CAST A LARGER SHADOW WITH THE CLOUD

How Cloud Software can be used to boost your firm’s profile

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Section 1

Accountancy Market
Accounting services market

- **Services:**
  - Satisficing - management accounting, tax compliance, day to day Q&A
  - Specialisms – financial modelling, corporate finance, tax advisory, sector specialisms
  - Registered services – tax, audit, insolvency

- **Satisficing - cost:**
  - Record keeping
  - Payroll, VAT, annual accounts, CT
  - Cash flow, forecasting, budgeting, financing

- **Quality:**
  - Proactive – VAT registration, elections for tax treatments, application for grants / reliefs, responses to changes in legislation
  - Alerting clients to risks and opportunities
  - Processes - collaboration
Competitive environment

• Players:
  > Indiscriminate
  > Qualifications
  > In-house finance
  > Cloud focus
  > Virtual services
  > Scale providers
  > Differentiators

• Common features to all:
  > Cost
  > Quality
  > Credibility
Role of Cloud technology

• Higher competition
• Lower cost:
  > Outsourcing
  > Interoperability
• Higher service:
  > Current data
  > Reaction rate
  > Collaboration
• Scope of services:
  > Stock
  > Sales
Section 2

Make an Impact
Meeting a need

• Service quality:
  > Proactive contribution
  > Interactive & accessible

• Ease of use:
  > Data transfer
  > Sales front-end
  > Interoperability – eCommerce, bank, HMRC
  > Stock, manufacturing

• Building trust:
  > Delivering results: working with data, understanding the context
  > Competence
  > Adding value
Standing out

• Ripple effect – win more than you lose
  > Comfort
  > Quality
  > Cost

• Service model – how you do things
  > Je ne sais quoi
  > Almost certain that the Cloud software will feature strongly in this

• Alliances
  > Software
  > Banks
  > Specialists
Section 3

Analysis of Features
Features: Collaboration & Data Collection

• Data In:
  > Mobility – App or web application
  > Email
  > Document handling
    - PDF / JPG / PNG
  > Document sourcing
  > Interoperability
    - eCommerce
    - Bank
    - Payroll
    - Uploads – CSV, OFX, XLS, XML
Features: Management, Communication & Cost

• Workflow management – ERM features
  > Centralised control
    - Dashboard
    - Task list
    - Calendar
  > Access control
• Client liaison
  > Skype
• Cost of processing
  > Systematic & standardized
  > Global
Section 4

Cloud Innovation
Interoperability

• What is interoperability?
• REST APIs – CRUD and the telephone directory metaphor
• Data access protocols
  > Relational databases
  > Accessing resources – dial up data
    - APIs
    - XML wrappers
    - Data access protocols
    - HTTP
    - URL and URI queries
  > Software-to-software
Why is interoperability important?

• Speed – bank statements, sales, HMRC
• Frequency – exchange rates, share prices
• Mobility – internet access
• Specialist applications – eCommerce, tax, payroll
• Cost – no labour, instantaneous processing
• Reduced human error
• Freedom – to combine data from any resource as you see fit
Section 5

Under the Hood
Twitter

- User account
- Developer account – app declaration
- App IDs
- Can connect without specifying a call-back URL
- Connect via the Postman platform – or other console
Twitter: The process

- [https://www.youtube.com/watch?v=fhPb6ocUz_k](https://www.youtube.com/watch?v=fhPb6ocUz_k)
- Set up a Twitter account – user ID and login
- Download Postman REST client from Google Chrome App Store
- Log into twitter and go to apps.twitter.com (type into address bar)
- Create a new app
- Leave the Callback URL box blank
- Create Access Token:
  - API Key & API Secret: Give application access to the Twitter API
  - Access Token and Access Token Secret: Give access to your Twitter account data
- In Postman, choose the Oauth 1.0 access protocol tab
- Paste in the API Key and the API Secret (copy them from Twitter & paste into Postman)
- Nonce: Postman generates a 6 digit Nonce, & Twitter needs 32 char, so overwrite with ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
- Paste in [https://api.twitter.com/1.1/statuses/user_timeline.json?screen_name=joe_bloggs](https://api.twitter.com/1.1/statuses/user_timeline.json?screen_name=joe_bloggs)
- Hit send
- The application will pull back a feed of details from your Twitter timeline in machine-readable JSON format
- Zoom in on data fields within feed
Exact Online

- **https://developers.exactonline.com/**
- This takes you to a great help section, setting out what a REST API is, which data access protocol to use, and how to use Postman
- Look at the Authentication >> Implementation page of this Help directory (see next page)
- Register as a developer (see App Center >> Become an App Centre partner, or [https://apps.exactonline.com](https://apps.exactonline.com)) and create a Test App
  > Client ID
  > Client Secret
  > Callback URL: [https://www.getpostman.com/oauth2/callback](https://www.getpostman.com/oauth2/callback)
- This will also give you access to the Exact Online test (read only) database, so you can log in via the usual user interface at [https://start.exactonline.com](https://start.exactonline.com)
- Choose the OAuth 2 data access protocol in Postman
- As your web address use: [https://start.exactonline.co.uk/api/oauth2/token](https://start.exactonline.co.uk/api/oauth2/token) to get the Access Token back to Postman; give this a name and tick the ‘Add to header’ option
- As the query address, use: [https://start.exactonline.co.uk/api/v1/[Division]/crm/Accounts](https://start.exactonline.co.uk/api/v1/[Division]/crm/Accounts)? (replace the {Division} text with your 5-digit company ‘Division’ code; you can see this when you log in in the URL
- See what is returned as JSON or XML
Exact authentication

App (Client)
Create a partner account and register your App in the App Center

1. Redirect user to the Authorization URL
   .api/oauth2/auth
   Required request parameters:
   - client_id
   - redirect_uri
   - response_type

2. Prompt user to login and authorize access
   Redirects user to the App with passing the Authorization Code in the URL

   Required request parameters:
   - code
   - redirect_uri
   - grant_type
   - client_id
   - client_secret
   JSON data in response:
   - access_token
   - token_type
   - expires_in
   - refresh_token

4. Authorizes access to company data
   Use Access Token in API requests header until it expires
   Exchange Refresh Token for a new Access Token using .api/oauth2/token
   Required request parameters:
   - refresh_token
   - grant_type
   - client_id
   - client_secret
   JSON data in response:
   - access_token
   - token_type
   - expires_in
   - refresh_token

Exact Online (Authorization Server)
Provide Client id and Client Secret

User (Resource Owner)
Grants a new Access Token and Refresh Token
Interpreted data

The number of accounts shown is: 9

The name of Account number 0 is: Senser Ltd.
The name of Account number 1 is: ABC Products & Services
The name of Account number 2 is: Sports Equipment TT Co., Ltd.
The name of Account number 3 is: HM Revenue & Customs (VAT)
The name of Account number 4 is: Aerotek International
The name of Account number 5 is: J&K International Ltd.
The name of Account number 6 is: Tradinc
The name of Account number 7 is: MultiOffice
The name of Account number 8 is: Exact Software (UK) Ltd â€“ Exact Online
The Future
Technological developments

• APIs – how user friendly can they be
• What is the scope for interoperability?
• Blockchain – traceable transactions; linking Purchase Invoice, Sales Invoice and Bank data
• A protocol / wrapper for invoicing
• Algorithms – downstream processing : anything with rules can be simplified
• Cloud is here to stay
Accountants

- Business partnering
- Accessibility
- Alliances
- Advisory
- Differentiation
Q & A