



BUSTED

5 MYTHS ABOUT MOVING ACCOUNTING TO THE CLOUD

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SOLUTIONS**



Small and mid-sized businesses (SMBs) constantly have to weigh expansion with resources and balance moves like hiring or investing in new technologies with existing cash flow.

TAKING THE LEAP

The daily challenge of deciding where you'll devote your dollars can hinder SMBs from making moves that would benefit them in the long run, especially when it comes to embracing cloud solutions. There has never been a more crucial time for SMBs to migrate cloud-ward—particularly with accounting processes.

It's tempting to rest on your laurels and stick with spreadsheets or a desktop-based solution if your accounting operation is running adequately. But "adequate" doesn't get you far when you're scaling with more employees, more lines of business, and more digital demand like e-commerce.

Cloud-based accounting solutions like QuickBooks Online can introduce efficiencies, cost savings, and productivity into your business you might not know you're missing. Even so, it can be daunting to consider moving your accounting processes to a cloud-based operation.



In this eBook, we'll walk you through some common misconceptions about the cloud.

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MYTH #1 I CAN SCALE AS NEEDED WITHOUT THE CLOUD

We get it: as an SMB, you're used to what you're used to. Whether you're using QuickBooks Desktop, Excel, or another accounting solution, the thought of abandoning your current system seems like an unnecessary burden. Perhaps you're right about your accounting needs today, but you'll be wishing you made the move to the cloud in a few years.



MOBILE IS THE WAY OF THE FUTURE

Even if your business doesn't support mobile, remote, or hybrid-remote workers today, you will likely have to embrace the dispersed workforce in the future. Younger generations will expect location flexibility as it is already the default in many organizations, and your accounting needs to accommodate that talent. Cloud-based solutions are the only way to support employees working from anywhere.



OBSOLESCENCE IS INEVITABLE

All business technology is trending toward the cloud. Consider the fact that you can't buy disks anymore, and even in the telecom world, phone companies are abandoning hard wires in favor of internet-based communications. The cloud is the way forward, and if you don't take small steps toward it, you'll lose your competitive edge and fall behind.



GOT ANALYSIS PARALYSIS?

Part of why SMBs don't move to cloud-based accounting solutions is because there are too many options on the market. It can be difficult to pick the one you'll know is right for you at the price you need, so it's easy to not pick one at all.

Siegel Solutions is a multi-skilled team of bookkeeping, accounting, and accounting software experts that can help you evaluate which cloud-based solution is the perfect fit for your business. Our tailored solutions are guaranteed to meet your unique growth goals.

YOU'RE NOT ACTUALLY MORE SECURE USING OLDER METHODS

One of the greatest myths about the cloud is that handing over your data to a cloud provider puts your business at risk. The truth is quite the opposite. Let's say you're using QuickBooks Desktop and an employee accidentally wipes out a file. If you do not have a backup for this on-premise solution, that file could be gone forever. In the cloud, your data is backed up in the event of any type of disaster—whether internally or externally incurred.



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MYTH #2 CLOUD-BASED ACCOUNTING WON'T GIVE ME WHAT I'M USED TO

While, yes, your cloud-based accounting solution will look and feel a bit different than your desktop or manual tools, it will do everything your existing system does—and more.

THE SAME, BUT BETTER

Depending on your existing solution, you can expect to enjoy many of the same features in the cloud-based version with added improvements. For example, if you're using QuickBooks Desktop, moving to QuickBooks Online will be a seamless process with the right partner to help you understand your new tools.

Accounting experts like Siegel Solutions will help you choose the cloud solution that has the features you're used to. Through a discovery process where we learn how your business uses data, we help you select and implement a cloud-based accounting solution that best meets your needs.

IMPROVED REPORTING

Cloud accounting solutions enable you to generate more accurate reporting compared with older tools. QuickBooks Online offers an advanced version that helps you create meaningful reports using real-time data. You can even connect third-party apps specifically written for QuickBooks Online to generate different types of reports, and you can schedule automatic reports.



YOU CAN TAKE THE CLOUD FOR A TEST DRIVE.

When you work with Siegel Solutions, we offer to put some of your data in a trial environment so you can test out a solution like QuickBooks Online before committing. This allows you to play around with the solution using your real data to see if it has the features you need.

REAL-TIME ACCOUNTING

When you opt for cloud accounting, you avoid time-wasting back-and-forth with your accountant. In your desktop solution, you have to download files and send them to accountants. By the time they finish their work on those files, the data could be outdated. In the cloud, your accountant can access your data in real-time without relying on different versions to produce accurate work.



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MYTH #3 TRAINING USERS ON CLOUD SOLUTIONS IS A PAIN

The right technology partner makes your move to the cloud a piece of cake.



TRAINING AHEAD OF TIME

When you work with cloud accounting experts like Siegel Solutions, your staff experiences training in your cloud solution before it goes live to minimize operational disruption.



TRAINING AS YOU “GO LIVE”

As you launch your cloud accounting solution, Siegel Solutions' experts are available to walk you through the experience of using it company-wide. We make ourselves available to conduct meetings with your team if any issues arise and to ensure your immediate success. Even for basic questions about how to use certain features, we take care of training your team.



SIEGEL SOLUTIONS & QUICKBOOKS

As an elite QuickBooks Solution Provider selected by Intuit for our exceptional consulting experience, Siegel Solutions offers bookkeeping services in addition to supporting your move to the cloud. Our team's first area of expertise is in accounting, so we approach your training from the point of view of ensuring your bookkeeping success.

Even if you are not a bookkeeping client with us, we make sure all of your books are reconciled and all of your data is correct during your first month in the cloud.

TRAINING FOR THE FIRST MONTH

Siegel Solutions stays by your side for the first month of your cloud accounting solution. We are here to ensure your team is getting the most out of the solution and to smooth out any growing pains.



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MYTH #4 I'LL HAVE TO START ALL OVER IN THE CLOUD

You might not have to say goodbye to any data when you move to the cloud. If you are coming from QuickBooks Desktop, all your history will come with you—with the exception of very large data files.

Should your business have a huge database or overlarge files, that data will be condensed in order to be accessible in QuickBooks Online. As an SMB, you likely do not have data that requires condensing, so all your data history is transferable to your new cloud solution.

Moving to a solution like QuickBooks Online allows you to put your old data in the cloud, and experts like Siegel Solutions can help you ensure nothing is lost in the transfer process.

QuickBooks Online may look and act different than your familiar on-premise edition of the solution, but you don't have to start over and learn a whole new system. Intuit—maker of QuickBooks—has invested great effort to maintain an intuitive interface similar to the on-premise version. Actions such as navigating to vendor activities, customer activities, banking activities, and reports are all set up in a way that makes the transition easy.

GET READY FOR A SECURITY BOOST.

QuickBooks Online comes with several security improvements over the desktop version or other manual methods. With more robust security through Intuit, you'll have two-factor authentication and alerts should someone log into your account from a different browser or device.

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MYTH #5 I'LL BE ON MY OWN ONCE I MOVE TO THE CLOUD

QuickBooks Solution Providers like Siegel Solutions don't leave you hanging once you're in the cloud. We are your partner for any questions about your cloud accounting solution for the lifecycle of our work together. A partner like Siegel Solutions stays invested in your growth through cloud technology.



BENEFIT FROM A CLOUD-BASED COMMUNITY

If you choose QuickBooks Online as your cloud accounting solution, you'll also gain access to an immense community of likeminded SMBs learning the ways of the cloud. In addition to providing its own support line, Intuit has online forums for users to ask questions and get answers.

The online community of QuickBooks users has created dozens of helpful YouTube videos, how-to manuals, and other resources to help newcomers make the most of their solutions. Every day, this community grows tremendously.

As QuickBooks Online users ourselves, Siegel Solutions is an active part of this community and is committed to seeing through your long-term success in the cloud. We also provide a biweekly newsletter with explanations of new features, and we are responsive to any questions you have no matter where you are in your cloud journey.



DON'T BECOME A DESKTOP DINOSAUR!

As on-premise accounting solutions go obsolete, so will their support. As software providers like Intuit focus primarily on enhancing their online solutions, they will someday stop offering support for their legacy on-premise products. Eventually, they will start sending “end of life” notices. Moving to cloud-based tools today will set you up for support in years to come.



WHY SIEGEL SOLUTIONS?

As a Top 100 ProAdvisor in the Intuit community, Siegel Solutions brings unique accounting expertise to all our customers. Unlike other resellers of accounting technology, Siegel Solutions is interested in building lifelong relationships with our customers based on unparalleled service. We tailor cloud accounting solutions for each of our customers using our time-tested methodology:

- ◆ We evaluate your business to complete a needs analysis.
- ◆ You'll receive an on-site consultation and customized product demonstration.
- ◆ Once you purchase the solution that's best for you, we install, set up, and configure your software along with any other hardware.
- ◆ We migrate your existing business data.
- ◆ We integrate your new solution with your other business systems.
- ◆ We train your users on how to use the solution and provide ongoing support.

THE CLOUD... AND MUCH MORE

Siegel Solutions provides world-class services and cutting-edge tools to help SMBs grow and succeed. We offer bundled services with QuickBooks Online, including advisory services, custom reporting, third-party tool selection, and consulting for operational, financial, and technology decisions. We also provide ongoing bookkeeping for daily, weekly, monthly, quarterly, or annual needs.

**GET IN TOUCH WITH SIEGEL SOLUTIONS TO
START YOUR MOVE TO THE CLOUD.**



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AWARDS

*Top 100 QuickBooks Pro
Advisor since 2014*

*Voted Top Client
Accounting Services
business in 2016 from
Insightful Accountant*

*Operational, Financial,
and Technology
Certifications from
Woodard Institute*