



How to master the digital landscape

A 5-step guide to leveraging Technology and IT Support for Accounting Businesses



Introduction

In order to thrive and stay ahead of the curve in their respective industry, Accounting businesses must prioritise their digital roadmap.

By understanding the significant benefits of adopting Technology and receiving tailored IT Support, Accountancies can communicate with their staff, their clients, and carry out their day-to-day tasks more effectively, efficiently and securely.

Some Accountancies haven't thought about their digital roadmap thoroughly enough - if, at all. By failing to adopt the digital trends of today's business world, Accountancies risk developing their growth and future plans and are likely to fall behind their competitors, who are already adopting modern financial digital trends.

In this guide, you will learn how mastering the digital landscape will help you overcome your obstacles, in just five simple steps.





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Get to know the cloud

Cloud Computing allows your company to access software on the internet in any location at any time. The term 'cloud' refers to data being stored off-site.

Accounting practices that use cloud software can keep their business books online. That includes records of income, expenses, assets and liabilities, increasing their access to IT resources and in turn, saving them time and money.

Accounting practices are constantly striving to look for the best solutions to optimise their workload and end-user experience. Cloud Hosting plays a major role in this.

Although the idea of storing data in the cloud has been around for years, commercial cloud storage systems have recently become more prevalent. Cloud Hosting offers perks like enhanced protection for client information and customisable search categories and is primarily targeted towards Accounting Businesses.

Sending and receiving information to and from clients is simpler thanks to the cloud's universal accessibility of information.

If you want your business to work smarter and faster, cloud accounting software is a wise investment.

1.

Optimising workload and end-user experience

What benefits does 'The Cloud' bring to Accountancy businesses?

Reduced costs

The Cloud offers organic scale economies that let Accountancies spend only what they need to. You can choose what package is best depending on your budget.

Flexibility

You can access your data anywhere at any time. Employees can work through their laptops, mobile phones or tablets. This promotes remote or hybrid working, reducing the number of workstations in the office by allowing them to work at home or in a required field. You can monitor staff operations and receive updates as long as you have an internet connection.

Data Security

Storing data on The Cloud can sometimes be safer than storing it on physical servers. If your business had a data breach or had its equipment stolen, you may never recover. Through The Cloud, any private data can be backed-up, deleted remotely and transferred to another account. It's challenging to get past the security precautions on cloud systems, so, you can be sure that your data is secure.

Increase collaboration

Collaborative working allows people to come together to share ideas and solve problems. Through The Cloud, staff can share live updates and work together on projects wherever they may be.

Have Strong Cyber Security



Cyber Security is the defence against cyber threats for systems connected to the internet. Both individuals and businesses use this measure to guard against illegal access to their systems, devices and data. But why should Accountancies acknowledge Cyber Security?

Cybercriminals see Financial Businesses as a gold mine. They want financial data, Tax IDs, bank account details, payroll data, employee and customer details.

Accounting Businesses take data very seriously, that's a fact.

Perhaps your business has already acknowledged the importance of this and has already implemented Cyber Security measures.

But does this go beyond anti-viruses and strong-ish passwords?

Many practices sadly fall victim to cybercriminals because they naively believe that they have the correct security measures in place. Attacks are becoming more sophisticated than ever before as criminals have access to more advanced technology, right at their fingertips.

As Cybercriminals' technology advances, your business's security should too.

2.

Defending against modern cyber attacks

What are the most common types of cyber-attacks Accountants face?

Malware

Malware, commonly known as 'malicious software', is a piece of software designed to interfere with your computer, network or server. Once systems have an infestation of malware, it can gain unauthorised access to data and can potentially leak sensitive information.

Ransomware

Instead of trying to gain access to your system or data, Ransomware blocks you from gaining access to your files. Are you familiar with the phrase 'paying the ransom'? If so, Ransomware will require you to do just that to allow you to access your files again. However, even after payment, these files can become encrypted (turned into codes) to hide the content of your file's true meaning.

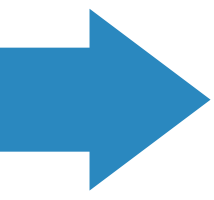


Phishing Attacks

Phishing attacks use fake communication, such as email, to con the recipient into opening it and following the instructions contained within. This scam is designed to help criminals steal personal information like credit card numbers and login credentials.

Password Attacks

One of the most frequent ways that personal and corporate data is compromised is through password attacks. If a hacker cannot correctly guess a password, they will use password attack tools that can speed up the algorithm to crack a password.



Becoming a digital workplace

The transition to a digital workplace will provide Accounting practices with opportunities, such as greater data analytical insights, improved decision-making, and the development of new skills and talent.

However, it's important to address and respond to enquiries on employee monitoring and staff management. Establishing a culture that promotes effective self-management can't be achieved without the right Technology and IT Support.

The desire for more flexible and remote work is one of the top trends in accounting, just like in many other sectors. A whopping 77% of accounting professionals want to keep working remotely or want to establish a hybrid working agreement.

The key to remote and hybrid working is knowing when and how to use technology. It also means engaging with an IT Provider to ensure that the correct tech fit for your business can be integrated across both remote and office systems in a smooth manner.



3.

The desire for more flexible remote or hybrid work

At the start of the pandemic, many Accountancy Businesses scrambled to keep their operations up and running with little to no preparation.

Fast forward to now in 2023, many practices have yet to transition to the latest technology and aren't leveraging IT Support, simply because they have become too comfortable with their original pre-pandemic setup.

If your business already has a remote work strategy and already has IT Support, ask yourself these questions:

- Do we have the correct hardware and software?
- Have we taken a proactive approach to Cyber Security?
- Are our staff educated about cyber threats and are they trained to deal with them?
- Is our current IT Provider fulfilling our needs and providing us with cost-effective solutions?
- Does our IT Provider fully understand our industry?

Employers face several hurdles when it comes to supporting remote workers. IT Support can overcome multiple obstacles, such as:

Ensuring devices are up-to-date

It is necessary to make sure that security patches and software are up-to-date before providing company-owned equipment to remote workers.

Resolving issues quickly

Handling your remote worker's issues in a timely, secure fashion isn't easy, especially at a distance.

Keeping devices secure

As previously mentioned, this has never been more important. Refer to *(page 2)*.

Maintaining good communication

Remote workers often feel like they're "out of sight, out of mind." With the help of IT experts, you will find the right communication tools, critical to maintaining camaraderie, collaboration and information flow between teams.

People, process & technology



If new recruits or current employees don't have access to the correct systems, tools, and support they need to perform their jobs well, they either don't achieve their goals or achieve their goals at the expense of their mental well-being and work-life balance.

How technology and IT support helps attract new candidates and retains staff members

Accounting continues to be impacted by automation, and while many organisations recognise the need for automation, many have not yet adopted new technologies.

This is mainly because they are afraid of the unknown or don't know where to begin. This delay may end up costing firms money in the long run through slow growth and high turnover.

These situations are preventable when you provide new recruits or current staff with the technology and support they need to get their job done.



Understanding Automation: Overcoming the fear of it and elevating your Accounting team

We repeatedly observe that companies that use technology and automation don't eliminate their accounting staff.

Automation gives employees the chance to take on more responsibility and use their skills in ways that capitalise on their strategic thinking abilities, which artificial intelligence and automation are unable to match.

Nobody wants to spend all day classifying transactions or entering data manually. The workers who are locked in these positions hardly have enough time in the day to do the duties that need to be completed, much less higher-value tasks like data analysis and supporting decision-making.

Suppose your team is bogged down by manual work, outdated technology, and inefficient processes. In that case, it's difficult (if not impossible) for them to find the capacity to elevate their roles.

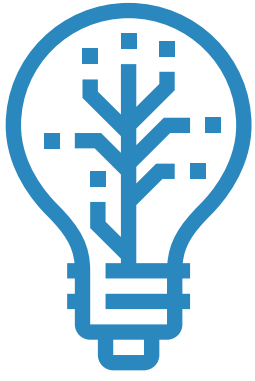
Accounting workflow automation solutions help organisations drive accounting operational excellence and efficiency.

When tedious tasks are automated, accounting departments can become a more modern, strategic function.

Job opportunities in companies that leverage processes and technology to improve the lives of their employees are significantly more appealing to candidates.

Simply put, adopting modern technology and IT Support simply is recruitment and retention imperative.





New technology trends & tools

Aside from a shifting regulatory environment and tax laws, keeping up with evolving technology can be both daunting and challenging.

Many companies are working with legacy, on-premises accounting systems that are outdated. Financial reporting, cash management, accounts payable and month-end close processes are all being impacted by technology and will continue to be key components of automation and cloud-based accounting software in the near future.

For accountants and other financial professionals, expertise in cloud-based accounting software are among the most sought-after.

By 2024, cloud-based technologies—which frequently include finance and accounting software—will account for more than 45% of all IT investments.



5.

Keeping up with new technology trends and tools & MTD

3 trends to acknowledge to help your Accountancy practice stay ahead of the curve

Innovation

Is a career in accounting challenging? Absolutely. However, as more transactional operations are automated, more exciting prospects are also emerging, giving accounting professionals more time to focus on more analytical jobs. Additionally, there is a wealth of innovation in accounting software.

Globalisation

Local economic instability, cybersecurity standards, and tax law changes across the globe will require Accounting teams to become more adaptable to IT support and technology to ease these challenges.

Automation

To stay ahead of competitors, utilising automation processes will allow Accountants to become key partners of guiding business strategy.



Making Tax Digital (MTD)

HMRC has digitised the UK tax system, making it easier for accountants to submit accurate tax returns and process payments.

Using software to keep digital records will make your financial admin easier and will:

- Save Time
- Improve Accuracy
- Improve Safety
- Improve Collaboration

Because of this, Accounting practices will be required to not only learn the new systems, but upgrade their existing software, back up their data and implement strong security measures.

This, of course, can be made easier with support from an IT Provider.

Why partner with Breeze



Experts with experience

Breeze Logic has over 20 years of experience working with small to medium businesses across Hampshire and the surrounding areas, providing cost-effective solutions to meet their business needs and future goals.

What we can offer you

Let our passion for technology and enthusiasm for delivering a first-class service help drive your business forward.

We work with our customers to understand how to best merge their technology with their business strategy.

Our mission is simply to ensure that our customers get the best technology fit for their organisation within the context of their business goals, their market sector and the overall economic factors that affect them.

The benefits of working with us

- 100% UK-Based serviced team with years of customer experience.
- We'll appoint a dedicated Technical Account Manager to support and advise you.
- We provide training to all staff so you get the most out of your technology.
- We fix problems fast with our support and maintenance practices.
- Breeze has partnerships with many industry-leading vendors.



Clinton Casteller

Managing Director, co-founder



Connect with me!

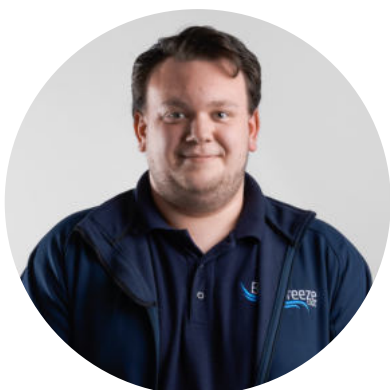


Matt Toner

Technical Director, co-founder



Connect with me!



Jamie Chalmers

Support & Cloud Technical Lead



Connect with me!

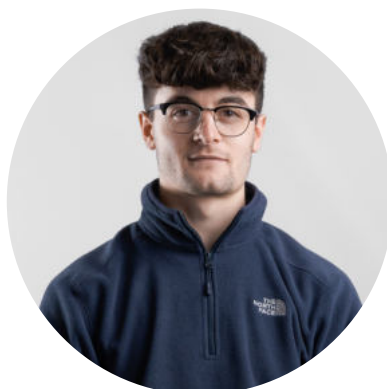


Claire Rosenlund

Office Manager



Connect with me!



Ben Critchley

Junior Marketing Executive



Connect with me!



What our customers say

"The team at Breeze Logic have been essential to our business. They are a friendly, efficient bunch who helped to keep us safe and secure. I highly recommend them."

**-Visualize Accountants,
Managing Director**

"Breeze Logic have took all my I.T requirements off my desk and allowed me to forget about them. Their service is quick, easy and very reliable."

-Vertical Leap, Managing Director

"Working with Breeze is like having your own IT department at a fraction of the cost. The team are helpful and responsive. We're particularly impressed by the efforts made to fully understand our business. I Highly recommend them."

-CLiCKAPAD, Director

"The team at Breeze are brilliant. They respond quickly at all hours of the day and work hard to find solutions to problems and nothing is too much trouble. Can't recommend them enough!"

-The Sababah Company, Director

"The team at Breeze Logic helped us with a long-term connectivity issue by providing us with a 4G wifi solution. I recommend them for your I.T or telephony needs."

-Sporting Chance, Director

"Breeze Logic made our transition from our previous phone supplier seamless and stress-free! They always are responsive to any requests we have."

-T&H Contract Services, Director

Start your Accounting Practice's IT journey today with a FREE consultation

Get a free, no-obligation consultation on your IT services, Connectivity needs and Telephony requirements (VoIP & Mobile) as a first step towards your business's digital transformation journey.

Call: 0330 320 2223 | Email: info@breezelogic.co.uk

Feel free to check out our social channels and website

Click the icons below to stay up-to-date with everything going on at Breeze





Your IT roadmap needs to be a priority.

Let our passion for technology and enthusiasm for delivering a first-class service help keep your business secure.

UNIT 19, BROXHEAD HOUSE, 60 BARBADOS ROAD, BORDON, HAMPSHIRE,
GU35 0FX

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0330 320 2223 | info@breezelogic.co.uk