

Xero place for Cloud Integrators – think again!

When I first sat to write this article, my initial aim was to get all Accountants and Bookkeepers to work with an Authorised Cloud Integrator, because I know how much value we can add to their practice! Whilst this would be an amazing achievement, it's great to have the opportunity to highlight the value of a cloud integrator in the ecosystem...

The bookkeepers and accountants I have worked with to date have been very opened minded and understanding of our place. They are proactive thinkers and what I like to refer to as a “New Breed” of accountants and bookkeepers who are happy to embrace change for the future of their business and that of their clients. If you're not yet convinced of our place in the “support network” for small business, then read on...

If you are one of the proactive Accountants and Bookkeepers to which I refer, but have yet to make

contact with an authorised cloud integrator, maybe now's the time to do so. You're probably already part of a cloud-based firm, you love the practice management tools and the information it gives you, and what it's done for your workflow. Well imagine if you could transform your client's business in the same way... and in turn provide your firm with even more accurate and non-financial data to increase the scope of the advisory services you offer.

Well that's exactly the “Invisible Business Solution” we offer to Business as an Authorised Cloud Integrator.

With over 1 million subscribers to Xero, it appears many don't use the full potential of data available to them, other than for historical and statutory reporting and even less are yet to adopt the amazing ecosystem of Apps and Add-ons for their business. However, many don't actually use the data available other than for historical and statutory reporting and even less have yet to adopt the amazing eco-system of Apps and Add-ons for their business.

Why? Well I believe it's because they fear changing the foundations of their business, they need a guide; an independent and trusted advisor, an expert in their field to assist them through the change, and that's where Cloud Integrators come in!

Cloud Integrators provide

identification, implementation, training and support of cloud-based solutions from across the Xero eco-system and in different areas of industry. Rarely will you find an integrator that can cover all the apps, so most will niche in particular areas and business types, for example, Professional Services, Trades, Health and Wellness, Manufacturing, Retail or Agriculture. Not only do we provide technical systems knowledge, but the ability to manage the project from start to finish while facilitating the necessary and important change management process for the business.

There are a number of motivators that drive small business to adopt these cloud solutions:

- Save time
- Save money
- Increase capacity
- Enable remote management
- Provide competitive advantage

Understanding what drives the client, what challenges they currently face and how the software can help them are all part of the skill of being a cloud integrator. But why would an Accountant or Bookkeeper choose to work with a cloud integrator? What are the benefits and value for you and your client?

For your clients:



@Invizbiz

Helen Goodman, Authorised Cloud Integrator, **Invisible Business Solutions**

Helen Goodman FCCA is #notyourordinaryaccountant, with 20 years experience as a management accountant in the corporate world, Helen now runs a successful cloud integration business to identify, implement, train and provide ongoing support to small business looking for cloud solutions. Invisible Business Solutions was one of the first Authorised Cloud Integrators to be recognised by Xero.

Engaging with an independent Authorised Cloud Integrator will ensure your client is recommended the right software for their business. They will receive expert implementation management and have the confidence that their software is set up right the first time. Why is that important? Because their business depends on it!

For you as a Bookkeeper and Accountant:

The data syncing through to Xero has an audit trail. From original transaction to posting in Xero you can trace the business activity. There is less risk of error in the collection of data and posting of transactions and greater access to non-financial data.

As the role of Bookkeepers and Accountants continues to evolve there will be less data entry and transactional processing and the role will become more about data

validation, interpretation and advice. The ability to trace source data and have access to non financial metrics will allow you to provide your client with even more meaningful analysis.

Choosing an Authorised Cloud Integrator to work with...

The key factors to consider when choosing a Cloud Integrator are:

- Experience and knowledge in the industry your client trades in.
- Compatibility of style, with both your practice's culture and that of the client. It's important to know who you work with, their background and industry and system knowledge.
- Understanding of Accounting so that not only does the sync between Xero and the app run seamlessly, but that the Cloud Integrator explains the value of the information now available in both the new app and in Xero.
- Accountability; Cloud Integration

is not just about systems its people management and training, which contribute to a successful transition.

- Training and ongoing support are also vital for continued success of the implementation.

In a nutshell that's a Cloud Integrator, so there IS a place for us and Xero have plans to grow the channel in the future so we are here for the long term. Hopefully this article has persuaded a few more Accountants and Bookkeepers to engage with us and if we have sparked your interest then you can find us in the following ways:

1. Xero.com at www.xero.com/au/partner-programs/cloud-integrators/directory/
2. Ask your Xero Account Manager for a recommendation
3. Check out the App Directory of Partners
4. Simply Google 'Authorised Cloud Integrator'



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