



# Why cloud accounting is good for business

IF you want your business to work smarter and faster, cloud accounting software is a step in the right direction. Working in the cloud will give you a greater overview of your finances, and allow you to focus more on the key factors that drive your business.

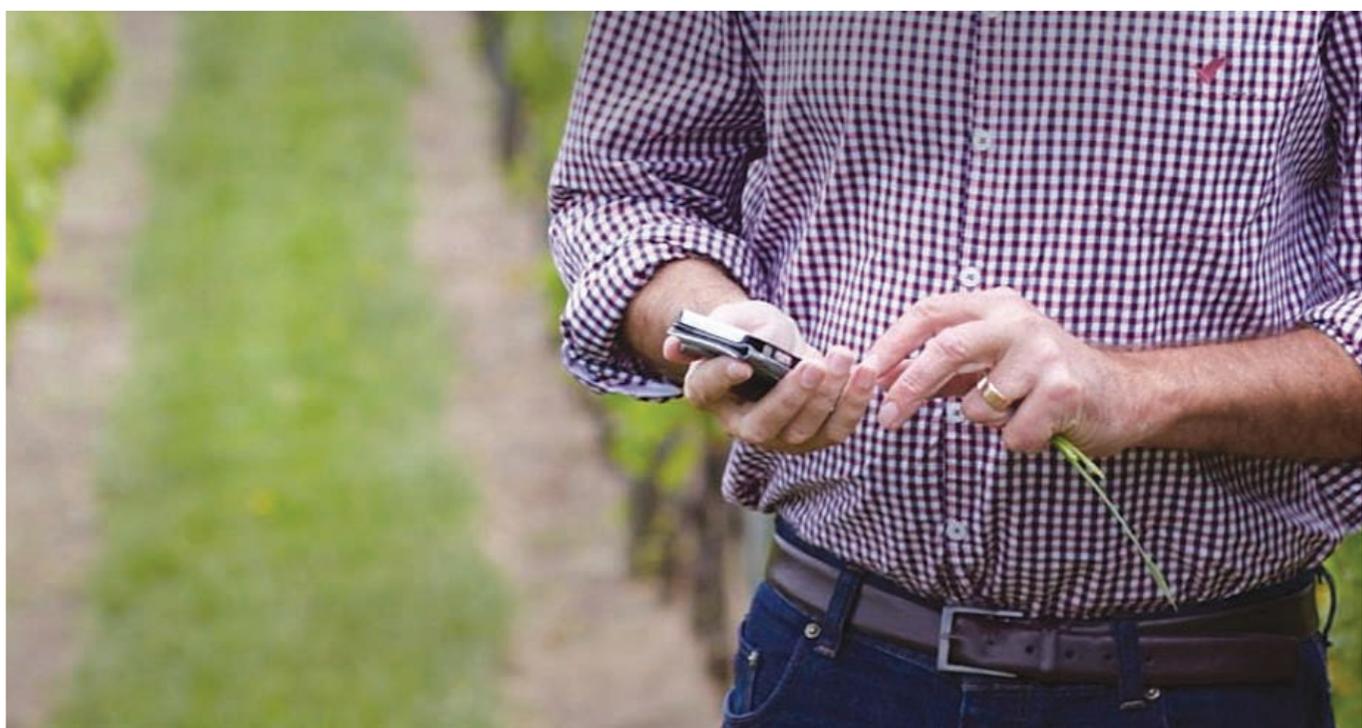
## Accounting software shouldn't be an inconvenience

Small business accounting software that isn't available via the cloud can become tiresome. The manual tasks undertaken can absorb your business' time as well as your time and effort. This "down time" doesn't add value, and takes the enjoyment out of being in business.

When operating desktop software your data lives on one device being your computer or laptop, limiting access. With cloud software your data lives online, so it's easily accessible from anywhere, given you have an internet connection. Online accounting means small business owners stay connected to their data, forming closer relationships with their accountants and trusted advisers. Xero has the ability to integrate with an entire ecosystem of apps. These are called Add-Ons which are usually cloud based, cost effective and easy to use.

Most have already implemented cloud technology in their business and are using it on a daily basis. The simple task like sending emails, opposed to posting letters. The use of internet banking verses traditional banking. Why not cloud accounting? Clear the air on cloud computing and how it can benefit your small business.

Adapting cloud software in your business can save your business time giving you the ability and control to take your office with you, anywhere. Cloud-based software can be used from any device with an internet connection. Our connection to the internet has become like electricity – it's very rare for it to go down and when it does you just have to wait a short time for it to be available again.



As you can see, the big benefit of cloud computing is that it's accessible anytime, anywhere. The cloud breaks the chain between you and your office. This can streamline business operations, reclaiming time recently spent on time sucking tasks. Convert the time spent on low value work tasks generating this to high value work tasks like nurturing employees. Investing time in developing more rounded skill sets will contribute to the business. The more engaged and involved your employees are in working for your success, the better your rewards.

### Data is the fuel of the future

The key to moving small businesses

forward is ensuring they have access to the right tools, no matter their size. Xero gives small businesses another way to see what's going on across their business. It's a real example of how data is being utilised in small business.

Small business owners are guilty of getting caught up running their business and not standing back and asking the important questions. Things like 'which parts of our business are the most profitable?' 'Was it a profitable month or quarter?' or 'How have we performed?' Xero understands that the true value of data lies in the ability to extract insights and the story it generates around the true health of a business.

Having access to accurate reports is what enables businesses to make smart, informed decisions. Bringing information together efficiently and effectively into a form that's easy to understand takes time and can become challenging. Xero combines the basic reports such as Profit and Loss, Balance Sheet and Debtors and

Creditors in a format which can be easily extracted anywhere anytime.

Enjoy driving your business with Xero's Cloud Accounting software and discover the online networking capabilities of Xero. Appreciate the company of Xero and the cloud on your business journey anywhere, anytime.



**Adrian Mezzatesta**  
Business Operations Consultant

## Helping our clients identify and achieve their life goals



At Southern Cross Business Advisers we provide a full suite of business and taxation advisory services to clients in our region as well as many areas of Australia.

We are a dynamic group that understands the business world is constantly changing. As a result we utilise best practice technologies and resources to keep abreast of all legislative and business taxation

changes that affect our clients. This involves working with our clients to empower them to understand their own businesses through structured training and support.

We pride ourselves on forming relationships based on reliability, quality and excellent customer service; and with a team of exceptional people we are dedicated to providing practical business solutions and awesome support to motivated and innovative businesses.



Southern Cross Property Advisers provides customised advice and complete property strategies to motivated clients.

Our Property advice is tailored to the clients' individual goals, financial capacity and risk profile. As a result a practical investment plan provides clients the confidence to achieve their life and wealth goals through property investing.

Through our extensive research and our trusted network of professionals developed in the industry, we currently have clients investing in economically vibrant regions throughout Australia.

Led by director Noel Costa, Southern Property Advisers is a direct residential investment property offering and is part of the Southern Cross Business Advisers group.

### We can provide you with assistance in...

- Self managed Superannuation Fund
- New business Start-up
- Finance
- Business Development
- Profit Improvement
- Property Investment Advice
- Bookkeeping Solutions
- Taxation & Accounting

