

OPTIMISING YOUR FIRM WITH ESSENTIAL CLOUD TECHNOLOGY

TOA WEBINAR: 1 NOVEMBER

Speaker: Nick Sinclair, The Outsourced Accountant

Guests: Sahil Mahotra, Practice Ignition

David New, Spotlight Reporting

Matt Bunston, Hubdoc

RECORDING:

<https://www.youtube.com/watch?v=mRrK2xR6SdE>

TRANSCRIPTION

Nick:

Hello and welcome to The Outsourced Accountant webinar for November. This month we're talking about optimizing your firm with essential cloud technology. Luckily this month with us we've got some Sahil from Practice Ignition, Matt from Hubdoc and David from Spotlight.

So welcome gentlemen and we'll move on to some presentations from the three of them very soon. But before we get kicked off just a few tips and tricks with getting the most out of this webinar. Please try and shut down your email so that doesn't distract you. And obviously we'll be going through a presentation so you can see what's popping up on your screen. If you do have any questions at any time please feel free to pop them into the chat box and we'll answer those either throughout our presentations or we've got some Q&A time at the end.

So let's jump straight into today's webinar and we're going to start off with a poll. In this poll is how happy are you with your cloud technology? So we might just jump straight into that poll and we'll give it about a minute for people to respond. And then from there we'll jump straight in.

So extremely unsatisfied, unsatisfied, neutral, satisfied or extremely satisfied. So there's an interesting blend coming up. Most people are showing that they're either neutral or satisfied with a small percent that are extremely unsatisfied very generic and open question we do know that because technology can be wrapped around in many ways and we're going to see three particular specialist ones today. But we'll talk a little bit more around that so we might just close that poll off.

Interesting results. About 40 percent are satisfied. 40 percent are neutral. And the rest are either extremely unsatisfied or unsatisfied. And no one was extremely satisfied. So it's an interesting trend that we are seeing. Counting space and I talk a little bit more around that.

So just to quickly mention again any questions you do have please put those in via the chat or the dedicated time at the end. We can certainly answer the questions then. So the reason today we're running this webinar with three specialist technologies is that we see with our offshore team we've got at the current moment 650 accountants over in the Philippines working for over 200 accounting firms and we commonly see that accounting firms are having some real challenges with process and workflow and a lot of this comes down to two different areas one of it's process and the technology they're not actually utilizing to the full extent. So we're seeing and starting to work with a lot more clients around how do we actually help you use the technology that you've actually got and maximizing the efficiency and process around that. One of my favourite ones that I used when I had my accounting financial planning firm we've got on today which is Practice Ignition, which is all around the engagement process. I know that this particularly is a real struggle for a lot of accounting firms. They just can't engage clients efficiently. They can't collect money efficiently. And having this process in a cloud based environment really allows you to drive the right people driving this process. And in our opinion having administration tasks and processes like that should be driven largely by an offshore team. So what we're trying to do as part of our role with our clients is to try and really help them utilize the technology because in a lot of cases people throw people at it and the people aren't the problem it's the process that needs to go behind it and then ultimately maximizing the technology that you're currently using and paying for.

So one of the things that we did earlier a couple of months ago is a Roadshow around the country and it came out with a lot of common themes. And what we've really found is that leading firms are doing things differently. They're optimizing process. They're really leveraging the technology that they're using and they're really growing and expanding their teams and really building a global workforce and they're spending a significant amount of time being proactive with clients than what their competitors are. And we're going to be looking at around how we can get efficiency with Hubdoc and then we're going to talk around when you do actually get efficiency of process and systems right. How can you actually add some real value and I'll tell a little story about Spotlight that I used to use for my accounting firm many moons ago.

I'm not in that business anymore but I had one client ring me, in tears and I'll tell that story a little bit later. But what we did find with the leading firms is that the CEO is not on the tools. They're not doing any actual accounting work. It's all strategic and client focus. Their processes are mapped and their technology stack is sorted and we call it a technology or the stack sorted in that there's a lot of technology available. But are you actually maximizing and utilizing all the technology that you're using? And a lot of the times that we find with our clients is that they're not actually utilizing their technology because they've never had the capacity or people to be able to actually get the technology set up correctly so that it provides efficiency. And that's a major benefit of having an offshore team. They can drive a lot of that set up an initial data entry and process work so that the efficiencies can then flow

onto your onshore or your Australian team. We've seen obviously leading accounting teams are growing an onshore team in America or Australia whichever country they're operating and they're also growing an offshore and a global team. Both teams are working and growing. We're not seeing that the local team's not growing we're seeing in real efficient teams they're on short term are growing because they have a greater demand from clients and then their onshore offshore team is growing to keep up with the work flow capacity we see in one of the major things that quality or the leading accounting firms do is they spend quality time with clients. And I asked this one question and I'll ask it to you. How many of you would actually ring your clients more than twice a year just to say "Hello, how are you doing?" for no other purpose? No other reason you're not chasing up paperwork. You're not chasing up new work; you're just ringing to say, "How's business? How are you going and proactively helping them to grow their business?" When asked this question around the roadshow that we did with 300 people around Australia I had less than probably a dozen people over the whole road show that could actually put their hands up and say "yeah we are leading firms are highly responsive because they've got their workflow and they've got their people capacity worked out they're not getting bundled with e-mails on a daily basis." Some of these are starting to look at 24/7 operations and having global teams that are running on three shifts and running 24 hours and the majority of them are high growth and growing our profit divisions. High growth doesn't mean they're growing at a fast pace it could just be they're really maximizing the efficiency of the of their firms and then they're growing out different areas to really boost out the revenue.

So it's not just reliant on compliance. So there's some interesting stats from there. What we also have found on the webinars that we've run two months ago around workflow capacity--this is a really interesting poll that's up on your screen now--and there's a big gap in the amount of time that the firms want to spend with their kind versus actual And a lot of it comes down to and I want you to think about what you do on a daily basis how much of your time is sitting in front of a computer or responding to emails or phone calls or dealing with client issues. And what we typically find in surveys that we do is that majority of an accountant's time is sitting down in front of a computer responding to emails and doing tax work and that's not adding value to clients. That's not proactively helping them grow their businesses it's not solving their problems. It's making it reactive. So we see a lot of accountants doing the wrong type of work and a lot of this comes down to processes not being set up correctly. Delegation of work being done by the wrong people. And I always have this this comment particularly I mean we are an offshore provider you need to get the right people doing the right work at the right cost and a lot of accounting firms are charging out accountants one to 200 to 300 dollars an hour.

But the work they're doing the actual work that can be done by a global team member at a cost of five to ten dollars per hour and the holding on to work. That's not adding value it's not helping them become proactive and really adding value to clients. And the reality is that there's more competition coming into the market. Technology is driving a lot of what accountants do and vote for. So how are we going to continue to evolve our business to really be a firm that is going to be relevant in the future?

So there some of the findings that we found throughout our road show and I just want it to now lead into our partners that are on the Web today being Practice Ignition, Hubdoc and

Spotlight and we'll start off with Practice Ignition in a minute but I just want to give you a quick insight into a few different areas of why we've brought these partners on the call. I'll start off with Spotlight and a quick story that I had with my clients back when I had my accounting firm. Three, four, five years ago we started using Spotlight when it was still in its infancy where you're just pushing the data across. You had to do that manually. The data would go across your memory, create the report and we would manually email out these business reports every month to our clients. Now we started doing this and it was great value we didn't order it our offshore team drove 100 percent of the process. We didn't do any of it in our local office in Australia. But what real value added was where our new clients came on board.

Suddenly they started getting this management report that their accounting and never done before and I had clients ringing me literally in tears saying "my accountant has never cared about my business. My accountant is never worried about how to help me grow. I can't believe you've taken the time to create this report for me." They didn't realise that technology was driving it so what it really showed to our clients is that we were proactive. But the reality behind it was it was completely driven by an offshore team. It was completely driven to be able to then sell more advice to our clients around this report that they created and what problems they had within it so that we could help solve them through advice. So there are lots of technology that has lots of benefits now. Spotlight has significantly from when I used it. Now it's significantly changed.

But with all the technology today there are three critical technologies that we believe that anyone is offshoring should be using. All three of these create efficiencies and in a lot of cases your offshore team can be driving 90 percent of the process behind these with your onshore team just doing the value add that then allows your onshore team--Australian-based US-based--team to then focus on what they should be focussing on which is what is their charge out rate what type of work should they be doing.

So without further ado I might just lead straight into Sahil from Practice Ignition. This is in a lot of time. I think a real secret. There are a lot of firms using it. I'm not trying to discount that but when when our business converted and started using these practicing nishan again when it was first a new product we were getting clients signing up on our website for service packages that we had. It was then going straight into workflow. They'd pay their money and we'd never even had a conversation with them. So there's significant values in not just generating new clients but also the efficiencies it creates and again practice ignition. Since when I was using it many years ago has evolved significant. So without further ado I'll jump over to Sahil to give us an understanding of how Practice Ignition, what it does and how it can really add value to both your local team and your global teams.

Sahil:

Thanks Nick.. Can you guys hear me?

Hello, welcome everyone and really thank you for joining us. Really appreciate your time. You've taken out today isn't mentioned. Thanks Nick.. Can you guys hear me? 'm Sahil and I

am the Territory Manager for Practice Ignition in Australia and New Zealand. So a little bit about Practice Ignition and a few words. Practice Ignition is an online platform that essentially creates digital interactions between them and clients. **We basically streamline your engagement process when it comes to own boarding new clients or onboarding existing clients at any point in point in time.** The question we get is where in the workflow do we actually sit. So we set it right at the forefront or at the front or the workflow at the right at the beginning. So this on the slide as you see and the right hand side of the practice management solution that does your task management client managers and all the other things that are on the right side where we come into play. It is right at the beginning of the workflow where we streamline your engagement letters. We streamline your contract proposals and then the two proposals can be sent out to the client they can digitally sign them. The payments can get taken care of as well. We provide direct debit and credit card authority embedded into the contract in scope Management KPIs and metrics that are on the dashboard that help with managing your sales pipeline and also in actually the CRM system for team collaboration.

So onto the next slide. Let's talk about the current process a little bit. An accountant gets a new client now and needs to get them on board. Firstly obviously the services and what they're going to offer to them the pricing then to the end of the meeting they go back to the office pull out one of the old templates. Make the necessary changes. Change a client's name printed, sign it scan it send it to the client immediately receives this engagement letter. They print, sign, scan and send it back to the accountant. As you can see this process is very very confusing and it takes a lot of time. So you've got the clients really excited about the services you have. You're going to provide to them by the time they received this engagement it's probably already been four five hours or 24 hours at most. And they receive a paper-based application in a time where we talk about cloud technology. We are sending the client a paper based engagement letter which is not a very good look. The second thing is that the sales momentum also starts to drop. So you've got all excited about services but what but by the time they receive the engaging they've probably already started shopping around for another recount and that's a good way to lose.

It is not ideal. So Practice Ignition, it really helps with that process and it puts end into it. And now once you've got this client on board, what's the next step? How are you going to collect the payment? Next slide.

So you sent out a directive form or the clients pay you using an airport terminal. You send an invoice and then they pay on terms to the end of the month you have to give. It takes Practice Ignition to all of these processes. Next slide please. So in the system you've got a preset or a set list a list of services in the library and you can really easily build a proposal from the library.

Now this is important. So this is where we are building a new proposal. If we just pick and choose the services we are going to offer to a certain client. So we've got an example of the business advisory and planning the deliverables come with the service and on the right hand side you've got a few options to select the building type.

This can be unacceptance where you want to charge a client a certain amount of acceptance of the engagement. There can be a recurring monthly billing types if you've got a fixed monthly cost or billing or charge you need to charge your client and just collect that through the recurring billing type. They've got an on completion where you can take a deposit on the remaining map on completion in the final one is an estimate so that allows you to charge your client hourly or a price range so the people in charge at the bottom it gives you a total value or basically shows you how much this client is worth. So it's very easy to build this proposal and then when the proposal that's built it can be sent in an e-mail to the client. Next slide. In this what they see it they're in. So obviously it has all of your customized branding. The first section talked about the services the deliverables and the pricing in the client can drill down into each of the service to see what the details are included in each of the service in the second section.

They provide us details which is a direct debit or credit card. And if you scroll down a little bit then the client can sign this online. So obviously it's digital signatures and they can just put in their name accept proposals. And from here on is where all the magic happens. So based on the information on this page we will now start charging the client on acceptance. Four thousand seventy. We will also raise the relevant invoices in your cloud ledger, collect the payment when the payment comes through the bank. We reconcile that against the invoice. So how good is that? We can totally take over all of your payments in one generation and then also that admin related to managing your job templates. And through these engagements we've got key metrics and then this is where the dashboard comes into play all over engagement letters are connected to this dashboard which pulls the revenue information from the engagement. We've got the project total for the rest of the 12 months the rest of the year and then monthly recurring revenue that we are getting from the individual clients.

Your average client revenue some really good metrics that are very relevant to an accounting firm based on some formation we can track our performance so we've got a budget on the right side that we can create and significant spread over the next 12 months. And in the seasonality factor in the blackline that you see on the left hand side of revenue dashboard is your budget line so you can track your performance against the budget.

Then also as your sales pipeline you can see how many proposals have been sent out to the clients. How many have been accepted what the conversion rate is and also how long it's taking for it's a two part to accept the proposal? So based on the information you can actually start planning how you want to engage more with your clients. And then your current client so at every point in time gives you a real time picture of how many clients do you have in your practice. A lot of the practices we work with they tell us they don't have that information. So this system allows you to see that and how many clients you have currently in your practice. On to the next slide please.

Now the best part of Practice Ignition is that we help out with what they say is our process as well so we can set up and format engagement letters in the count. When you sign up we can also format the services and then bring all of your existing engagements and plans across to Africa finishing all the things we find challenging for a lot of the accounting practices out

there is that they are very busy. So setting up a new system can be a bit of a challenge. So in this case we help over the entire process and we can get some of your entire practice on board with Practice Ignition. Testimonials customer tells us they save approximately about four hours per year per client. Now usually at about hundred clients and considering the minimum hourly charge out rate only only. That's almost 30,000 dollars of added and costs saved annually which is a huge saving. So, yeah, if you need more information on proximation you can jump on the website..

Nick:

Thanks a lot. Wonderful. Thank you very much. And I think some people just follow up on that. Our practice was 100 percent using this and the re-engagement process every year we did with every client was very simple when you simply click a few buttons and it goes out your whole client base. They electronically sign it, send it back, payments or collected. And I think a lot of accounting firms don't really consider the amount of time that it does take and how inefficient and difficult the process is for your clients when you're trying to engage them in new services or new clients. And this is something that Practice Ignition has been built. One of the founders of it was a guy who ran a very successful accounting practice for many years. He actually built this software for his own firm and then it turned into a commercial product that is now global. So look if you haven't looked at this like Sahil said, 30 hours or a significant amount of revenue, 30,000 dollars in revenue that you could save just by being more efficient and providing your clients with a better experience which is ultimately bringing that well which is one of the things you wanting to do your clients will now move on to our next presentation which is with Hubdoc so we'll jump straight into this one.

Matt:

Thanks so much Nick. As mentioned I am Matt Bunson from Hubdoc and I am the Australian country manager. Bit of a fun fact. I actually arrived in Australia a year ago today so it's kind of fitting that I came down here to run our company globally and then to spread the gospel. Accounting and it's getting and I'm doing this today.

Perfect. So today we'll be discussing achieving automated document collection. More specifically how are you as an adviser and can leverage have a chance to really streamline your workflow? Next slide. Perfect. So imagine never having to ask your client for a document ever again. Imagine not having to do manual filing or data entry against those very same documents. And finally imagine your clients businesses were automatically audit proof because all their documents or store in one place.

Well you know we think that would be quite an amazing world to live in. So that's kind of our vision. And you know this cartoon while it may be cute it's actually really telling. You have these empty shoe boxes that would have finally been filled with stacks of paper. And that's transitioned to you know clean digitized documents filed on a personal computer and you know ideally as you're also seeing an advisory with a smiling face he goes all of that and mundane administrative work that quite frankly no one got in the business to do has been taken care of.

Next slide. So it's been with advisers around the world we found that upwards of one third of your time is spent collecting and preparing client documents to think about that risk and that's that's one third of your time doing mundane tasks when you could be spending that time you know providing higher value advisory services scaling your practices or perhaps you know generally doing what you'd rather be doing. Maybe spending time with your family. So with Hubdoc we can automatically fetch recurring bills and statements from banks and online suppliers we actually have over 200 connections servicing the Australian market alone and close to a thousand worldwide. Now some of our clients are popular local connections are listed on the left hand side there and we can actually automatically flash different clients in types from any of these connections. Allowing you to never ask your client for one of those very same source documents again now. We understand. Not every supplier is available online. For clients, documents can be seen by e-mail and they can snap folders with a mobile application. They can also scan and upload documents and you know whichever way documents get into our platform they process. So not only do we extract key data but they get automatically filed and sorted so dark becomes the single point of truth for a client source documents now further downstream we can ever loosely reconcile your client's books by integrating the kennelling platforms we can create transactions and automatically attach or documents to those very same transactions. I personally use docs do the bookkeeping for our company and they can tell you that it is quite easy and actually. They enjoy it week to week. But we also almost all approve clients by backing up documents to cloud storage platforms share file box Dropbox and Google Drive.

I believe your regulations say that you can store data electronically but you must have copies stored in a separate place. So we're actually ultimately providing you know an audit that most businesses probably don't even consider this huge. And to illustrate to the next slide and just walk through so that we can actually visualize what it looks like when documents are being fashioned and how much time can be saved. So what we're looking at right now is one of our clients have dark cash for us. And so with not only are we a cloud based filing cabinet but what we really are is this collaboration tool asking your client for documented month then quarter end and year. And so what you'll see in a few moments here is myself establishing a feel with my Commonwealth. Thank you. My clear number in my password and I done works to establish the feed now very differently than the bank fees in the accounting platform. We don't call in a line by line item of transactions we actually fetch and file the statements bank statements, credit card statements, mortgage loan statements automatically from the CPA. And we actually lodge everything historically. And we're doing cleanup work in a file. You get immediate access to client data. Additionally we run lately so we can fact that new document the same day it comes available now. Moving over to more transactional type information like pulling in a telco utility bill or a software vendor invoice we extract key data from that. So in using us as a document processing tool we can push coding create this as a transaction zero with the sourced documents automatically attach.

Now coming back to Hubdoc you are often in this part of our platform is as much as we'd like documents to be available online and digitized.

We still have physical receipt so when I have a client receiving invoices from a local contractor so they can get those documents by sending a picture with our mobile application emailing documents and or actually scanning directly to the computer and uploading. I personally use the scans in my computer which I then upload directly.

Now the final piece here is that automated backup. I'm in my Google Drive account and you're actually seeing documents that are automatically published from Hubdoc down to Google Drive gluing the folders that they're in. So when I want to think about this and backups are mostly made of my system. So moving to the next slide.

Just to review what we've seen so far you know how Hubdoc can save you time just you know collecting and preparing client documents in terms of searching documents filing them and also extracting data and processing them.

So we'd love forever is going to be interested in learning more for our product to not only follow up with me in an e-mail I receive my information and a follow up but also good [abdulwahab Dark dot com slash sign up](http://abdulwahabDark.com/sign-up) that don't have dark dark times slash sign up and send it to your very own free account. We give you lifetime free accounts in a daily you load How do you see the value when you use it for your own firm for your own personal documents. Once you love it and you can start scaling your practice and leveraging our technology to really provide a higher level of service to your clients.

Nick:

Wonderful. Thank you very much Matt. And the reason why we asked Matt to come on the webinar today was one of the biggest challenges firms have when they're looking at offshoring is how do we actually get our data to the team to be able to then do the work a lot of the work that's being done offshore is data entry and process driven work. How do we get the documents to them so that we don't have to be standing here scanning it all in our office. It can be done by our clients automatically going into a system and it pushes a lot of data across so that our offshore team don't even have to be doing a lot of our data entry so you know fantastic product. Again the amount of efficiency firms can get with this technology means that you don't need people either onshore offshore doing that style of work they can actually be doing the work that adds value and being more proactive to clients. And that really leads right into what we're talking about next which is the proactive advice moving into a different type of revenue stream for our business. We have entities in the US, Australia, HongKong, the Philippines.

We actually use the Spotlight product for our monthly management reporting from a high level point of view. It deals with the multi-currency. It pulls and consolidates all of our entities because of running multiple entities. So we personally benefit from this for our own business. But let alone when I had this for my clients in my accounting firm like I said earlier just sending the report shows that you're proactive if you're actually doing a lot more which is what David is going to talk about what the software actually does do now. There is significant

revenue streams and proactive advice that you can be giving your client. So without further ado we might jump straight to you David.

David:

All right. Great. Nick thanks for having us for long. Thanks to both yourself and Ross for inviting Spotlight. Great to be here. My name is David New, Chief Sales Officer.

They call me these days the Spotlight Reporting which basically means I head up their sales operations globally. The name sounds familiar. You may recognize that from my kind of receipt I think there is, as managing director in Australia or possibly a sales director of Xero in the early days when I worked alongside the likes of Chris Schmidt and look terrific to be here.

For those that don't know much about Spotlight Reporting a real quick intro but we're effectively an integrated dashboard reporting and forecasting tool. As Nick alluded to, it's designed by accountants for accountants. We are real big believers that any task that can be automated will be automated and we are also a big believer that if it can be done cheaper you should outsource it and that frees up your firm to be able to do stuff that Nick again said earlier. Truly adds value to the client relationship. I'm not saying compliant doesn't have value. You only have to go and put a set of financial statements in front of your clients and ask them to explain it back to you to see how much value you're really adding to the relationship and truth of the matter is many of them don't have a clue what the financial statements mean. Nick also touched on the fact that many of you only get in front of your clients once or twice a year at best and that is so true. We hear that all the time and the real premise of Spotlight Reporting is to create a relationship. To use our software as an enabler to get you in front of your clients a whole lot more. So that not only can you have a far better and more meaningful relationship with them that you can charge and real good revenue. For the time you're spending with them and they also have a far higher appreciation for the work you're doing for them. So it is a true win-win. All right would jump to the integration slide here or talk to you briefly about how we really work. We integrate directly through a direct feed through API connectivity with zero now for many many years. More recently also with MYOB and Quickbooks specifically Quickbooks online and in my eBay accounts write lives which are the best products for us to be integrating with. We do also have integrations with workflow maps which is zeroes up practice platform Google Analytics importantly which allows us to bring in non-financial data as well. Talk it through that shortly as well and Excel. Remarkably there are still a whole lot of businesses out there still using Excel. In fact arguably the lion's share. Had a disproportionate amount of the integration. We still bring into our software still remains Excel today but all of those products are a click of a button. We can bring information from either itself or the accounting platform directly into a number of our product suites. So walk it through the Spotlight product suite. Now if we just jump to the next slide. As product sales for flagship products they can all work in isolation or they can all work as part of a software suite. And certainly what we call our super VCR phone subscribers are the ones that take on reporting dashboards and forecasting as part of a special package. We have four accountants multi sets the site exclusively for franchise use essentially all of those that are looking to do benchmarking or kpi or renting across vertical

industries but of the three core products reporting is our bread and butter. That's real Advanced Management reporting. Nick talked earlier about a story where he had a client in tears. We hear those stories all the time because clients just aren't getting that sort of information presented to themselves that they're getting financial statements they are getting that one or two touch points of view. It's very numerical. We provide you with reports that are very visual. As you'll see as I go through my slides shortly and there's never been a true statement there none. Pictures are worth a thousand words to a business owner because they actually get it. I can understand where there are issues and cash is likely to impact them or they're going to run out of money in the bank or stocks not not on and that are readily available right at dashboard's give you a quick. Snapshot of how things are travelling in the business and we have a number of different formats but that's often a great conversation starter that can lead to additional services and our forecasting has probably been the fastest growing area because as you know small to medium businesses their biggest failing is that they tend to not manage the cash particularly well particularly in future years. And through our forecasting product and scenario building we're able to map out the future for them a little bit and help them manage their cash requirements. So we jump across a lot through each of those very quickly when spend too long on any of them but the first ones that dashboard. This is our more traditional format. Now this is highly customizable. Everything you see on this page you can choose the colour of. You could choose the layout or you can choose the format of it you click and drag one of them out there if you don't think cash on hand relevant and you want to pull in something else. We have a library of about 120 widgets that have all been designed to talk in detail of various metrics within the firm Nutra is exactly what's appropriate. And may you provide a particular firm with a couple of pages potentially and we bring in not just financial as I mentioned but non-financial CSC on this particular example. We have one down there on the bottom right called monthly unique website visits. So we're actually bringing in through Google Analytics traffic to the client's Web. So that's quite powerful. On the bottom left we look at something more traditional Which is your cash on hand. Not only are they seeing the closing balance for each month but they're seeing the highs and lows of that cash account balance during the month at any one time. Again 120 different widgets. You pull these in as you see fit. You design it for each customer potentially save it template by customer and by industry by seasonality and you can have these say to one side it really is just a click of the button to create something that's so so visually pleasing.

But also real easy to digest for your clients and also easy for your sales of accountants to explain which is half the battle too. We do offer to other formats that dashboard if we jump to the next slide or put one of them up here just to show you what else we're able to provide you in the form of a dashboard This is what we call our business performance monitor. Here you pick three key metrics such as revenue, profit and cash and you're able to track against the pre-set targets just how you're travelling and you can see it in this particular example. Revenues down for the year to post profitability and cash are up and providing something like this is a snapshot to your clients against targets that you've agreed on at the beginning of the year it's very powerful as well. This is a very popular format of our dashboard. We have accounting firms that provide the two formats and provide them with the traditional and the business performance monitor as well. The game is designed to give a real quick snapshot something different from the traditional financial statement and very very often 20,

30, 50 percent of occasions will lead to future advice revenue through more likely our reporting product which is the one I'll jump to next and talk to you which really is our bread and butter. Let me jump to the next page. This is just one page of many that appear in our traditional management reporting packs. Looks a little bit like Excel. Some will say and that's quite by design. We figure that accountants have been hanging out in Excel for a hell of a long time. And to take you to something that has too many bells and whistles and it's too great a departure from Excel would require too great a transformational transition. We try to keep a familiar look and feel to where you've been hanging out in the past which is primarily in Excel. You see we have comparisons there that are from actual last year we do last three months. We support that the whole way through our management reports with graphics that will highlight exactly how things are travelling within the business. Now a typical Spotlight Management report can be anywhere from four pages up to 14 potentially even more. They start with what we call an executive summary page which we actually pre populate for you based on what you choose to include in that report. But then from there you're able to overwrite all of the advice as well. So devices provided for you based on the metrics and the visual you go in there and change it all your life you can white label our reports and put either your logo or the Clines logo on it. And more recently we've added a page which is called our action plan. I show you that just a moment as well. But everything you see is customizable. You choose the columns you want to show you choose the graphs you want to show click and drag technology. Little bit of setup the first time and every month thereafter it's just a click of the button to bring that information in from whatever the accounting platform the clients using and the way you go. You have beautiful visual management reports created in next in no time. Jumping right along. One of the popular pages that almost always included in our monthly management reports are our KPI scorecard. This is where accountants and client would typically sit down at the beginning of a month quarter a year and establish the sort of targets that they'd be aiming towards. You could see how you're travelling against those very visually so you take that profit headcount. So again a mixture of financial and nonfinancial doing really well. Other areas such as site visits not so good. Net operating profit not travelling perhaps as well as we'd like also but again a very very visual scorecard. But if you're getting in front of clients on a monthly basis and putting something like this in front of them. Very easy for them to be able to track their progress it's very possible for a business owner it's very meaningful for them. Moving along. The latest edition to spotlight reports that was only just thrown in in the last couple of months with a terrific feedback to their action plans because at the end of the day if you keep in mind what we're all about we're about trying to make the accountants the hero. We don't embed videos in our report like others might do. We don't ship them out for clients to digest themselves it's very much about a discussion whether that be a video conference or a face to face. Where you could sit in front of a client charge good money for the time and provide them with real value advice and their action plans allow you to set accountability. Progress set deadlines assign responsibilities and actually work with your clients so that they know when you come out next month or two months time that there are certain goals and targets that we're looking to achieve. And the concept of the action plan is really the crux of how you navigate that course of success for your client and you talk about where they are today. Where they'd like to be tomorrow. And this is where you'll set the action plans necessary to get them there. You'll be offering them real advice in doing so. Moving along I think we get to our forecasting product next. From what I can do and spotlights forecasting as an exceptional powerful solution it

allows you to create or import a budget and you can be doing that from you'll be doing that from your accounting software. You may choose to bring in the previous year's closing balances to manually import a budget of your or your own or simply create your own and then adjust it with what we call our flexing options with profit and loss as well. Once you're in spotlight forecasting you have the power to be able to create a forecast the full three way forecasted which is across the balance sheet.

Profit and loss and also importantly the cash flow.

The ability to choose or create your best starter and then very powerfully it can create a number of what if scenarios. Your typical client probably looking at a best case scenario worst case scenario gets you can offer professional advice to create hopefully What's the most likely scenario. Really gives them some great insight into looking forward. I think this is this is probably the big game changer.

In the accounting industry. Traditionally we have always provided reports that look backwards not only to the reports that we provide our clients with look backwards but they're almost out of date by the time we give them to them because of all the extensions that are granted it's not uncommon that a client gets their financial statements six months or 12 months after year end. With a forecast you're looking forward. And it's impossible to change the past but certainly clients respond really well to a forecast.

It's also terrific money and for an accounting firm we have accounting firms at the top end that are charging somewhere between three and five thousand dollars for a forecast. And they're providing those to their clients on a reasonably regular basis as well. So certainly some really good revenue to be made with them. With cash flow forecasts. We then move to the final of our offerings which is one that sort of sits to the side of the others that's our multi offering is a sleeping giant very very popular with franchise groups. We have the likes of cheapskate shop in Australia KFC. Believe it or not over in South Africa a lot of other real prominent franchises get far smaller than the ones I've mentioned that use a product. And the two features that they really like and find most powerful within it. We allow them to rank their franchisees and they can do that in either a name or an anonymous fashion. So in this particular example that it's showing bilocation exactly who the top performers are by revenue.

Percentage of revenue gross, profit gross, profit percentage and again you can choose the metrics at the bottom of that report it shows you how your top three performers are performing against your bottom three. So ideally highlighting opportunities for improvement with the poor performance and you are able to analyze why the top performers are doing so well and then sometimes the franchise all wants to distribute to this franchise. But without naming the individual names of the franchises and you're able to remove those names and have them anonymous as an organization One, two, three, four etc. very powerful to be able to use it both ways.

We also show that visually. So if we jump to the next slide we have what we call our benchmarking report. This is a very popular one and this particular example we're showing those same 50 firms. Plus showing how they're tracking on revenue all doing quite well in the

revenue area. But when you look at net profitability of a particular franchise you can see there that some are performing up right up on the right into mcgrane. And others are performing quite poorly down in the in the red or orange region. And that allows a franchise all of this and very direct comparisons see what's working well for some as opposed to what's not working so well for others and that's very popular because it's such a visual report easy to be able to see a visual sculpture. Just finally then wrapping up I talked earlier about what we're all about and it really is a win win situation. We're trying to create a relationship between accountant and client that is valued far more by the client compliance only relationship but from the accountant side. We're certainly trying to encourage and move towards advisory and that's why we're such big fans of the technology you've already seen the likes of Practice Ignition and lots of Hubdoc. They're bringing efficiency to your firms because they're removing the manual tasks and ideally free you up bringing efficiency to your firm to free you up to really expand on your current relationship with decline and the guys also The Outsourced Accountant by outsourcing some of that manual labour. What happens to free up for you is it can take the relationship of an adviser or a whole lot further than what you may have before.

We have a lot of our accountants work with us far more now a virtual CFO than they are in accounting because they are getting involved in reporting and specifically management reporting and cash flow reporting that they're seeing opportunities to become a mentor to business owners and not just a traditional accountant they're getting involved in strategic projects and in a number of cases actually assuming a position with the clients as a board member or as a trusted adviser which I'm with I hope at the end of the day that's why we all got into accounting. It wasn't just to do the number crunching in the back office work it was to truly help us help our clients and to help business owners meet their meet their dreams and whether they be financial business or personal. Certainly we lived through a lot. It can help so very very quickly for anyone only the webinar day. We certainly have an offer we were offering a 25 percent subscription 25 percent off I should say for the first three months something catches that other spotlight reporting dot com. My address is david@spotlightreporting. And we certainly love to hear from you. Thanks for having us along.

Nick:

Thank you very much David. Now I might just jump in because there is actual just through the contact details for each of the three technology providers will be provided via email with details and the free trials and offers that are being offered so we will send these through to you. Once we finish the webinar one question that's come through Dave will get you to answer straight away, "How much time can it can save when using reporting tools like spotlight?"

David:

Well certainly compared to working in Excel which I guess would be the comparative equivalent we've heard of examples of eight to 10 hours per report when it comes to something like forecasting a report can be north of that. But to put together a management

report that's 12, 14, 16 pages long we've heard of people spending six eight ten hours per report so significant time savings to be had.

Nick:

Wonderful. Wonderful. Second question that any of us can answer: "Technology today is impressive but there will always be one time when errors occur. How do you ensure that data provided by automated tools are accurate all the time?" My personal opinion is that you can't. But I'll let each of the three of you. Dave, we might start with you then Matt then still on how do you ensure the accuracy of data and when it's not. What do you do?

David:

We're a little lucky and probably a little bit different to the rest in that we're simply pulling in information directly from your accounting system. One area where we differentiate ourselves from other providers in this place is that we only allow you to work with verified monthly and reconciled information. And we have had a lot of instances with other products where they're allowing real time export of the data that it hasn't been verified by an accountant or bookkeeper. Potentially there are unreconciled data there. So certainly we only deal with reconciled month in data and that ensures that generally the data we're pulling into spotlight is is very accurate and validated by an account.

Nick:

Cool.

Nick:

Jump back to Sahil. Do you have any opinion on this?

Sahil:

Yeah I think I think one of the main things really is that even manually doing it there can be some errors. And the technology those errors are usually reduced. So we would, at Practice Ignition. The main thing is that you can see everything visually when you're building a contract or an engagement that you can see the total value and it's right in front of you so if there is an error it can be corrected it can actually be looked at straight away. And then when the client signs it all comes back to the dashboard it's all pulling through from the the engagement letter itself at the end of day. There's always going to be some level of errors and that's the same. We're doing it manually as well.

Nick:

Here are some of the questions so how do you ensure data. The data is always accurate. So the technology is impressive. All the technology is impressive but how do you ensure that the data is always accurate. Or can you not?

Matt:

Yeah that's a good question. I think that's something that you all document processing platforms us included are moving towards right.

We want you know bookkeeping to be zero-touch bookkeeping right. That's that's the future. Now I think that even with technology as it is in the great strides we've made unfortunately there still is a queue that needs to be done. There still is a review process that has to be done at some stage of the process. I personally use Hubdoc as my, you know, review process before pushing directly to my benefit.

I believe that while technology is getting close you know you still do need to review transactions to ensure that the data is in fact accurate. Right. And the idea of you know having receipts and digital copies of those receipts is never going away right. The receipts are kind of the final frontier. You know the accuracy on a transaction. So in that you have that receipt. Digital or otherwise you can actually review and ensure that your data is as accurate as it can be.

Nick:

Brilliant. Thank you. Now we did have a question pop up regarding. Can you get a copy of this webinar so that your team members can watch it? It will certainly be sent around to everyone. So anyone on the call you will receive a copy of this so that you can watch it and have your team. Also watch this. So do you have any more questions? Please pop them through. Alternatively you can feel free to contact any of us on the call today.

Before we finalize and wrap up I just wanted to let you know that all of the product providers that are on the call today are all based in the overseas market as well. So US and Australia based so it's important that all of our clients are able to access these systems. So I just wanted to also mention that they are available in Australia and New Zealand and the US as well.

For anyone wanting to know a little bit more detail about what I went through at the start of the webinar around how do you build a global accounting team. And one of the most successful leading firms doing please jump onto our website theoutsourcedaccountant.com/e-book for our new e-book. It's a significant size but it really talks what a leading and growing firms are doing. And as always we are wrapping up the end of 2017. Now at the start of November. And I just wanted to urge you all that to have a real reflection of what you've actually achieved in this calendar year. And to really start planning your 2018 plans and this is the final point that I'm going to leave on.

When I spoke at a couple of weeks ago at the roadshow that we did a couple of months ago around Australia one of my big questions was "how does your firm actually mapped out your financial and business strategy for this financial year?" And 99 percent of the firms had not mapped out their strategy or if they had mapped out their strategy. The only thing that they had done is actually set financial targets.

They hadn't actually worked out how many people they need to be able to achieve that workflow. They haven't worked out how are they going to continue to evolve and grow their business into different areas to add more value to their clients. And it really surprised me particularly given that were a few months into the financial year and we're now into month five and the financial year and some firms have still not done that. So I'd urge you to start looking at that now coming up to Christmas, you know, drive really hard.

But if you're wanting to implement anything in 2018 and particularly the software that we've looked at and gone through today and building a global team on top of that as well. If you're wanting these to be operationally in early 2018 you really need to start now. These are not things that you can turn on tomorrow and be running 100 percent. There is a lead time. There's a process change and there's a structure behind it. So I really urge you to start now before it's too late. By the time we shut down for Christmas. We're then halfway through the financial year.

We've got a busy six months coming up and then leading back into again tax time in Australia. If you're in the American market obviously where we're leading into your busiest time of year after Christmas so again it's critical that these things are all done and driven now. So thank you everyone for attending today. Really appreciate your time. Thank you to Sahil, Matt and David for your expertise. We look forward to continuing to work with all three of you with our clients to help them become more efficient. And as always any questions please feel free to contact any four of us panellists and we will be sending out the webinar and sending out direct links and contacts to all of the different technology providers from today. And we really thank you for your time and enjoy the rest of the year and we look forward to chatting to you all again in the near future. Thank you again and have a wonderful afternoon.