Let tech do the busy work so you can focus on people

Ray Baxter

CEO Baxterworld Ltd

Let tech do the busy work so you can focus on people
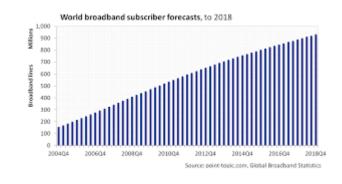
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ACCOUNTANCY
EUROPE.

Convergence of Technologies

First iPhone 2006

World broadband subscriber forecasts, to 2018

Broadband growth from 2004

Cloud computer power 2006

Search engines 1998

Social Media 2003

The Bank Connection

Online banking first appeared in 1986.
It became mainstream in 2011.

Cloud accounting systems developed direct links to download transactions directly.

Cloud Accounting pioneers

**First Cloud Accountancy
App 2006**

**QuickBooks launches
Cloud App 2013**

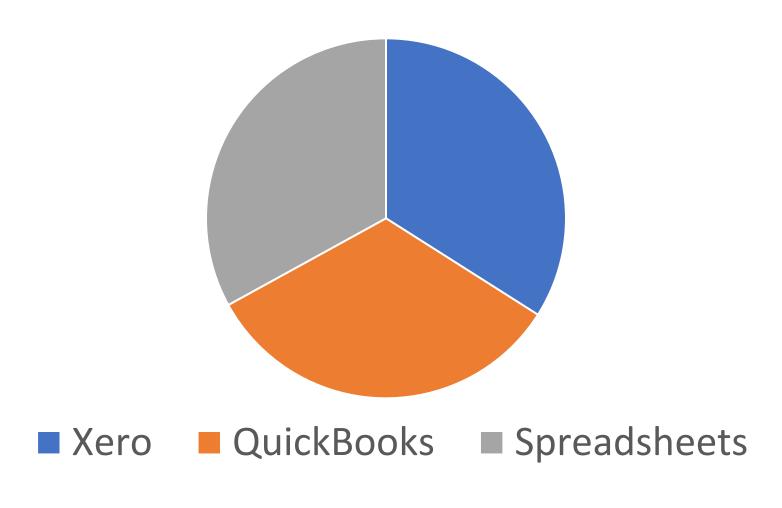# Reading and posting documents automatically

Launched 2010
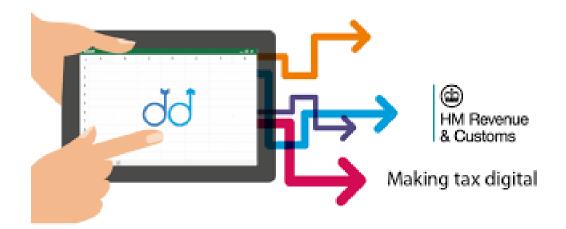
Using the Receipt-Bank Phone App
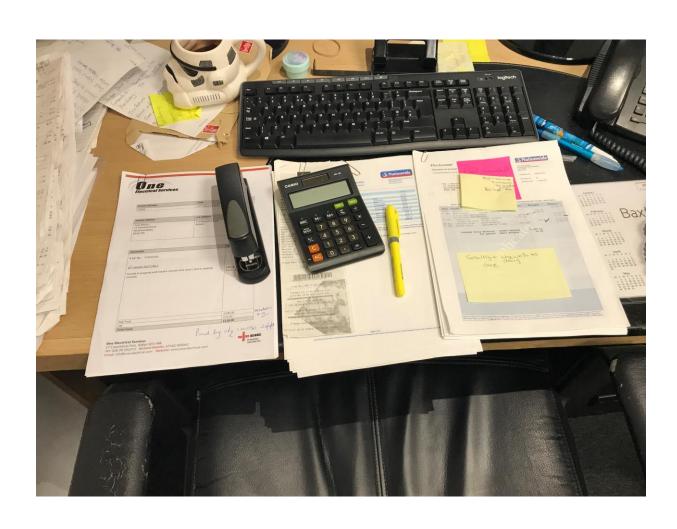
The paperless office

Our Client systems by number

■ Xero ■ QuickBooks ■ Spreadsheets

Governments moving to digital

Including Bookkeeping

Client Accounting Services – What are they?

Transactional Services

bookkeeping, payroll, bill payment

Compliance Services

tax preparation, audits and reviews, financial reporting

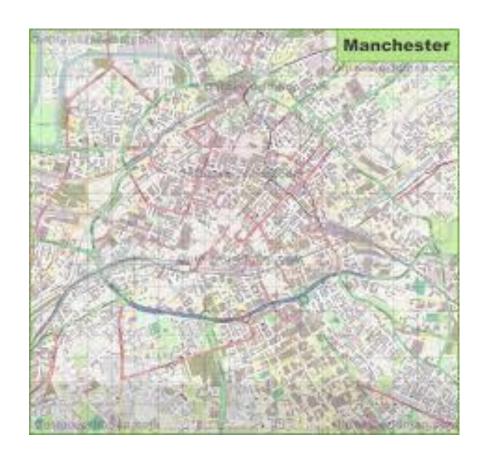## Performance Services

management reporting, outsourced CFO, data analytics, business advisory.
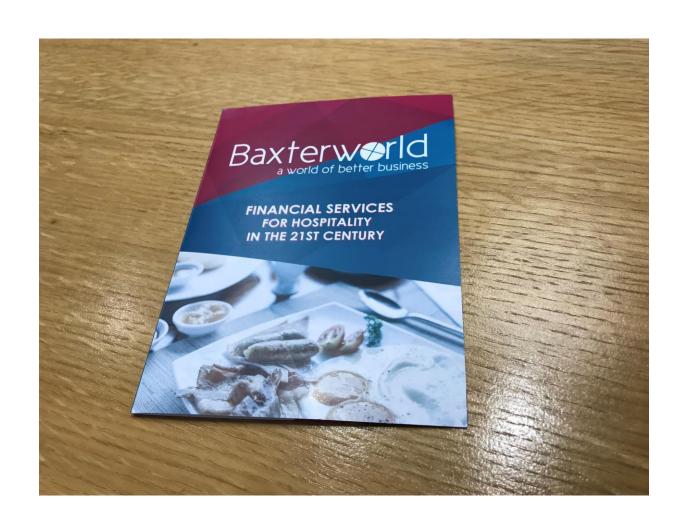
Strategic Services

strategic planning, succession planning, mergers and acquisitions

Local or Global ?
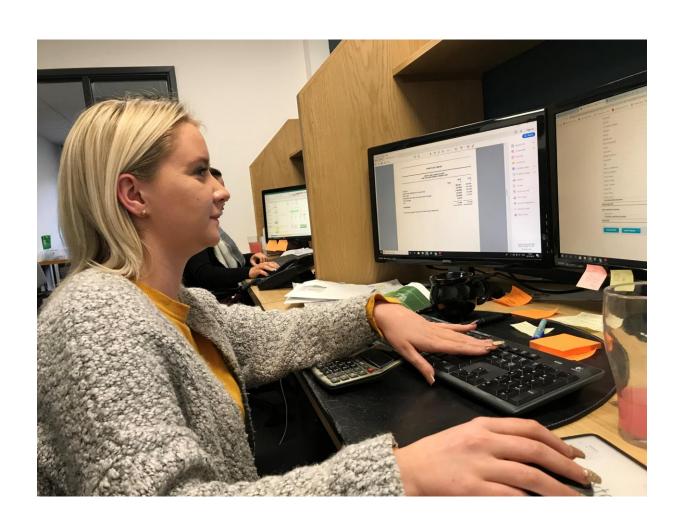
Specialisation

Baxterworld - Geographic turnover

- **London   50%**
- **Amsterdam 10%**
- **Dublin   10%**
- **Other   30%**

Gaining professional qualifications

Tools for the job

The practice of the Future

?

The practice of the Future

1. Client Accounting Services

Planning and Budgeting. Cash Forecasting, Strategy, Fundraising
4. VIRTUAL CFO

Corporation Tax, Annual Accounts Filing, Tax Planning
3. COMPLIANCE

Management Accounts and KPIs
2. INFORMATION

Bookkeeping, Payroll, VAT
1. ADMINISTRATION

The Base-Line Service
Your Complete Finance Team

The practice of the Future

1. **Client Accounting Services**
2. **Automation**

The practice of the Future

1. **Client Accounting Services**
2. **Automation**
3. **Systems Integration**

The practice of the Future

1. **Client Accounting Services**
2. **Automation**
3. **Systems Integration**
4. **Location**

The practice of the Future

1. **Client Accounting Services**
2. **Automation**
3. **Systems Integration**
4. **Location**

5. **Client Fundraising**

The practice of the Future

1. **Client Accounting Services**
2. **Automation**
3. **Systems Integration**
4. **Location**

5. **Client Fundraising**
6. **Staff Matters**

The practice of the Future

1. **Client Accounting Services**
2. **Automation**
3. **Systems Integration**
4. **Location**
5. **Client Fundraising**
6. **Staff Matters**
7. **Auditing**

The practice of the Future

1. **Client Accounting Services**
2. **Automation**
3. **Systems Integration**
4. **Location**

5. **Client Fundraising**
6. **Staff Matters**
7. **Auditing**
8. **Governments**

The practice of the Future

9. **Staying Healthy**
   - **Change**
   - **Technology**
   - **Tools**
   - **Advisory**
   - **Close Client contact**
   - **Fixed fee**
   - **Value Pricing**
   - **Monthly payments**

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Thanks for watching

ACCOUNTANCY EUROPE.