill Payment Services](#)

This guide provides detailed information about setting up and managing bill payment services.

[Invoicing Guide](#)

This informative guide provides information about invoicing.

AccountingSuite



- Best fit: Those who need a cloud-based solution which supports multi-currency, multi-entity, strong inventory tracking (including assemblies), time tracking, multi-channel e-commerce, and project or job costing; one of the most feature-rich entry-level cloud-based solutions
- Poor fit: Microbusinesses; self-employed individuals; those who require an on-premises solution
- Extensions and add-ons: Zoho CRM, Bill.com, Avalara, and Zapier
- Accountant multi-client interface and multi-company capabilities: Supports combined financial statements, dashboards through Zoho Analytics; has a [multi-company dashboard](#) which provides one-click access to multiple companies

AccountingSuite



- Reporting and BI options: Zoho Analytics, eazyBI, Klipfolio, Knowi, or use API
- Integration options: Zapier, Shopify, Etsy, eBay, WooCommerce, BigCommerce, Squarespace, Square, Amazon, Checkbook.io, PayPal, or use API
- Other: Accountant program ("Rock Star program") [offers](#) a wide range of capabilities as well as partner-specific training courses in core capabilities and advanced inventory



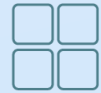
190+
COUNTRIES



75+
MILLION USERS



11,000+
EMPLOYEES



60+
APPS



26
YEARS

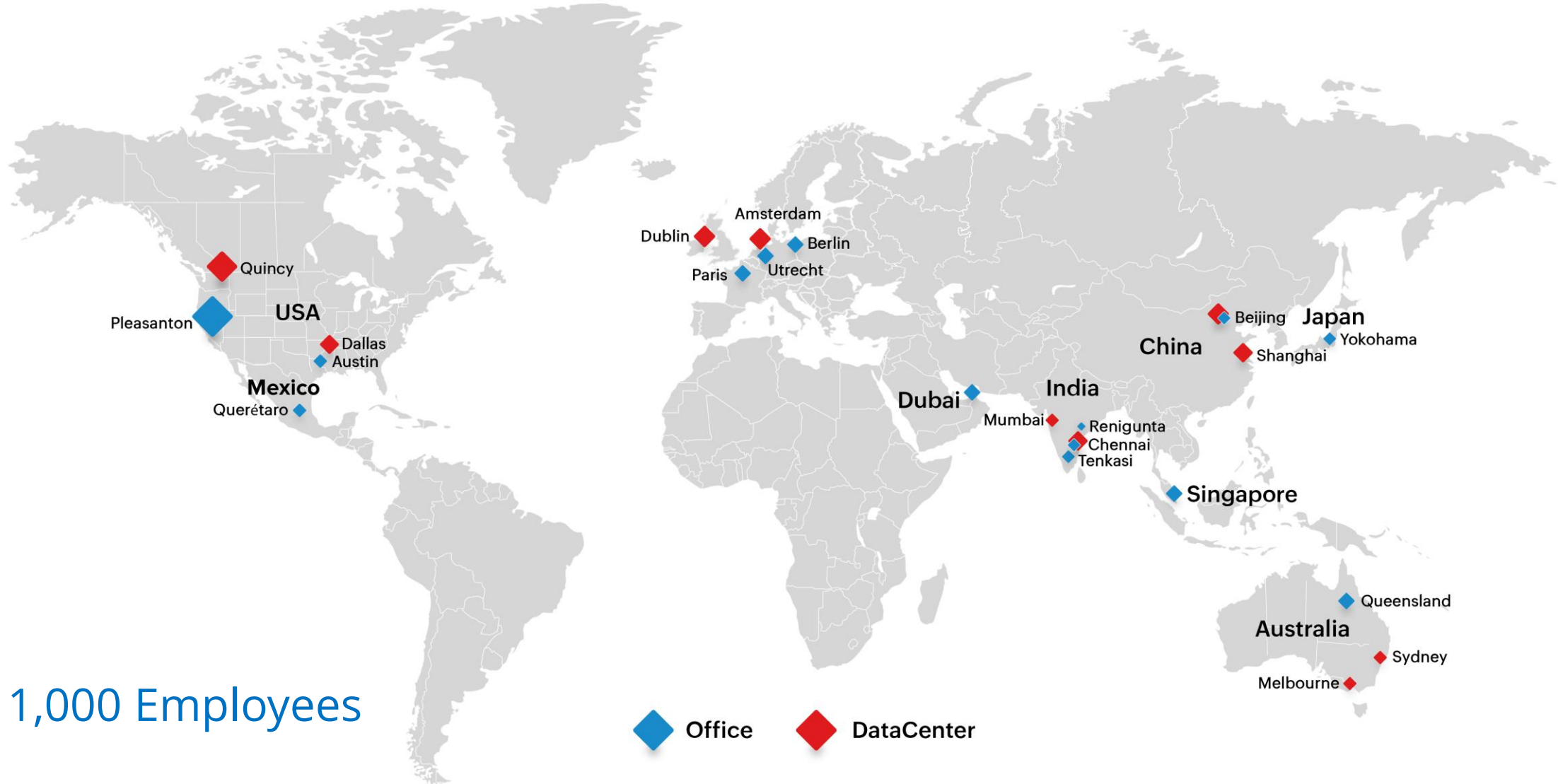
ABOUT



CONNECTED
ECOSYSTEM



Worldwide



~ 11,000 Employees

Office DataCenter

Zoho Books



- Best fit: Companies who use Zoho's popular suite of business management applications, especially their solutions for CRM, expense reporting, inventory management, subscriptions, and e-commerce
- Poor fit: Those who need specialized solutions for specialized industries like consolidations, manufacturing, job costing, or construction
- Extensions and add-ons: [Zoho Books](#) integrates with the [Zoho One](#) suite of solutions (60+ applications), plus integrations using [Zapier](#)
- [New features](#) include enhanced export to Excel, a new integration with SurePayroll, and many new features for Amazon sellers
- Accountant multi-client interface and multi-company capabilities: While an accountant can use a drop-down menu to switch between companies, there is not a single application which provides a dashboard view of multiple Zoho Books companies

Zoho Books



- Reporting and BI options: A good selection of reports are available in the application, and the Zoho Analytics platform is a very robust tool that integrates into other business applications
- Integration options: Zoho has a wide range of tools that can be used to create integrations, including a sophisticated API, iPaaS using [Zapier](#), low-code/no code interfaces with Zoho Creator, Zoho Orchestly, and within the application
- Other: [Zoho One](#) platform gives organizations all 60+ Zoho applications for a [small monthly fee](#); partner program gives an organization a free Zoho One account for one user



Zoho Finance Partner Program



Experience the convenience of cloud



Magnify your visibility



Network & grow



Integrate & collaborate



Get free access to Zoho apps



Dedicated account manager



Zoho Finance Partner Program - zoho.com/CPA

Welcome CPAs, Accountants, and Bookkeepers

Zoho is built for you and all your client businesses, small or large. With the most robust accounting suite in the industry, it's no wonder 50 million users trust Zoho.

[BECOME A ZOHO ADVISOR](#)

[FIND A ZOHO ADVISOR](#)

Spire Systems



- Best fit: Spire is an integrated business management solution for small and mid-sized companies looking to automate business processes and optimize inventory control. Designed to fill the gap between entry-level and high-end ERP systems, Spire provides a competitive advantage and helps cut costs, improve margins and meet customer demand
- Poor fit: Those who need non-profit or governmental fund accounting
- Extensions and add-ons: Add-on tools are available for Payroll, Production Manager, and Service Manager. Because Spire evolved from being a BusinessVision add-on, VAT (GST/HST/PST) is natively supported. With the full integration of third-party solution Avalara, Spire can manage cross-border (U.S.) commerce and tax compliance
- Multi-location and multi-company capabilities: Multi-location for more than one warehouse or production floor; multi-company with more than one database is included

Spire Systems



- Reporting and BI options: Sufficient management reports built-in. Add-on enhancements provide more in-depth BI, KPI and analytics
- Integration options: Friendly API allows for easy integration with niche applications and established robust third-party solutions enhance end-user experience. It is more capable and more contemporary than BusinessVision or QuickBooks [See Here](#)
- Other: Subscription-based, privately hosted, Cloud modules or premise-based application available

Who is Spire Systems?



- Spire Systems provides business management software to small and mid-sized businesses
- Founded by industry veterans with over 40 years of combined experience, Spire Systems specializes in developing software with the latest technologies for efficiency, flexibility, and scalability
- With a network of partners across North America, Spire Systems offers business solutions that enables companies to streamline operations, gain better insight, and maximize their business potential

Spire History And Customers



- Over 40 years of industry experience
 - Al Romeyn
 - Peter Reimer
- 2014 – Present
 - Spire Business Management Software
 - Standalone business management solution based on Essentials features
- 2001 – Present
 - Essentials Add-ons for BusinessVision
 - Established partner channel supporting customers throughout North America
- 1989 – 2002
 - Customized solutions for accounting software
- Service and inventory-based businesses
- \$1M - \$50M annual revenue
- 2 - 500 employees
- Limited internal IT resources
- High demand distribution companies
- Limited data integration between systems

How Spire Improves Profitability



- Increases productivity and efficiency
 - Automates business processes within the company to generate process benefits across the organization
- Delivers a technology upgrade
 - Replaces the current system
 - Legacy or end-of-life product
 - High total cost of ownership solutions
 - Outgrown the current product
- Industry requirements
 - Regulatory compliance

Single Integrated Solution



Modules And Features



- Accounts Payable
- Accounts Receivable
- Account Reconciliation
- Bill of Materials
- Calendar
- Communications
- Customers
- General Ledger
- Inventory
- Job Costing
- Multi-Currency
- Price Matrix
- Point of Sale
- Purchase History
- Purchase Orders
- Requisitions
- Sales History
- Sales Orders
- User Defined Fields
- Vendors

Notable Spire Features



- Unlimited user defined fields
- Trilingual at a user preference level
- Change language for English Canada or English USA (cheque vs check, date format, and more)
- Multi company, multi location, multi divisional
- Drill down from anywhere (access to modules from within other modules, orders, alerts, and more)
- Chromium – web browser built into Spire (access your favorite or most frequented websites from within Spire)
- Drag and drop module menu – design Spire's module menu to your user preferences
- Powerful Google-like search (search for notes, names, partial pieces of known information)

Notable Spire Features



- Customize grids within modules for an at-a-glance look at the data pertinent to your role
- Easily review inventory quantities and quickly send suggested order quantities to Requisitions
- View average, current and standard margins on inventory items and easily adjust pricing
- Save adjusted pricing for customer into price matrix
- Avalara tax calculation fully integrated
- Allows split tenders on purchases
- Batch processing or live processing
- EFT's for Vendors, Customers and Payroll
- Spire Browser modules are included in on-premise when renewals are up-to-date

Spire Add-ons

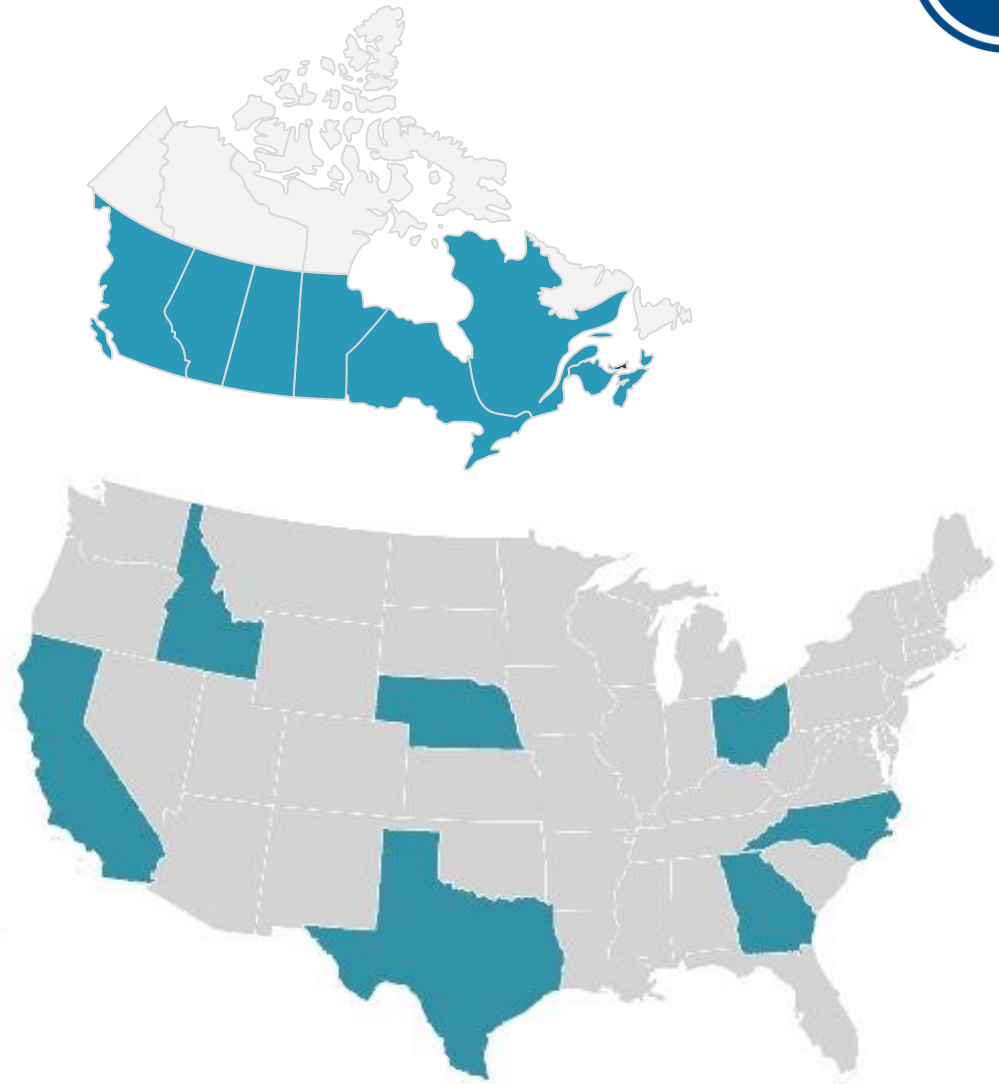


- Payroll
- Production Manager
- Service Manager
- Third-party add-ons for Business Intelligence, Cross-Border Tax Calculations, Credit Card Processing, and e-Commerce

Spire Partners



- 62 Spire partners across Canada specializing in multiple industries
- Opportunity to become a partner in the U.S.



What Spire Customers Are Saying



"Spire is the right choice for any small company looking for a very capable and easy to use ERP software. That Spire provides the efficiency, convenience and practicality of a fully integrated system is undeniable."

Roger Pinto
CEO, Custom Controls

What Spire Customers Are Saying



"Once a customer order is placed, we have to manage multiple phases and incorporate the parts that go into production. We needed a system that could help us put everything together efficiently and enable us to effectively build and deliver the order. Spire has helped us do just that."

Colleen Kearney-Janssens
CEO, Kearney Planters

Sage 50cloud*



- Best fit: Companies who need a full-featured desktop-based solution that supports consolidations, job costing, inventory, and light manufacturing; this is one of the most full-featured solutions for those who understand debits and credits and need strong reporting and consolidations
- Poor fit: Hosting is available, but primarily an on-premises solution
- Extensions and add-ons: Sage Drive tool for syncing Sage 50 databases with remote personal computers through Sage's servers; Sage Business Cloud services
- Accountant multi-client interface and multi-company capabilities: Supports consolidations; no multi-client interface, but accountant edition can work on files from any version of Sage 50

*U.S. version of Sage 50cloud only

Sage 50cloud*



- Reporting and BI options: Best in class financial reporting; optional Sage Intelligence Reporting; supports event triggers/alerts using the alert engine; can be used with the Crystal Reports (sold separately)
- Integration options: Strong Microsoft 365 integration; data can be imported/ exported in a variety of formats, and ODBC is natively supported; Marketplace includes Sage AP, AutoEntry, and Stripe
- Other: Quantum edition includes light process/workflow management; one of the only solutions that supports custom accounting periods for reporting (4-4-5/52-53 week and 4x13 periods)

*U.S. version of Sage 50cloud only

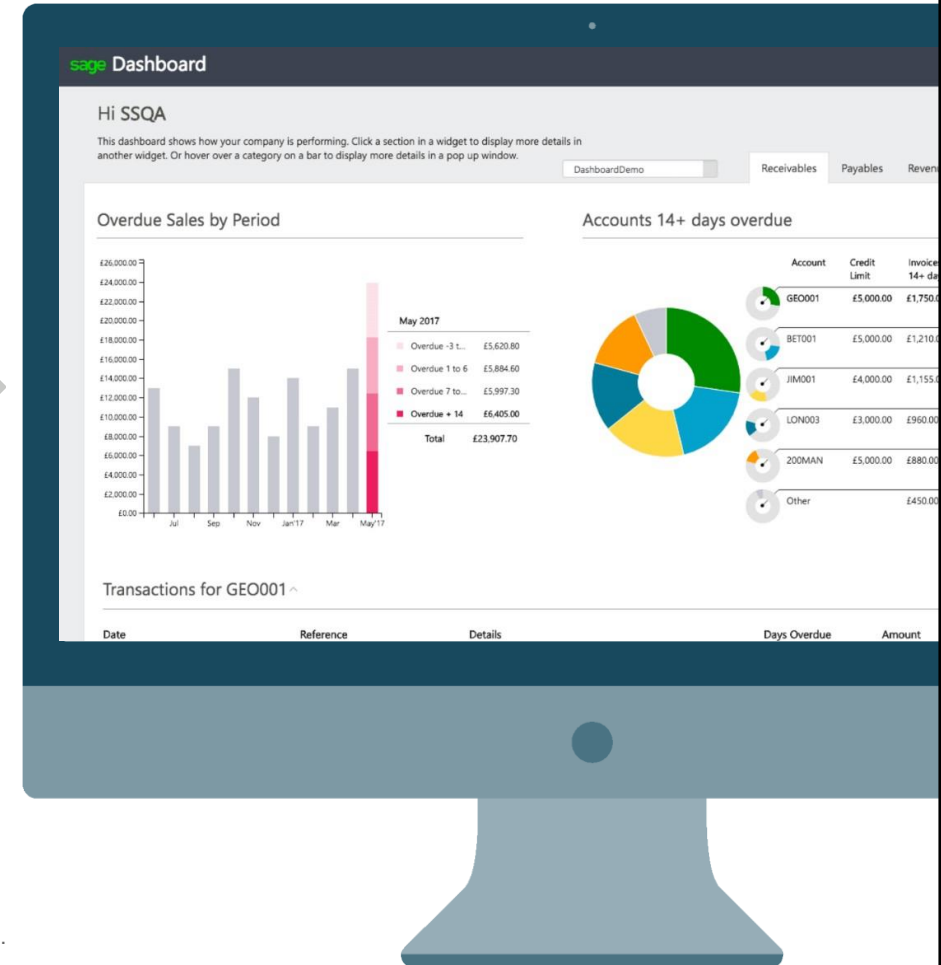
Sage 50cloud Is Cloud Connected



Cloud Functionality



Connected Solution

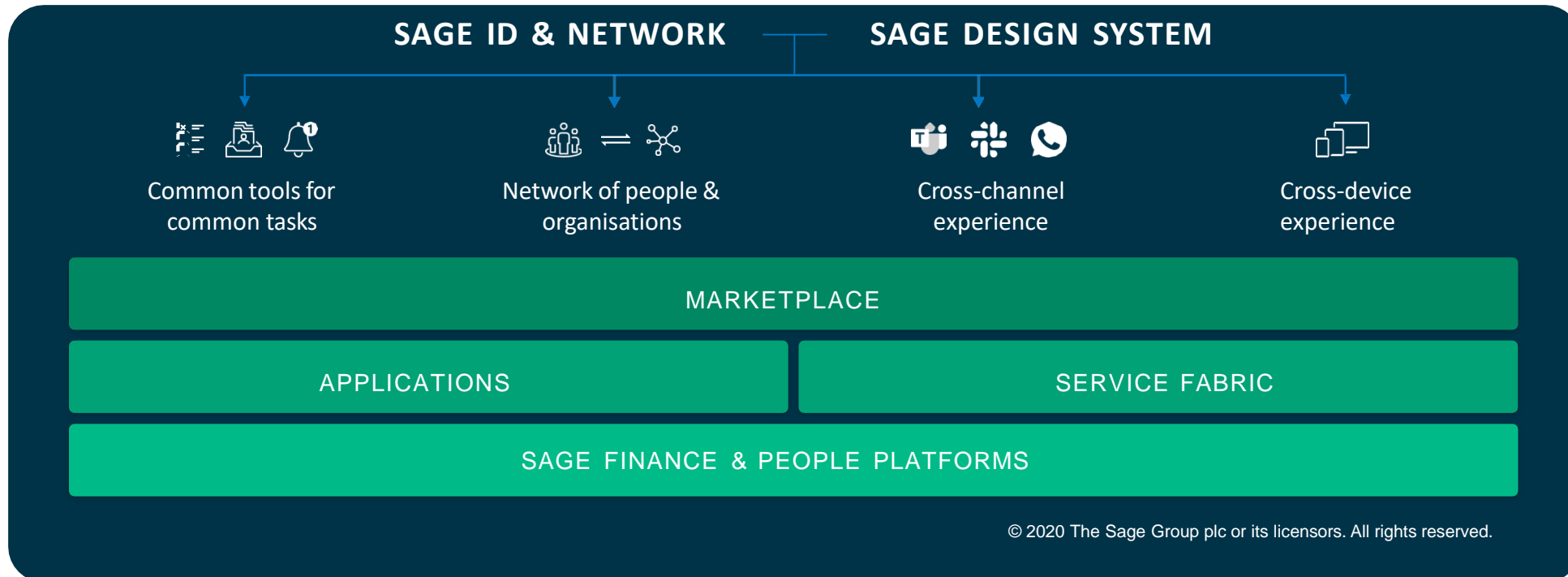


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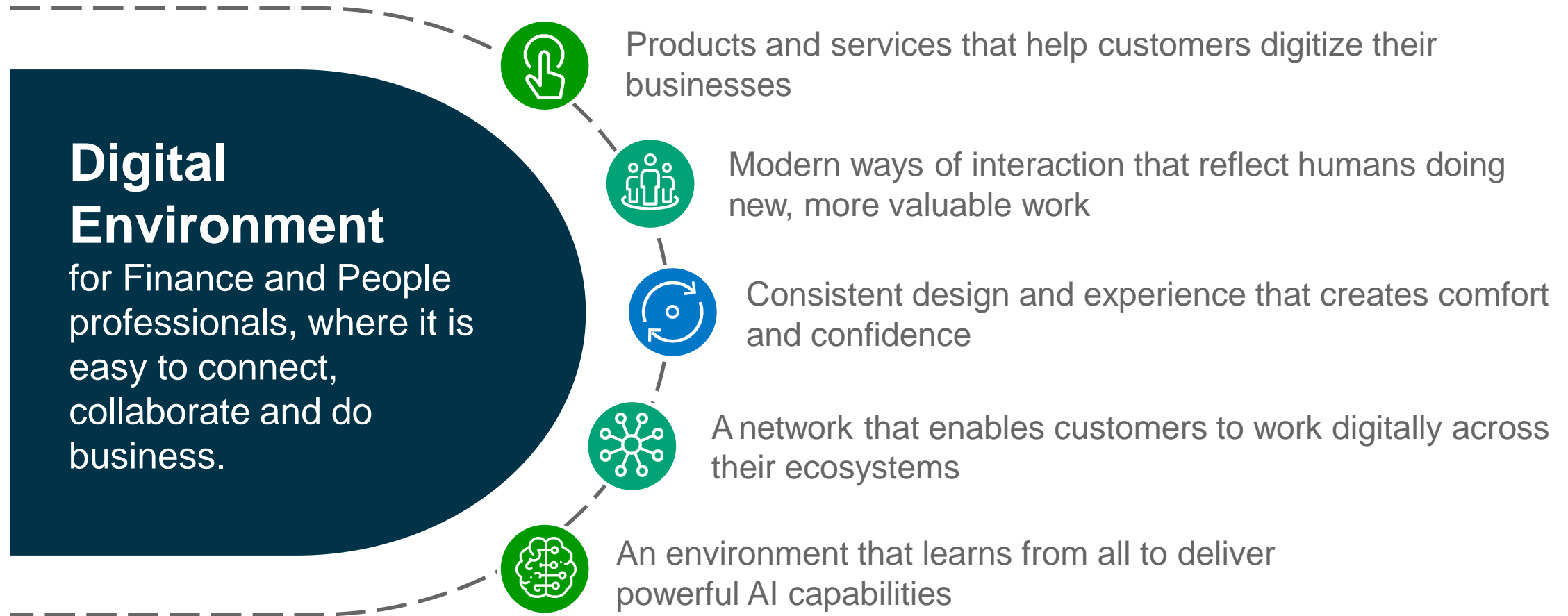
Synergistic Product Portfolio



While **we serve customers through Sage products**, Sage Business Cloud digital environment provides automation, connections, insights, a seamless experience and ultimately, customer success in an era of digital transformation.

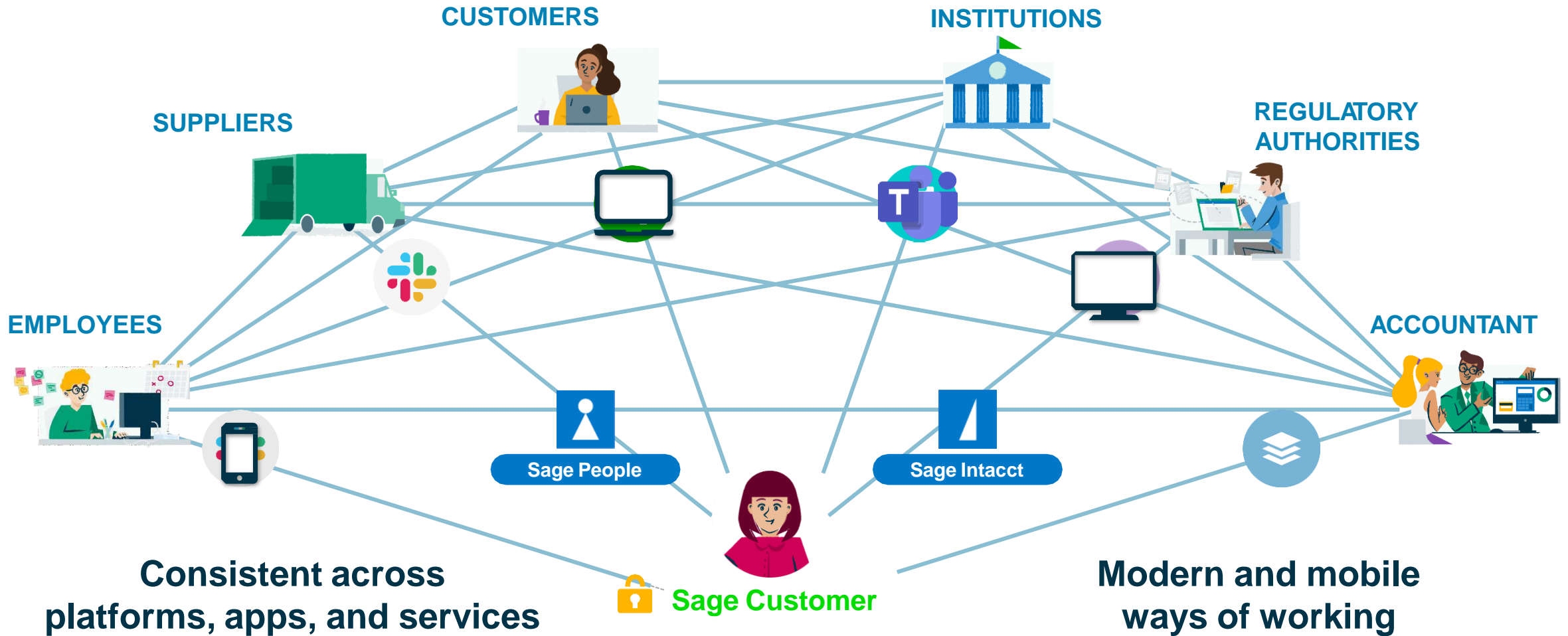


Customer Benefits

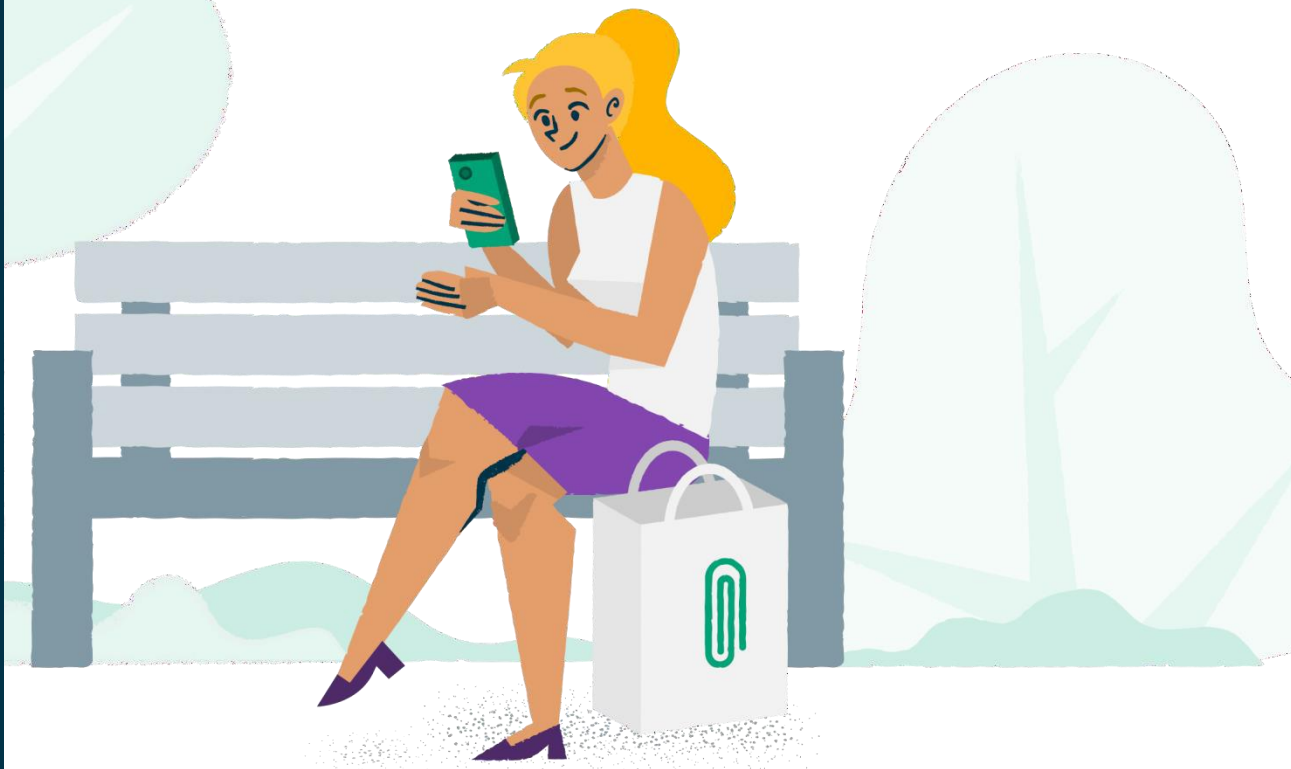
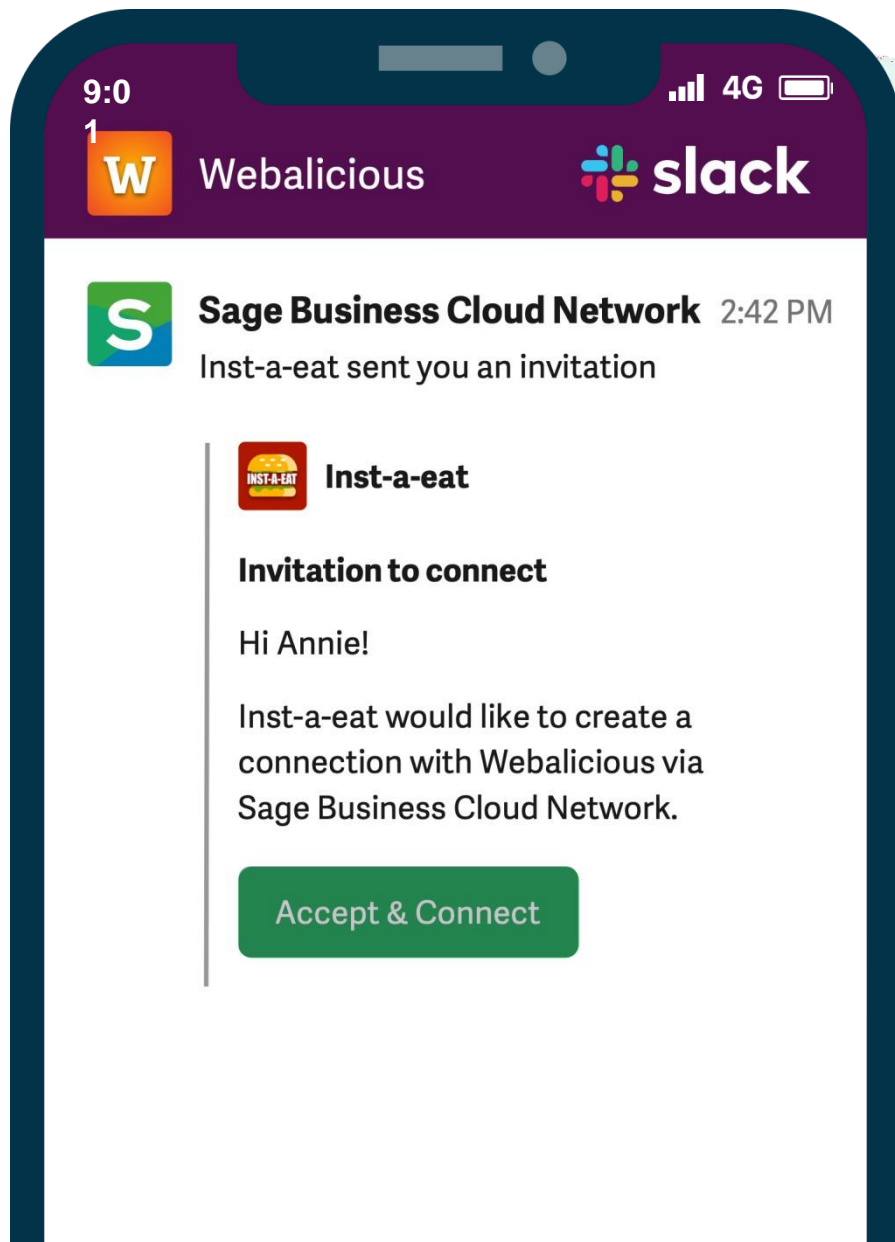


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Consistent Digital Experience



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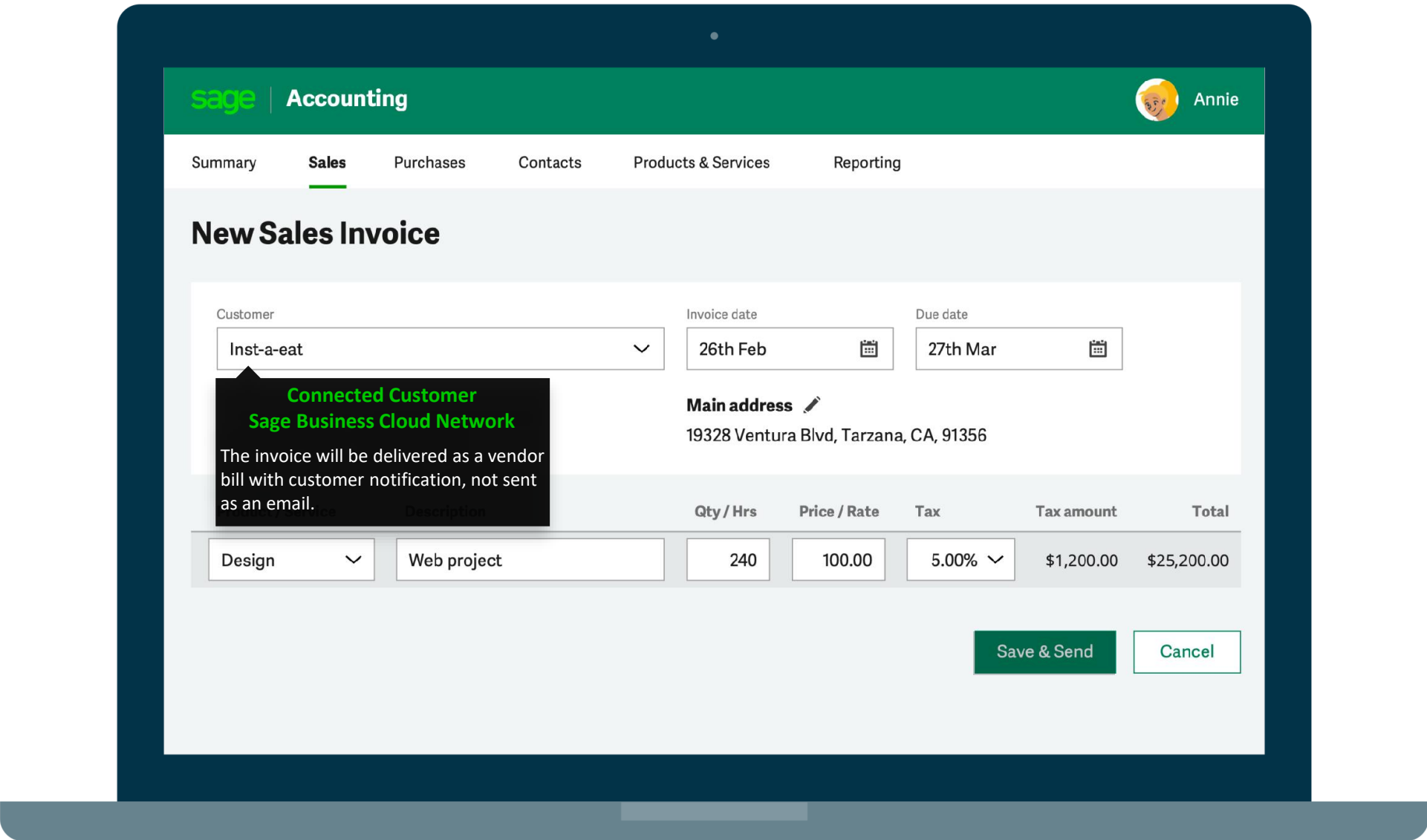




Customers

Create, view and manage customer records.

	Company / Name	Email	Balance due	Sales to date
<input type="checkbox"/>	 Inst-a-eat	bob@inst-a-eat.com	\$0.00	\$0.00
<input type="checkbox"/>	Swim Co.	janet@swim.co	\$520.20	\$4.1k
<input type="checkbox"/>	Papa Joe's Pizza	joe@pizzapizza.com	\$80.00	\$1.2k
<input type="checkbox"/>	Kitchen West	n.west@kitchen-west.com	\$115.20	\$0.9k
<input type="checkbox"/>	 Westone Holding	jason@westone-holding.com	\$1,150.00	\$5.6k
<input type="checkbox"/>	 ADP International	alex@adp-international.com	\$1,221.92	\$6.0k
<input type="checkbox"/>	Great-West Outdoors Inc.	anthony@gw-outdoors.com	\$80.00	\$0.2k
<input type="checkbox"/>	 Surrey Public School	angela@surreyschool.com	\$502.80	\$0.5k
<input type="checkbox"/>	Health First Clinic	irma@healthfirstclinic.com	\$97.00	\$2.9k



New Sales Invoice

Customer: Inst-a-eat
Invoice date: 26th Feb
Due date: 27th Mar

Connected Customer
Sage Business Cloud Network
The invoice will be delivered as a vendor bill with customer notification, not sent as an email.

Main address
19328 Ventura Blvd, Tarzana, CA, 91356

Description	Qty / Hrs	Price / Rate	Tax	Tax amount	Total
Design > Web project	240	100.00	5.00%	\$1,200.00	\$25,200.00

Save & Send Cancel



sage | Accounting Annie

Summary **Sales** Purchases Contacts Products & Services Reporting

Sales Invoice: SI-1091 AWAITING PAYMENT

i **Inst-a-eat** is a **Connected Customer** from **Sage Business Cloud Network**.
The invoice is delivered directly to their accounting system as a **vendor bill**. The customer will be notified. ×

CREATED DELIVERED PROCESSED PAID

✓ ✓ ● ●

AMOUNT PAID **\$0.00** AMOUNT OUTSTANDING **\$25,200.00**





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brian@k2e.com

QUESTIONS?

