



MOVING BEYOND QUICKBOOKS:

Why now's the time to graduate
to professional financial
management software

Preferred Provider of
Financial Applications for
AICPA business solutions

Summary

Most small businesses begin their financial lives using Intuit's QuickBooks, which—with an 89% market share¹—is by far the best and most popular small business accounting application. It's well known. It's easy. It works. And it offers the functionality a business needs when it's starting out.

But if your business has moved beyond the entry level, your organization may be facing a number of challenges as you hit the limits of QuickBooks functionality. QuickBooks simply wasn't designed to provide professional financial management capabilities to growing organizations that require more and better visibility into financial and operational performance—such as automating key processes, providing anytime, anywhere access, supporting multiple currencies and locations, customizing functionality, and integrating with other critical applications.

How do you know when it's the right time to make the move? Which options should you consider? What are the hidden costs of waiting? And how can you measure the costs against the benefits?

This paper outlines a framework to help your organization assess the hidden costs of continuing to use QuickBooks along with the financial upside of switching to a professional financial management and accounting system, and will help you:

- Decide the best time to switch from QuickBooks to a more robust, cloud-computing based system.
- Identify the hidden costs of continuing to use QuickBooks.
- Evaluate the available alternatives.
- Compare the cost of the status quo with the benefits of switching.

Understanding the costs of the status quo

Growing organizations that continue to use QuickBooks may find they're spending extra time managing workarounds outside the application. They may not even realize the number of inefficiencies getting in the way of conducting day-to-day business. It's all too easy for these inefficiencies to become ingrained over time. And because there's no immediate cash outlay, doing nothing may seem like the only option—or at least the most cost-effective option. But you may be incurring a broad range of hidden costs.

Identifying the hidden costs to your business

A 2010 study² by the largest independent CPA firm in California, Armanino McKenna, found these factors consistently slow down the monthly accounting process:

- Over-reliance on manual, paper-based processes
- Lack of integration between financials and other business critical applications
- Decreased staff productivity as a result of inefficient and manual processes
- Inadequate data and lack of insight into the business

This study corresponds with the main issues QuickBooks users identify as their organizations begin pushing the limits of the functionality built into QuickBooks:

¹ http://accountant.intuit.com/training_cpe/intuit_education_program/index.aspx

² http://www.amlp.com/press-releases-files/doc_download/251-armanino-mckenna-cfo-evolution-white-paper

Using spreadsheets to manage complex processes outside the system

“...After spending over one week sifting through massive spreadsheets, we discovered that we had a calculation error in how we had been recognizing revenue for the past 3 years!”

Organizations with sophisticated accounting requirements, such as revenue recognition and job costing, often find the need to develop workarounds because QuickBooks doesn't provide built-in capabilities for these complex processes. Finance organizations will often export data to multiple spreadsheets, set up dummy accounts, and ultimately create additional journal entries to be entered each month—or even develop homegrown applications for recording revenue or expenses outside of the system. These workarounds can lead to duplicate entry errors or reports based on incorrect or stale data, introduce inefficiencies into the process, consume additional time and resources, lack control and compliance, and create another source of information outside your financial system.

Continuing to rely on inefficient manual processes

“...Errors caused by manual processes and a lack of control resulted in \$180,000 of improper expense reimbursements within a six-month period.”

QuickBooks provides small businesses with a user-friendly package to help with money management, expense billing, and sales invoicing. But growing companies often find they're increasingly relying on manual processes, which increase the probability of duplication and data entry errors, and make it difficult to gain an integrated, real-time financial view of a company's end-to-end operations.

Managing with limited financial visibility from information silos

“There were a lot of ad hoc things that went on. People tried to pull reports from different databases, different systems, and there was no consistency.”

Most companies don't integrate QuickBooks with other key business applications. It's very common to see manual integration points between systems in companies using QuickBooks—which may be fine when volumes are small but can significantly affect productivity as the business grows. Finance organizations must manually research, re-enter, and verify data that's already captured elsewhere at the cost of lost productivity, data entry errors, and revenue leakage—making it virtually impossible to gain a 360 degree view of the overall business.

Though well-proven as an effective business application for small business, QuickBooks simply wasn't designed for growing organizations that need advanced functionality to manage sophisticated processes. To accurately forecast upcoming business opportunities and plan proactively, organizations managing complex business processes need an overarching view of company operations—to identify process gaps as well as areas of strength. Enhancing collaboration, providing robust controls over data, and deep integration can only promote strategic decision making and support growth oriented business management.

Letting new technology do the heavy lifting

Eliminating the expensive, old-school options

Just a few years ago, organizations outgrowing QuickBooks faced a difficult decision. Purchasing, installing, and running traditional mid-market financial software, such as Microsoft Dynamics or Sage, is a huge and risky investment. It involves purchasing servers and databases, hiring IT staff, engaging specialized consulting services to help with customization, and making an ongoing multi-year commitment to operating and managing complex software. The up-front costs can easily run hundreds of thousands of dollars, and a large number of projects actually fail.

Thus the cost and risk of graduating from QuickBooks has traditionally been high, resulting in too many businesses staying with QuickBooks longer than they should.

Moving financial management to the cloud

Cloud computing changes everything. You've probably read about cloud computing—and you've used it if you've ever searched on Google or purchased something on Amazon, or if your firm already uses web-based payroll, email, or CRM.

A new generation of cloud-computing based financial software has entirely changed the dynamics of graduating from QuickBooks; with cloud computing, the vendor takes on all the information technology cost and risk. All you need is a web browser and an Internet connection—on a PC, Mac, iPad, or smart phone—no need to invest in expensive technology, servers, software, or IT.

So QuickBooks' limitations drive the need for growing companies to graduate to a more robust system, and cloud computing takes the cost and risk out of moving to an updated financial system. As they outgrow QuickBooks' capabilities, organizations should consider a cloud-based system that delivers best in class financial and accounting functionality, and offers:

Anytime, anywhere business visibility

Access to real-time data and processes—available anytime, anywhere with a web browser and Internet connection—offers unprecedented access to users inside and outside your organization.

Flexible reporting, with built in multi-dimensional architecture, delivers accurate and timely reports with relevant insights into data.

Role-based dashboards deliver real-time global and local visibility into the state of the business—to the right stakeholders at the right time—providing deep insights into business performance.

Increased productivity

Extensive integrations with leading applications enable organizations to easily, cost-effectively assemble an interoperable system of best-in-class applications, providing the best solutions for your business needs.

Easy user defined workflows automate, control, and streamline processes as needed to optimize processes throughout the organization.

Scalability

Scalable architecture grows with evolving business needs.

Multi-ledger system delivers scalability and control for high-volume, high-transaction businesses.

Multi-scenario planning drives business performance and management, and enables storage of an unlimited number of budgets, forecasts, and other relevant reporting formats.

Understanding all your savings

Measuring the true cost of continuing to use QuickBooks

Despite the costs of continuing to use QuickBooks, when faced with the cost of change now versus the cost to postpone, many organizations conclude it's more cost effective to keep what they have.

While this might have been true before—when the only option was to switch to expensive on-premises software like Microsoft Dynamics or Sage—today's cloud-computing based systems are extremely cost effective. In fact, the time you save—just from automating critical processes and eliminating spreadsheets—can often more than pay for the entire cost of moving to the new system, typically in just a few months.

You can prove this for your own organization by comparing the full costs and productivity implication of continuing to use QuickBooks with the same factors for a new cloud-based financial management system. Thousands of organizations like yours have already made this comparison, and invariably the answer is that graduating to cloud-based financials results in a tremendous, positive ROI.

Comparing apples to apples

Here's how you do it. In the following example, the cost comparison in Table 1 provides a snapshot of the relative costs for a US-based company with 75 employees, annual revenue of \$10M, and locations in the UK and India to run QuickBooks versus a cloud financial application over three years:

Sample ROI (QuickBooks vs cloud-based management system)

SUMMARY	
Project:	Cloud-based financial management system
Annual return on investment (ROI)	164%
Payback period	.7 years
Average annual benefit	85,920
Average annual total cost of ownership	31,700

ANNUAL BENEFITS	Pre-start	Year 1	Year 2	Year 3
Direct	0	42,950	43,638	43,672
Indirect	0	42,500	42,500	42,500
Total per period	0	85,450	86,138	86,172

DEPRECIATED ASSETS	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Total per period	0	0	0	0

DEPRECIATED SCHEDULE	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Total per period	0	0	0	0

DEPRECIATED SCHEDULE	Pre-start	Year 1	Year 2	Year 3
Software	25,000	25,000	25,000	0
Hardware	0	0	0	0
Consulting	8,000	0	0	0
Personnel	2,880	2,880	0	0
Training	5,764	576	0	0
Other	0	0	0	0
Total per period	41,644	28,456	25,000	0

SOURCE: Nucleus Research, May, 2010.

FINANCIAL ANALYSIS	Results	Year 1	Year 2	Year 3
Net cash flow before taxes	(41,644)	56,994	61,138	86,172
Net cash flow after taxes	(22,904)	31,347	33,626	47,395
Annual ROI-direct and indirect benefits				164%
Annual ROI-direct benefits only				61%
Net Present Value (NPV)				70,754
Payback period				.7 years
Average Annual Cost of Ownership				31,700
3-Year IRR				136%

FINANCIAL ASSUMPTIONS	
All government taxes	45%
Cost of capital	9.0%

This example shows that by switching to a cloud financial management system, this company realized an annual ROI of 164%. Further, this company recovered its costs in just over half a year. These numbers are typical for organizations graduating from QuickBooks to cloud financial management.

By automating and streamlining its inefficient manual processes, this company realized the following direct and indirect savings:

DIRECT SAVINGS:		
What	How much	Total savings
Trimmed audit expense for monthly close	1 day @\$200 / hour X 12 months)	\$19K savings
Boosted accounts receivables and shrank revenue leakage	\$10M annual revenues X 5% improvement in collections	\$500k improvement in annual cash position
INDIRECT SAVINGS:		
Sped up month-end close	1 week	Saved \$30K
Increased departmental productivity	eliminating 40 hours of manual data entry each week	Saved \$12.5K annually

This analysis provides a compelling argument to make the switch from QuickBooks to the cloud. See the Appendix for a checklist to help you make your own comparison.

Conclusion

Now, you can take advantage of a framework that many organizations have used to assess the hidden costs of staying with QuickBooks—plus an ROI analysis that compares the real cost of the status quo with the financial benefits of switching—to help you decide the best time to graduate from QuickBooks to a professional cloud-based financial management system.

Cloud-based financial management applications offer finance organizations the solutions they need to work strategically with stakeholders—by providing both the financial data to plan and make important financial decisions, and the insights necessary to fuel growth³.

Many organizations have already made the move to a cloud-based financial system, and they've made the move to Intacct—gaining better visibility, unlimited flexibility, more effective process management, and significant cost savings.

Intacct financial management and accounting software streamlines and automates processes to help finance organizations improve the accuracy, reliability, and timeliness of business-critical data. A robust and scalable best-in-class financial management system, Intacct extends the reach of finance to encompass areas across business units, aids in the planning and budgeting processes at a level that fully reflects strategic priorities, and provides actionable insights into key performance areas—giving companies the vital data they need to seize business opportunities in real time.

³ <http://online.wsj.com/article/SB125358186243529783.html>



About Intacct

Intacct is the cloud financial management software company. As the AICPA's preferred provider of financial applications, Intacct delivers sophisticated, best-in-class software to thousands of organizations. Easy to deploy, Intacct offers flexibility to support business needs, and deep, real-time visibility into business performance. Extensive automation and integration capabilities reduce risk and drive superior ROI, resulting in industry-leading customer satisfaction and retention.

Appendix

Create your own checklist of potential savings

Use the information in this table to identify and calculate the revenue increases and cost savings your organization can gain by switching to cloud financial management software.

Sample visibility benefits		Sample revenue gains		Sample cost savings	
Management	Control	Direct revenue	Indirect revenue	Direct costs	Indirect costs
Managed by KPI	Improve cash management	Improve management of deferred revenue and revenue recognition	Reduce revenue leakage	Reduce software license costs, maximize discounts	Provide real-time visibility into state of business, especially for consolidated and multiple entities
Enable the organization push down decisions	Gain international visibility	Identify one-time, overdue AR due to contract non-compliance	Streamline integration with partner revenue management systems	Reduce hardware costs, such as server costs, networking equipment, and much more	Increase productivity by: <ul style="list-style-type: none"> • Automating renewals and maintenance • Managing multiple entities • Speeding up invoicing • Customizing workflows • Accurate / timely reports
Streamline comparisons across operating units—such as franchises, locations		Complete monthly invoicing faster and more effectively		Cut annual maintenance and renewal fees	Reduce IT personnel requirements
		Accelerate financial close processes		Streamline training and training materials	Eliminate onsite backup and disaster recovery
		Manage multiple entities Avoid delays and errors		Reduce costs to maintain / upgrade network, security, and database Minimize professional services and support costs	Minimize the costs of configuring financial management applications to match business needs



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