

Make technology your secret sauce



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Presented by:



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National Xero Ambassador



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Today's AGENDA

Efficiency as an output of process improvement

Reducing IT infrastructure cost by centralizing functions in the cloud

Due diligence on tech stack

- *Internal apps*
- *External apps*

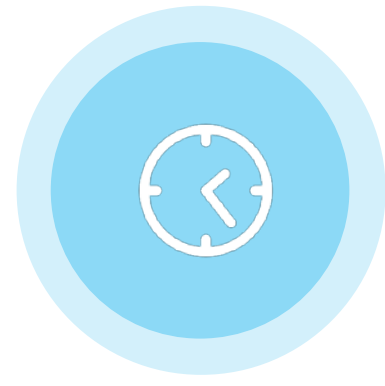
Successful conversion metrics

What is driving technology change?

Evolution of the cloud

The role of the accountant

Adoption of technology by clients



Traditional schedule

1hr – Data entry

1hr – Review work

1hr – Admin

1hr – Client meetings

½hr – New business



½hr – New technical ups killing

1hr – Review WIP & workflow

2hrs – Client calls/emails

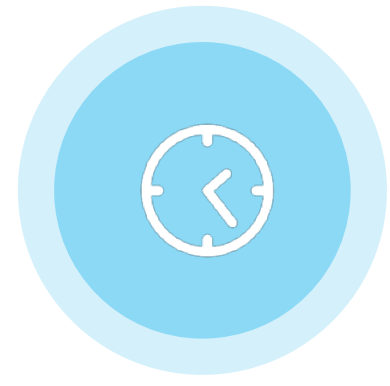
½hr – Payments

½hr – Timesheets

09:00 HOURS

Avoid the
business running
you; Take
control!





Automation frees up time

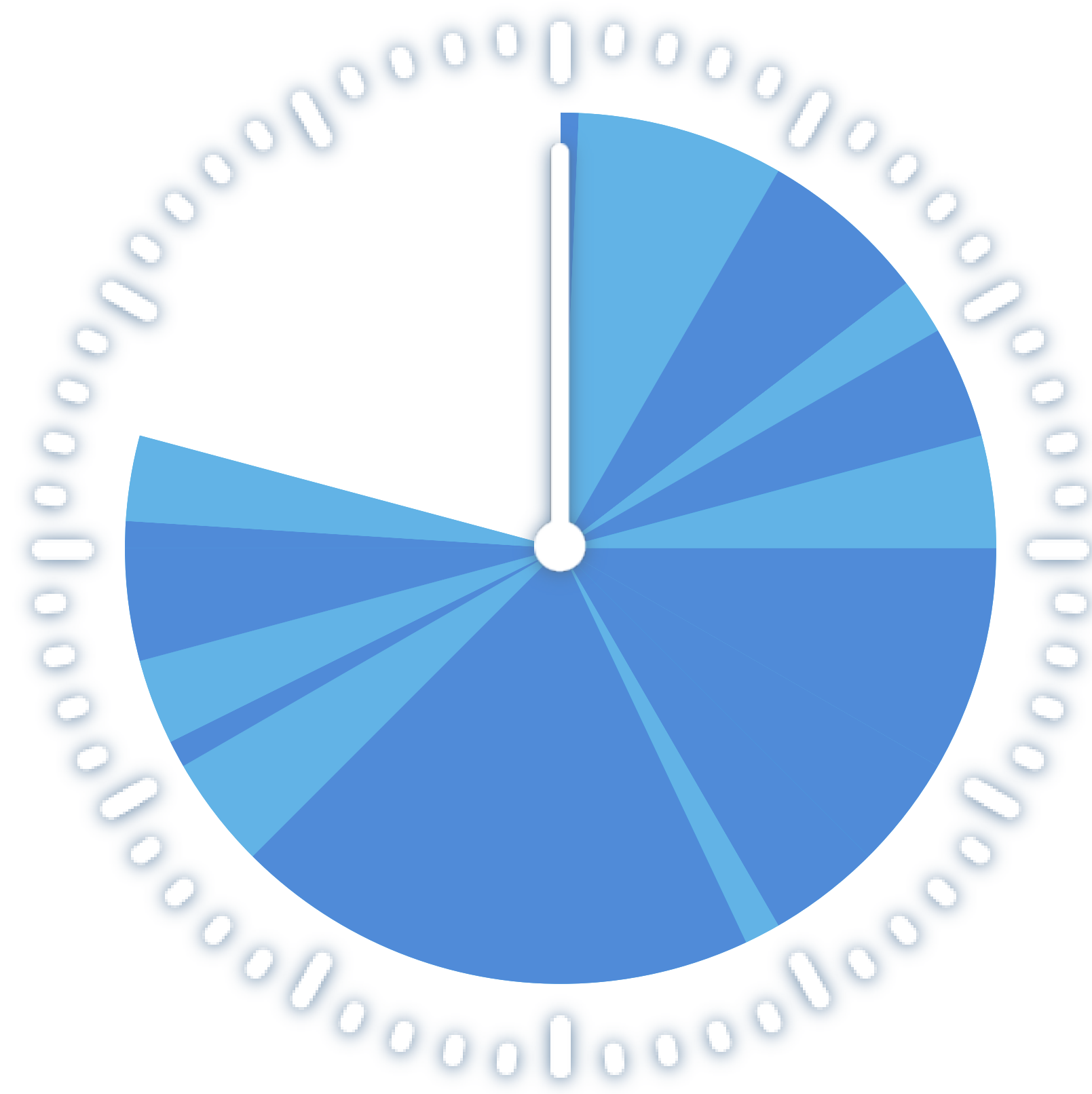
5mins Data Entry

15mins Review Work

30mins Admin

1hr – Client Meetings

½hr – New Technical Reading



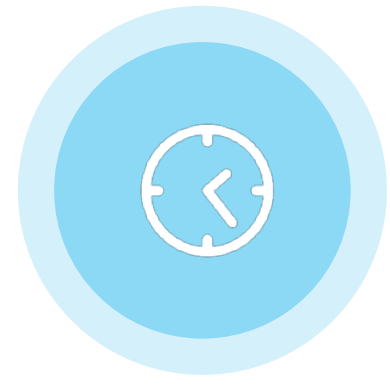
½hr – New Business

10mins Review WIP & Workflow

2hrs Client Calls/Emails

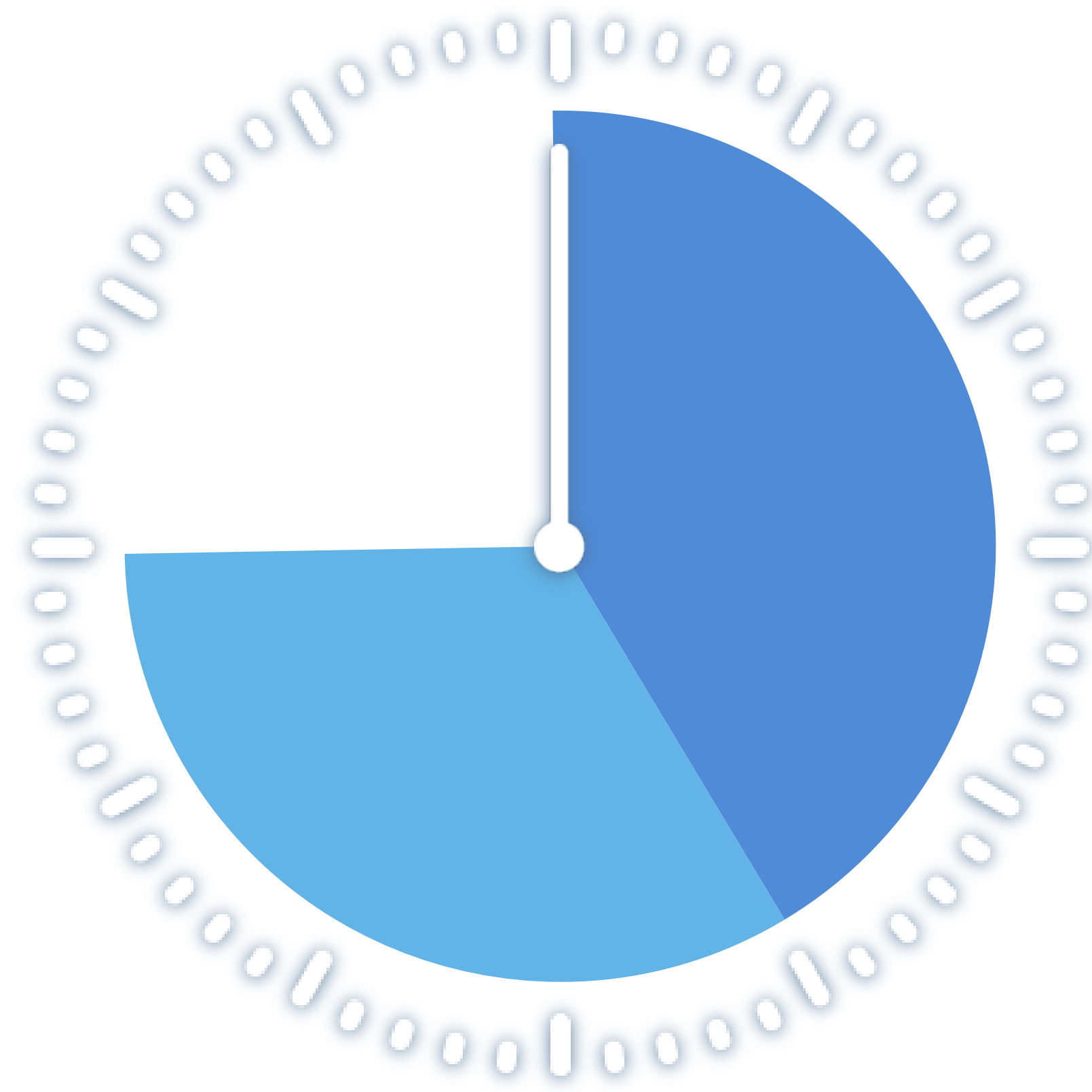
5mins Payments

5mins Timesheets



Automation frees up time

**Opportunity
time**



**Efficient
time**

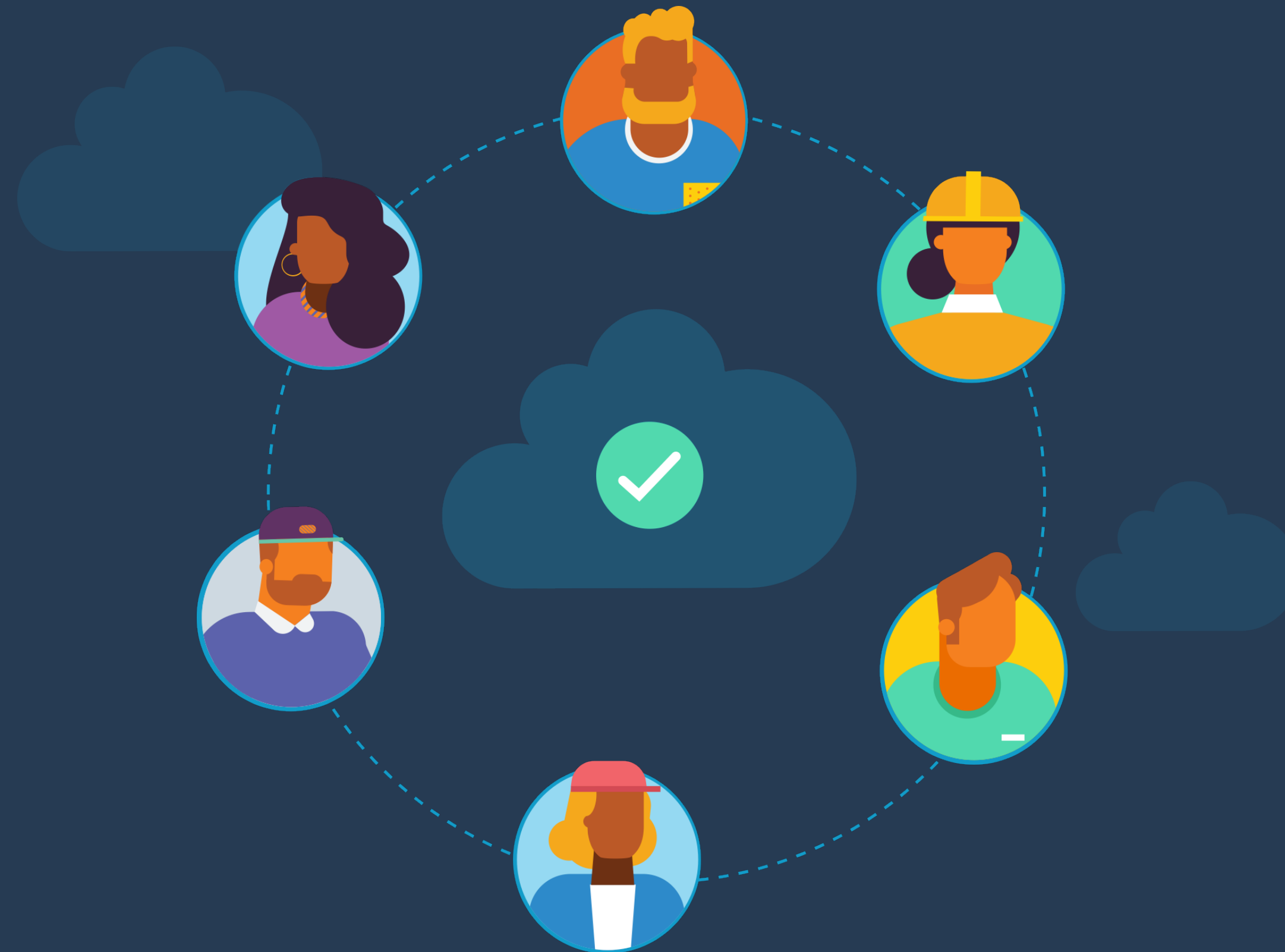
Anything that
can be
automated,
WILL BE!



Cloud collaboration

Your clients are asking for your time, beyond the accounting

They want to pay your for it, they need your expertise!



So where are you?



Traditional

Transition

Connected Advisor

Invoicing

Surprise bill

Bill on completion

Fixed/Value pricing

Documents

Paper

PDF & Email

Online e-sign

Client Comms

Book a meeting

Call

Live Chat

Client Touch Points

One per year

6 Month/Quarterly

Anytime

Data

Transposition

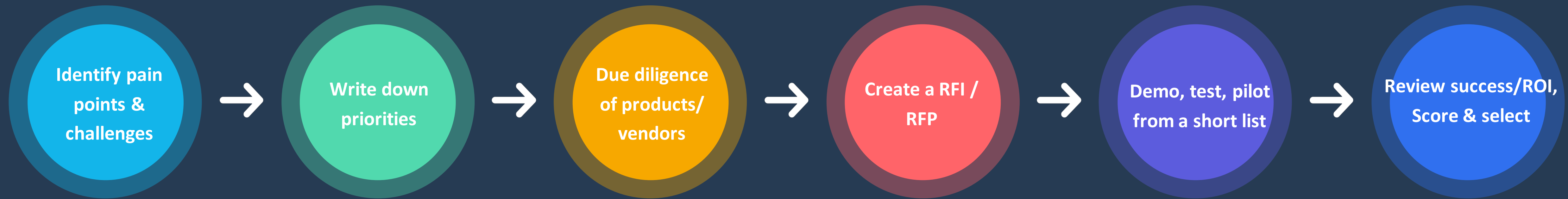
Import/Export

Real time sync



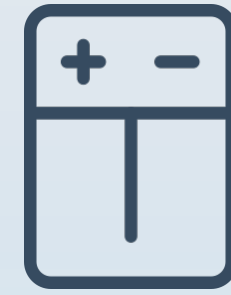
Platform and process

Cloud platform selection process



Xero

Xero HQ



Single ledger,
data & docs

Connected apps

Xero HQ apps

Creating your platform

Select a target market focus

Big enough to matter

Small enough to lead

Good fit with your skills and interests

Convert existing clients

Take the early adopters when they are ready

Eventually end-of-life paper-based services

New client on-boarding

Paperless standard

In the cloud

Document exchange

Other add-ons as needed

Creating your platform

*Leverage technology to achieve
client collaboration*

MANAGEMENT

Instant results cannot be expected – it takes time
A Business plan is key to manage to the right metrics

STAFF

Take the early adopters when they are ready
Eventually end-of-life paper-based services

CLIENTS

Paperless standard
In the cloud
Document exchange
Other add-ons as needed

Your platform using the Xero ecosystem







PayPal

receipt bank

Hubdoc™

PRACTICE Ignition

Bill.com®

DEPUTY

xero

stripe

Square

vend.

Fathom

XERO PRACTICE MANAGER

Google

Expensify

PayPal

Bill.com

Hubdoc

receipt bank

DEPUTY

PRACTICE Ignition →

XERO PRACTICE MANAGER

→ xero ← stripe

Square

vend

Fathom

Google

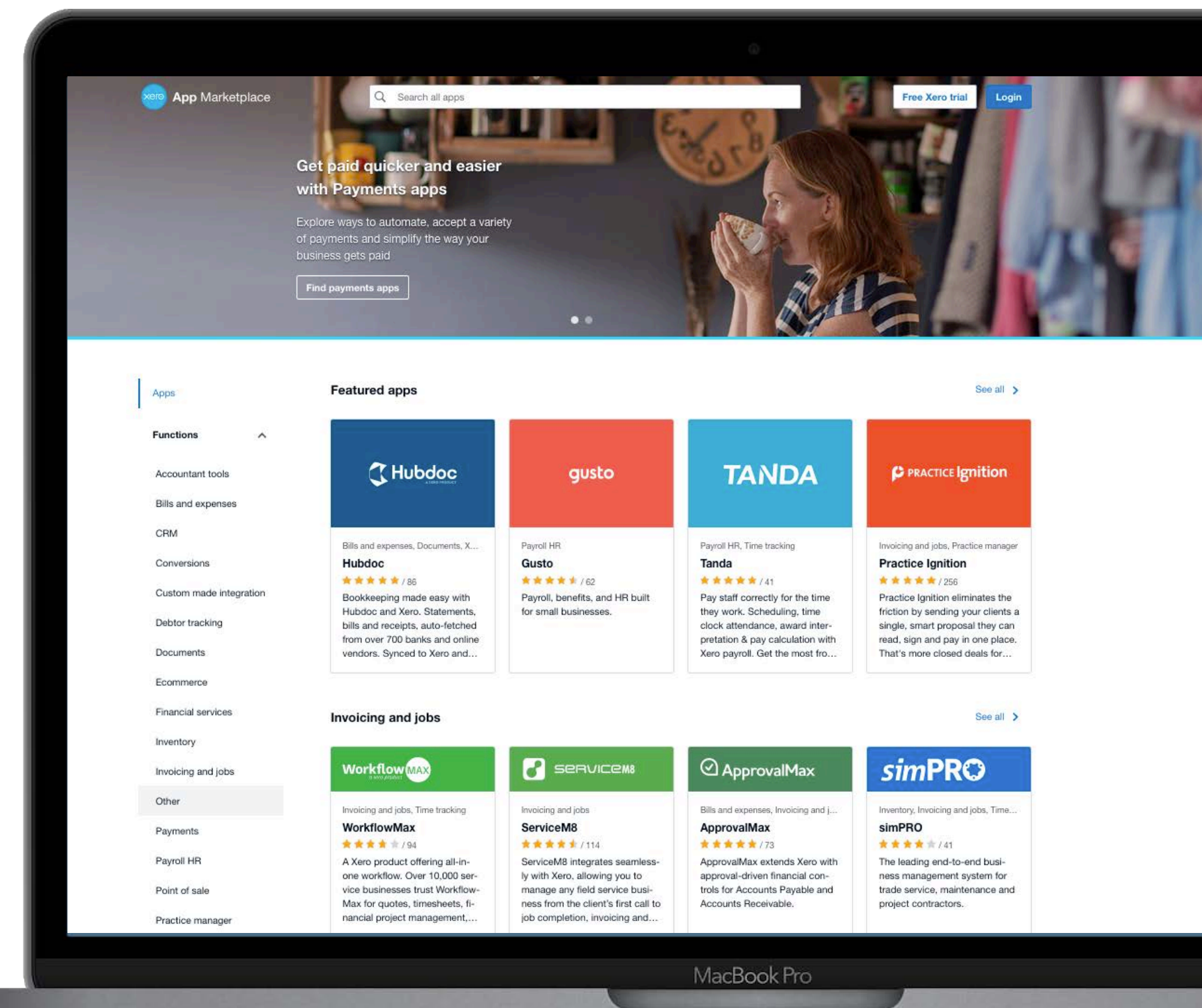
Expensify

Capitalizing on Xero's ecosystems

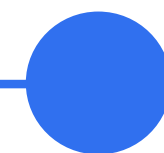
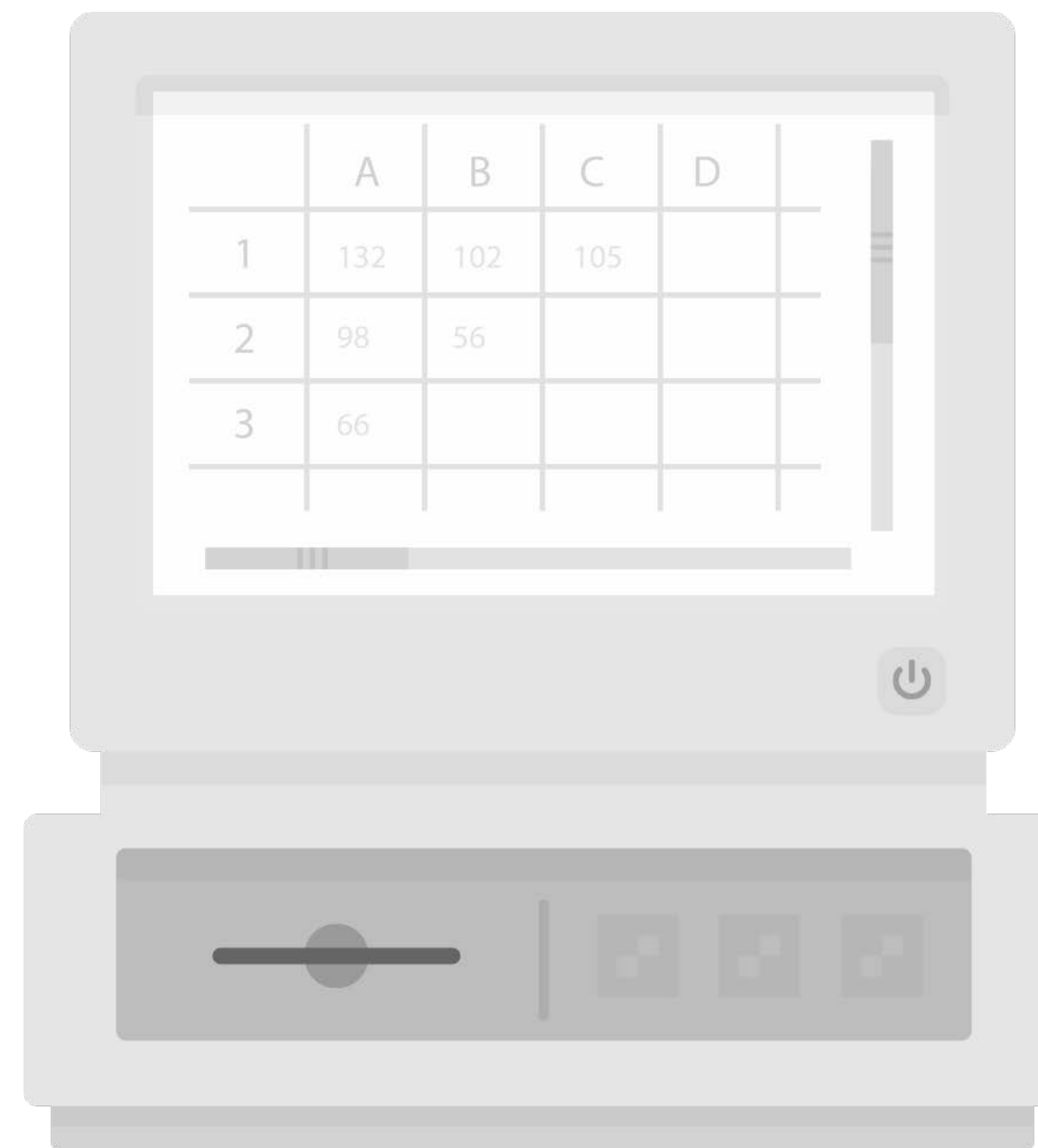
What are your gaps in business that can be solved by a third party?

Do you have processes in place that explore apps in the ecosystem?

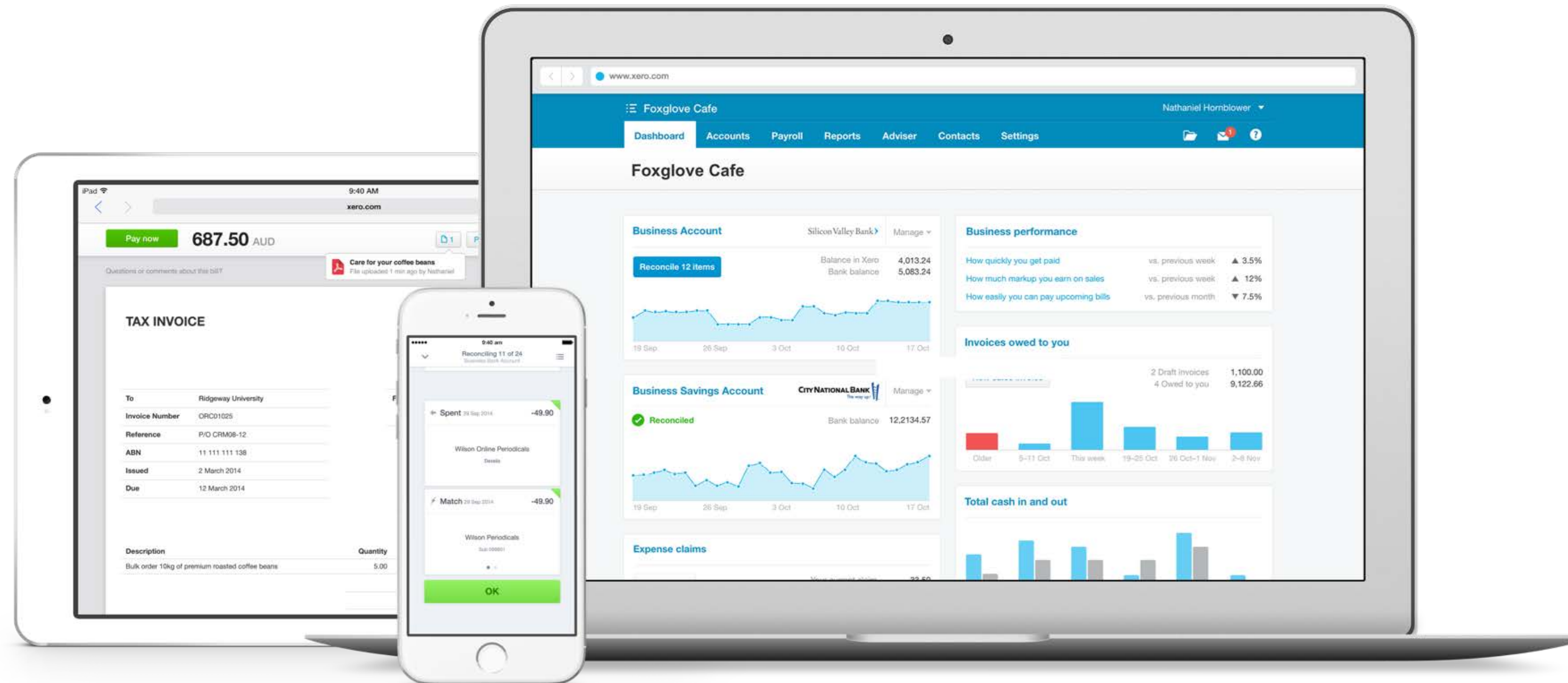
Where is there room for improvement?



From data locked in *the desktop...*



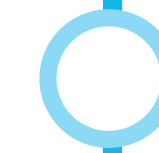
To the cloud, providing access *anywhere*



To the cloud, providing access
anywhere , anytime!



Big data for small business



Anonymous macro data



Unlock insights to business



Industry benchmarking

- *Geocodes*
- *Industry code*
- *Report code*



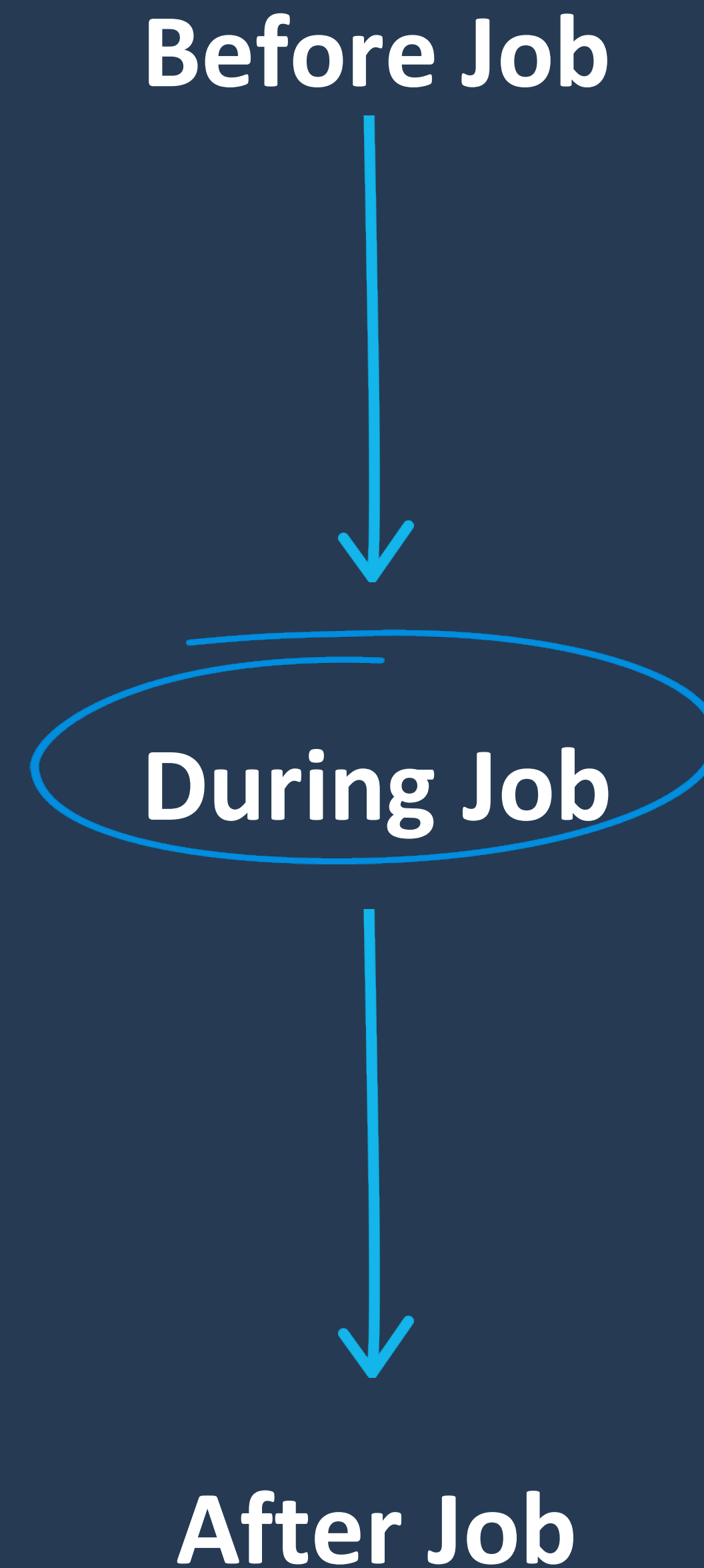
Increase advisor value



Internal process

Internal process evolution

- Traditional to Cloud
- Undertaking advisory & tax return preparation



Internal process

- *What new processes do you need?*
- *Will you get rid of any processes?*
- *What will your clients think?*



External process

Which PRICING MODEL should you choose?

Fixed fees

Every service you offer has a set price

Value-based

The value of work is determined up front & price is then set (on a client by client basis)

Recurring flat fees

The value of work is determined up front and based on a fixed set of deliverables on a monthly basis

Simple sales process



IDENTIFY



INTERVIEW



SETUP RELATIONSHIP

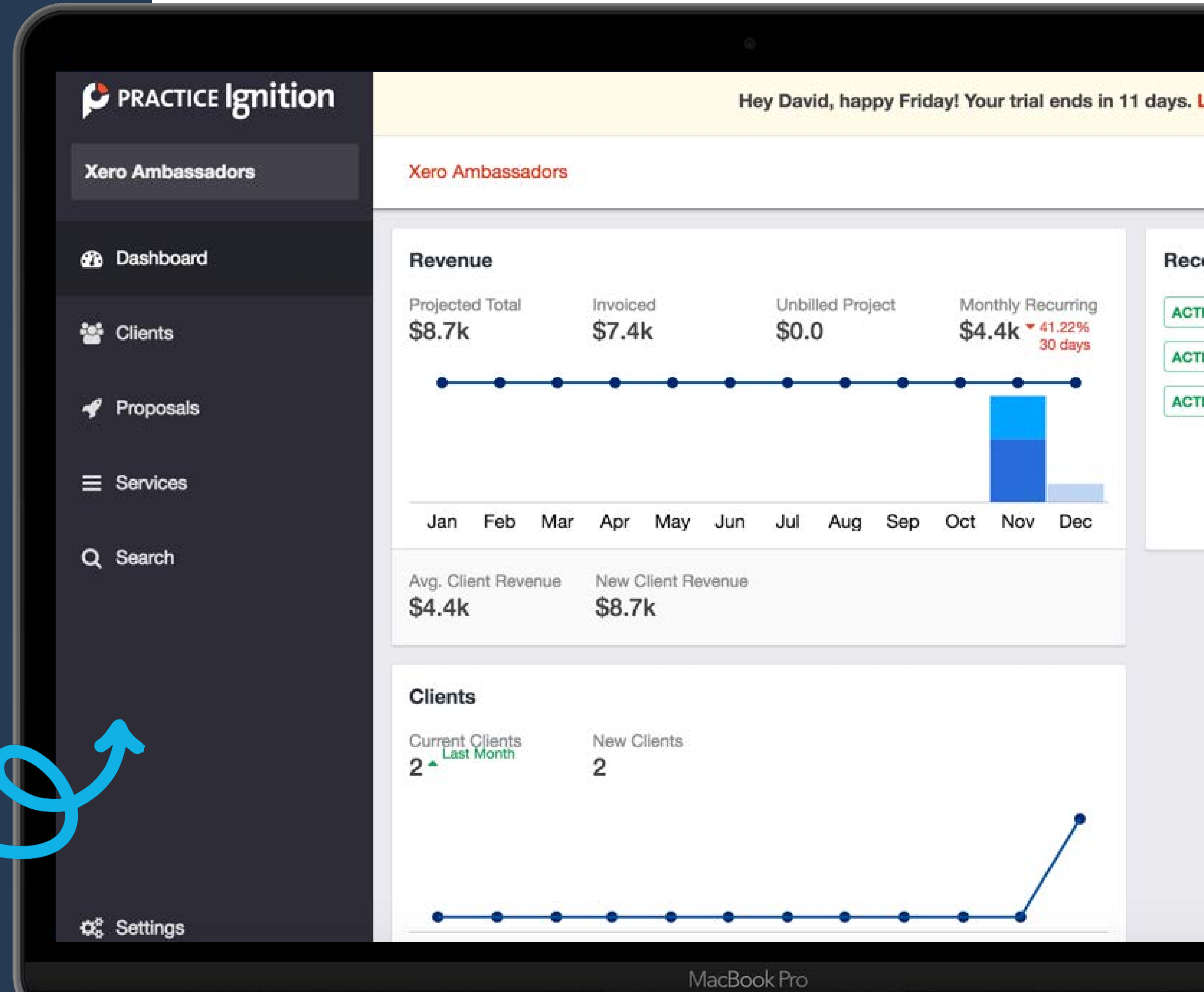


BUILD RELATIONSHIP



VALUE ADD

How we deliver our proposals





Measuring success

SURVEYS



Grow Your Practice Webinar Series Evaluation - May 2015

*** 1. What is your name?**

*** 2. Overall, how satisfied were you with the session delivered today? (1 Not satisfied, 5 Very satisfied)**

1 (not satisfied)	2	3	4	5 (very satisfied)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 3. What section of today's session did you find the most useful?**

- Before we start
- Setup and configuration
- Prepare and lodge

Would you recommend to a friend?



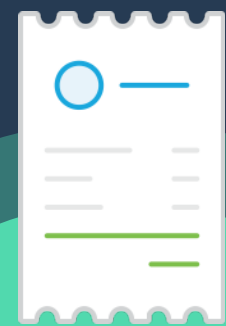
Net Promoter Score = Promoters (56%) – Detractors (22%)

Net Promoter Score = 34

How to measure ROI



Cost of
customer
acquisition



Acquisition
cost payback



Value of
customer



Acquisition
vs retention

Measure your success

- *What does success look like to you?*
- *How do you currently measure success?*
- *Where can you improve?*



Next steps

✘ List next step here

✘ List next step here

✘ List next step here

✘ List next step here

Matt Simmons

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Thank you!

