



Cloud Accounting and Accounting Automation

Mr. Lai Fu Kuen

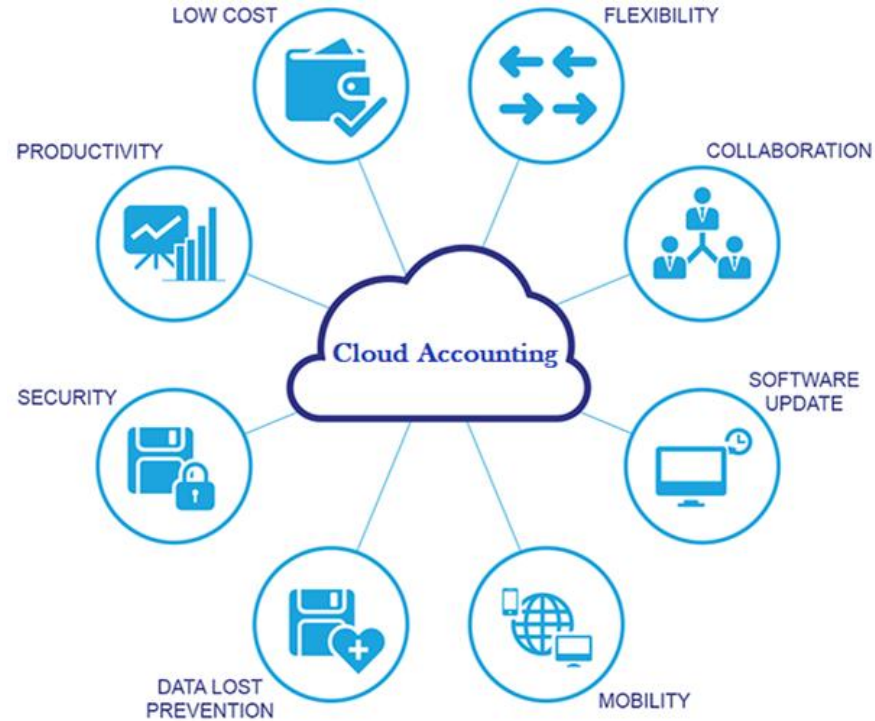
Director, Link-Pro CPA Limited

Agenda

- What is Cloud Accounting?
- Do we need to shift?
- Cloud Accounting vs Traditional Accounting
- Accounting Automation
- Examples of Cloud Accounting Software
- 雲端會計應用-國內情況
- Freee from Japan
- Xero from New Zealand
- Q&A



What is Cloud Accounting?



Do we need to shift?





Cloud Accounting vs Traditional Accounting?

Cloud Accounting vs Traditional Accounting

Desktop-based

Requires **software installation** and regular **updates**, new **licenses and fees** for database

Manual backups needed



Cloud-based

No software installment needed

Updates and backups arranged by software provider



Cloud Accounting vs Traditional Accounting

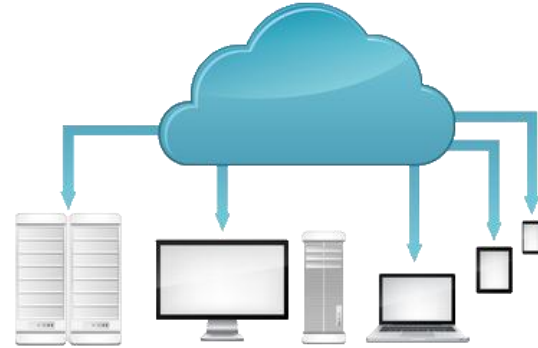
Desktop-based

Limited access on selected computers with required software only



Cloud-based

Remote access to data **anytime** from **any device** connected to internet



Cloud Accounting vs Traditional Accounting

Desktop-based

Single-user access:

Data sharing is not easy, as only one person can access the information



Cloud-based

Multiple-user access:

Accountants and clients **share** data and **collaborate** with ease



Cloud Accounting vs Traditional Accounting

Desktop-based

High maintenance cost along with expensive hardware



Cloud-based

Pay as you go:

Payment on **subscription** basis with **free trial** use, paying for the services needed only



Cloud Accounting vs Traditional Accounting

Desktop-based

Server shutdown leads to **data loss**



Cloud-based

Data encryption and access with own **password**. Even if one server shuts down, data is **still accessible on other devices**





How about Accounting Automation?

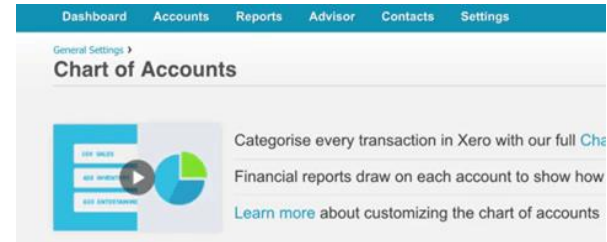
Examples of Accounting Automation

With the help of **machine learning automation**.....

Automated Bank Reconciliation



Automated Account Coding



Automated Extraction of Custom Reports



Automated Budgeting and Forecasting



Benefits of Accounting Automation

- ✓ *Standardized transaction matching*
- ✓ *Automated reconciliation process*
- ✓ *Consistent verification of accuracy and appropriateness*
- ✓ *Instant generation of reports*
- ✓ *Real-time views into financial data and results*



Optimized **efficiency**



Minimization of **human error**



More time to focus on
higher-value services

Examples of Cloud Accounting Software

 *New Zealand*



 *Canada*



 *US*




 *China*



 *Japan*



 *Singapore and Hong Kong:*
mixed cloud accounting
solutions



Free from Japan

Japan's cloud accounting startup raised \$30M at \$250M valuation ahead of IPO

- Founded in March 2013
- \$2.5 million Series A from DCM and Infinity Ventures in 2013
- \$12 million Series B came in two parts in 2014, the first in April and the second in October
- \$30 million Series C round that took its total raised funding to \$43 million in 2015
- Share of the cloud accounting market in Japan: 38% in 2015, 44% in 2017 and still growing



雲端會計應用-國內情況

- - 金蝶K/3 Cloud
 - 2011年由金蝶集团创立
 - 至2017年(6年间)超过5000家高价值客户
- - 在中小企业间仍未普及

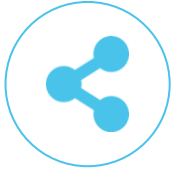
金蝶K/3 Cloud

[清除本地缓存](#) [查看http數據](#)



The screenshot displays the Link-Pro C.P.A. website. The main banner features the text '開放的ERP雲平臺' (Open ERP Cloud Platform) with sub-headers '開放' (Open), '標準' (Standard), and '社交' (Social). Below the banner is a login form titled '用戶登錄' (User Login). The form includes several dropdown menus: 'HKDEMOV5', '中文(香港)', '命名用戶身份', and 'demo'. There is also a password field with masked characters '.....' and a blue '登錄' (Login) button. The footer contains the copyright notice: '© 1993-2014金蝶國際軟件集團有限公司版權所有'.

Xero from New Zealand



Connectivity



24/7 Award winning support



Built in the cloud



Enterprise grade performance



Best in class
data protection



Continuous
innovation

Xero from New Zealand



Nothing to
install



Real time insights



Bank feeds



Improved efficiency



Online document storage



Online quotes
and invoicing



500+ Add ons

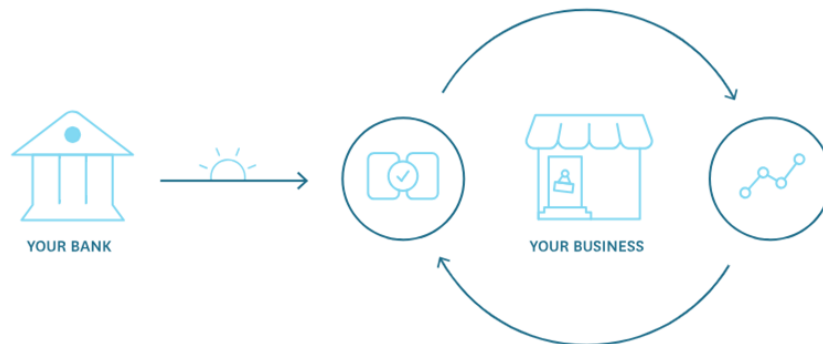


Unlimited
users

Xero - Bank Feeds in Hong Kong

Effortless flow of bank transactions to Xero

- ✓ *Get daily bank feeds*
- ✓ *Reconcile bank transactions*
- ✓ *View the dashboard*



Direct bank feeds for Hong Kong



HSBC



Xero - Bank Feeds in Hong Kong

- Automatically import account transactions into Xero from your bank
- No need to import bank statements



Direct



Secure



Reliable

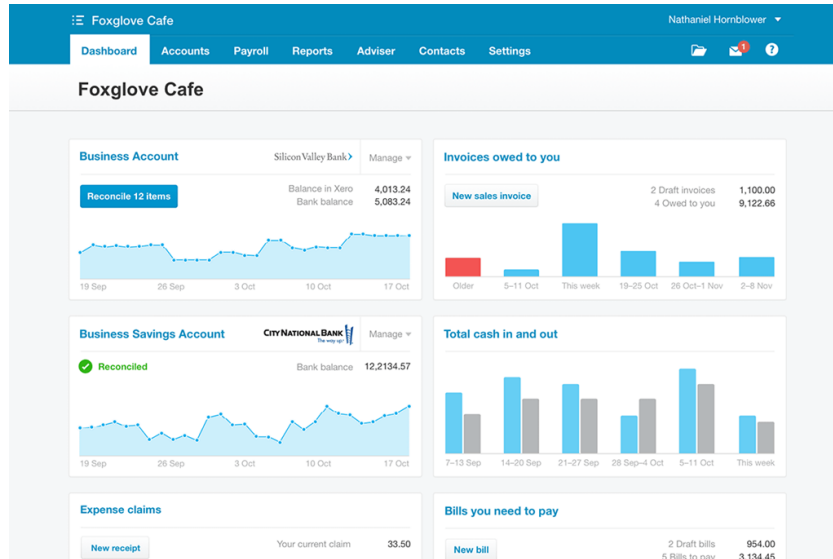


Easy

Go mobile with Xero Touch



Silver winner - best designed mobile app (2016)



Go mobile with Xero Touch





Any
questions?