Transform your practice with the cloud

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About me

Aditi Puri Batra

- Country Manager, Intuit India
- Passionate about *making a difference to the lives of small businesses*
- 20+ years experience setting up and scaling businesses in India and US for Amazon, Google and CNBC
- Currently focused on *powering prosperity of small businesses in India through accountants* and enabling them to make the move to cloud

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Intuit Inc.-
Powering Prosperity Around the World

We help **consumers, small businesses and self-employed** prosper by delivering financial management and compliance products

Our products, **QuickBooks** & **TurboTax** serve more than **46 million** customers worldwide

QuickBooks is the World's Largest Cloud Based Accounting Platform with **3.9 million** users

We serve more than **700K** accountants across the globe

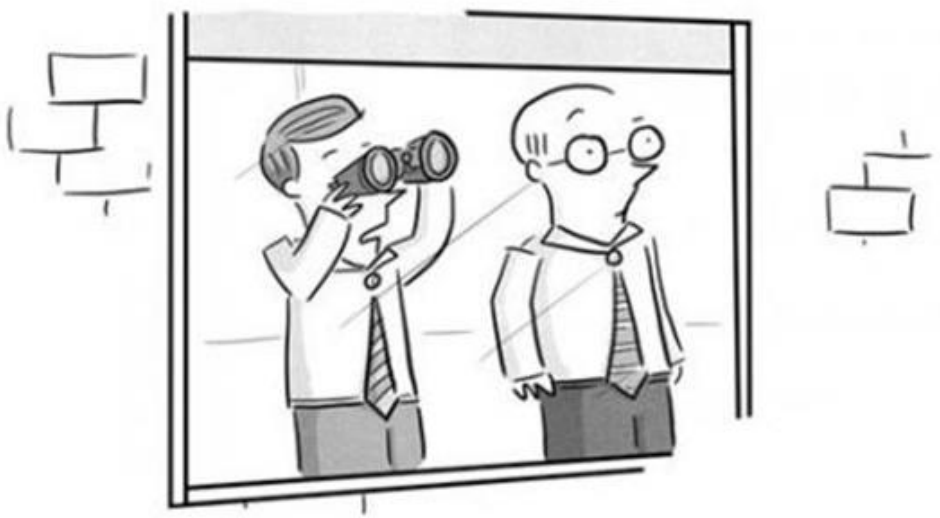
Our revenues are **$6.5 billion**; market cap **$55 billion**

India is a strategic market for us – out of 7 markets worldwide

Amongst **Fortune 100 Best Companies to Work For** - 16 years in a row and **#2 in Best Companies to Work For in India** by Economic Times

Is your accounting firm a Firm Of The Future?

Moving to the cloud can be a daunting thought



"I know this accounting in the cloud is supposed to make things easier, but how do we know which one is ours?"

...as it is new and may mean changing the way you do accounting today

But look how technology is transforming our lives and how we do business

Over the past few decades

Desktop Tools

High Touch communication

Offline payments

Today's World

Work on the move

Real-time data availability

Online payments

WhatsApp

Paytm

amazon

Future

Artificial Intelligence

Machine Learning

intuit quickbooks

Small business are moving to the cloud

It’s happening fast
It’s happening NOW

Today, India is second only to China as the largest and fastest-growing cloud services market in Asia Pacific

Why should you consider moving to the cloud?

1. Better mobility, easier collobration with your clients

Access your data from anywhere, at any time

More secure and safe

Reduced IT costs, latest version of the software

Increased revenue

2. Run your practice more efficiently

Save time and grow your practice

Basic accounting services	Advisory services, consulting & clients acquisition
Automate the mundane tasks, save time and improve productivity	Focus on new opportunities for growth & delivering value. Use saved time for expansion of services.

89% Accounting professionals find the Cloud beneficial in automating data entry & 87% find value in working from anywhere

3. Grow your clients and recruit team faster

Working online frees you from the limits of geography

The whole world is your marketplace!

BREAKING DOWN BARRIERS OF GEOGRAPHY

Without geographical limitations, your pool of prospects is exponentially larger

RECRUIT YOUR STAFF VIRTUALLY

Find accountants with the expertise you are looking for, save infrastructure cost

4. Take advantage of social media to drive growth

Demonstrate your expertise by generating online content and build your brand by sharing the knowledge.

Remember sharing is caring

- ❑ Participate in common forums, group chats
- ❑ Online community engagement
- ❑ Share views on current/upcoming industry issues
- ❑ Write blogs to share knowledge
- ❑ Publish newsletters
- ❑ Conduct webinars, facebook live etc

4. Transition to value pricing

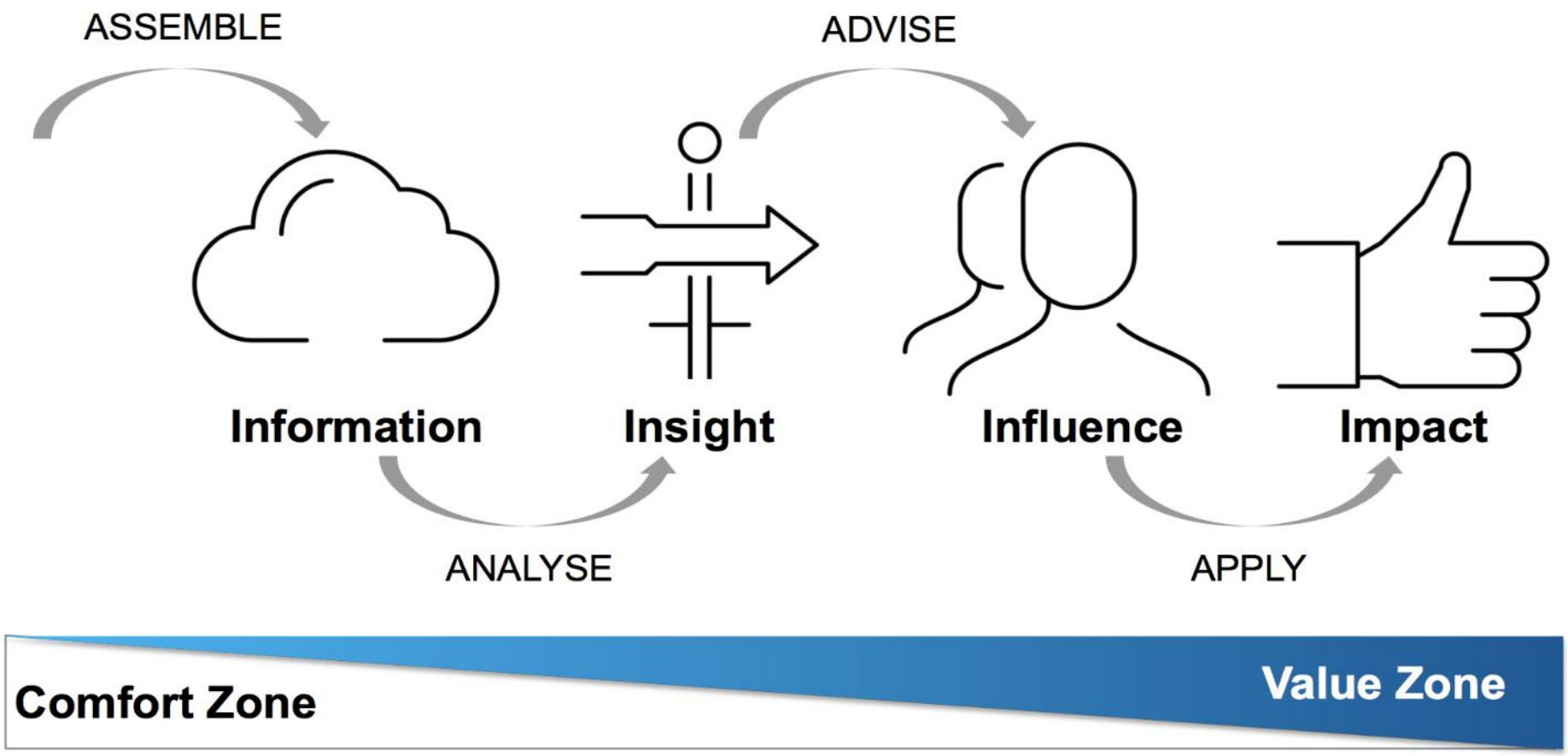
By working online, you'll reduce the time it takes to complete a task—but not the value of the task itself. That's where flat-fee pricing comes in.

ELIMINATE
price wars over hourly rates and focus instead on building client relationships

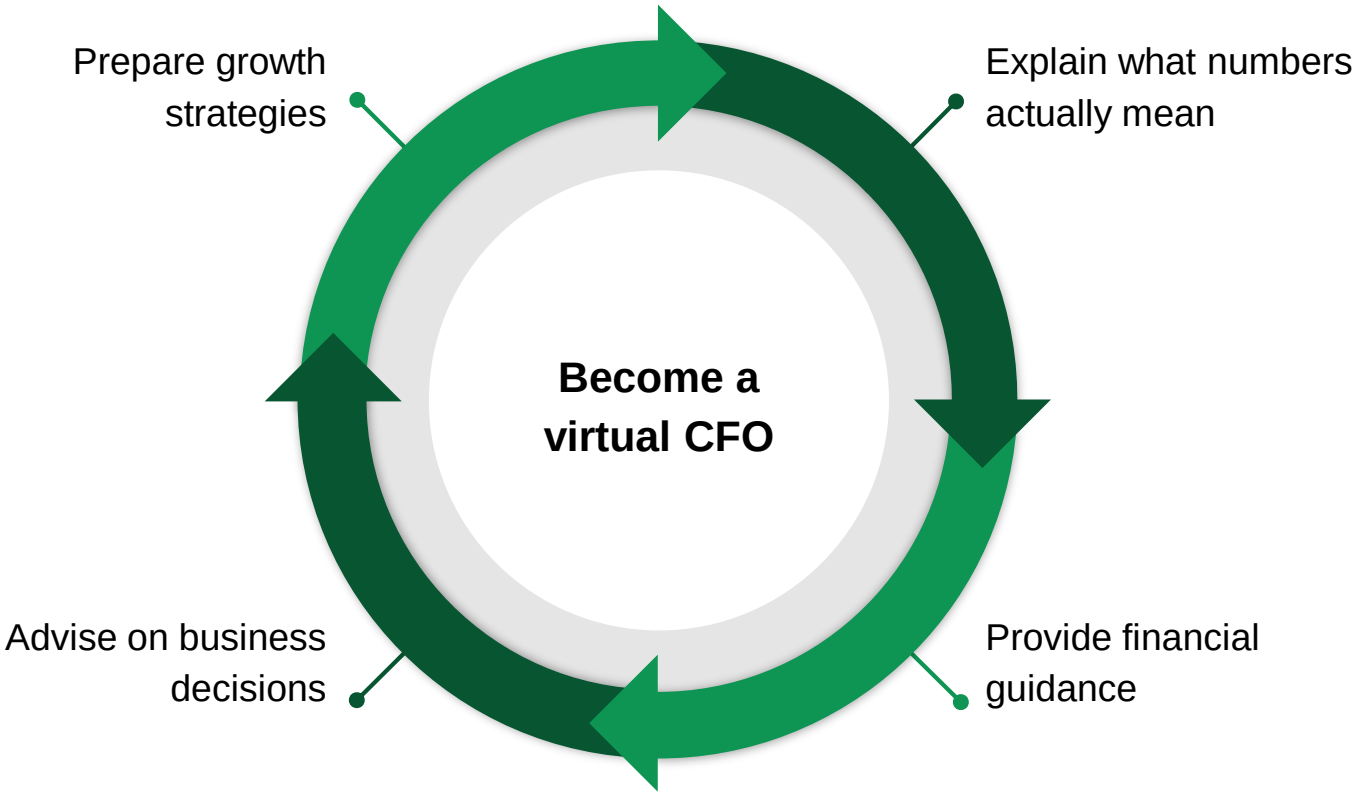
SIMPLIFY
billing for you and your clients with a single, consolidated system

GROW
a predictable month-over-month revenue stream

Evolution of accounting role



Save costs, increase revenue and profits



Cloud solutions help you cut the time spent on traditional services like bookkeeping, accounting and tax preparation. Take on additional clients and projects, using the same number of staff.

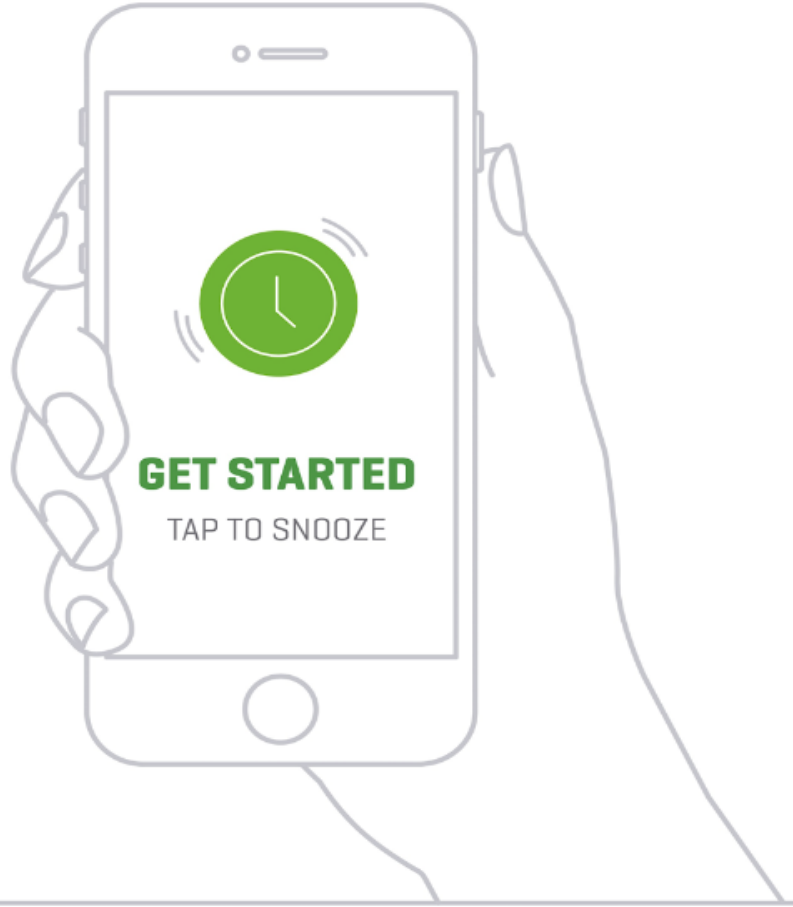
Now, let’s watch a video of a Chartered Accountant who has experienced the benefits of cloud accounting

Summary

- Start using cloud solutions in your practice
  - Understand the benefits and adopt the right solutions
- Make the move at the right time
  - Identify the right clients & the right timing to move their data
- Set up, migrate and learn
  - Refine the process as you progress

Move to the cloud. Grow your practice. Become an advisor to clients.

IT'S NOT TOO LATE
TO BE EARLY



Thank you!