

Inside⁺ **OUTSOURCING**[®]






The newsletter for forward-thinking professionals

Stands to reason

We outline eight reasons why outsourcing your accounting services could work for you and your practice.

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Practice Compliance Outsourcing

Final accounts production  Personal tax returns  Corporation tax returns  Management accounts
HMRC-recognised iXBRL tagging services  Payroll  Cloud bookkeeping  Dedicated offshoring

Why outsource accounting?

If you are looking to free up more time and budget for your business, outsourcing accounting services can offer a more cost-effective solution to reduce overheads and optimise business resources.



FROM CUTTING OVERHEAD COSTS, gaining access to accounting expertise and allowing for impartiality, there are many benefits to partnering with an external accounting team.

Whether you are an accounting firm, your business is in the financial field or another industry, there are huge benefits in outsourcing your accounting work for most businesses. Tasks like bookkeeping and taxes can be handled externally – freeing up more time for you to work on your strategy and grow revenue.

In this blog you'll discover why outsource

accounting? We explore why it's great for business by identifying seven key benefits to outsourcing accounting and explain how to outsource accounting.

1. CUT OVERHEAD COSTS BY OUTSOURCING YOUR ACCOUNTING

Many businesses are already aware that maintaining an in-house accounting department can come with significant overhead costs, including recruiting, salaries, company benefits, training and technology software.

Whereas in-house teams come with their own

set of costs, outsourcing can allow businesses to convert some of those fixed costs into variable ones, ensuring they only pay for the services they need when they need them.

This budget-friendly approach frees up capital that can be reinvested into your core strategies, improving customer experience or funding expansion plans, which is why many businesses opt to outsource accounting services.

If you're an accountancy firm, check out our [ultimate guide to building a successful outsourcing strategy](#) for help navigating the



complexities of the outsourcing landscape and creating lasting success.

2. FREE UP MORE TIME BY CHOOSING OUTSOURCE ACCOUNTING SERVICES

You would be hard pressed to find someone that has never heard of the phrase 'time is money.'

Mentioned briefly above, another significant advantage of outsourcing accounting is it frees up resources and time for businesses to concentrate on strategic plans or tending to clients.

By delegating time-consuming tasks such as bookkeeping, payroll processing and handling taxes, businesses can allocate resources more efficiently, making more room for innovation and your business's [growth journey](#).

A more streamlined approach like this can enhance your team productivity, giving your business an advantage over your competition.

3. GAIN ACCOUNTING EXPERTISE THROUGH OUTSOURCING

Accounting requires specialist expertise and up-to-date knowledge of many aspects, including regulatory frameworks, industry



best practices, security protocols and data protection standards.

Through outsourcing your financial obligations to professional accounting services, you open your business up to access a whole team of economic experts who bring a wealth of experience and insights.

External accounting firms can help businesses to navigate complex financial scenarios and mitigate risks. This expertise is particularly crucial in the ever-evolving digital world, as the

majority of services and transactions now take place online.

4. ACCESS TO ADVANCED ACCOUNTING OUTSOURCING TECHNOLOGY

At Advancetrack, we use the best technology and software to help you streamline your business processes, boost efficiency and ultimately give you more freedom to thrive in your industry. Through outsourcing, your business accesses innovative tools without the upfront investment or ongoing maintenance costs linked with in-house systems.



By outsourcing the accounting and finance function, you gain access to specialists who utilise advanced tools and streamline your processes. Cybersecurity technology is also employed, which enables safeguarding sensitive data against potential theft and breaches.

Opting for an external accounting team to truly integrate technology within your business, with the best software and efficient processes protects your clients and in turn, enables your business to provide a better and broader service to your clients.

Software migration can be tricky and take time, but it doesn't have to be that way. At Advancetrack, we have a team of experts who handle the migration for you, letting you get on with your day job and really integrate the [outsourcing accountancy system](#) within your business.

5. RECEIVE COMPREHENSIVE AND PRECISE FINANCIAL REPORTS

At Advancetrack, we know the value of transparency. In partnering with Advancetrack, an outsourced accounting firm staffed by skilled and knowledgeable bookkeepers and accounting specialists, you can expect a

custom-built system and precise reports that are both comprehensive and accurate.

Not only does this guarantee your business remains compliant with tax regulations, but it also provides you with a clear understanding of your business's overall financial journey and well-being – with real-time updates and real-time numbers.

Advancetrack supports firms globally in delivering real-time data. Using the latest cloud tools, their streamlined approach enables firms to scale their delivery process of providing financial reports to clients.

6. CREATE IMPARTIALITY

As external accountants work independently from your in-house team and office, outsourcing your accounting ensures impartial decision-making, free from personal biases or social obligations.

This not only brings a diverse viewpoint but also reduces potential biases that could adversely affect your business and provides an outsider's perspective. The external agency will be able to assess the full scope of your business's financial situation and you can avoid getting tangled up in smaller details.



The advertisement features a dark blue background with glowing blue coins, one of which prominently displays the word "AUDIT". At the top left, the Advancetrack logo (a green star) and name are displayed. Below this, the text "Audit Support Services" is written in large, bold, white font. Underneath, a paragraph in white text reads: "Firms looking to manage their audit resource this coming season, get in touch for quality staff on an Outsourced or Offshored basis". A dark blue button with white text says "Click here for more". At the bottom, there is a row of logos for ICAEW Chartered Accountants, bsi, Xero Certified Advisor, and the website address "www.advancetrack.com".

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Audit Support Services

Firms looking to manage their audit resource this coming season, get in touch for quality staff on an Outsourced or Offshored basis

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7. LET OUTSOURCING ACCOUNTING BRING SCALABILITY AND ADAPTABILITY

As you free up more time and budget by outsourcing your accounting function, your company has room to expand by focusing on the work that you specialise in.

Outsourced accounting offers the advantage of tapping into experienced professionals who understand what you need to scale up. They can assist in shaping your future strategies, navigating growth phases and maintaining profitability.

With access to detailed financial insights and reports, external accountants ensure your competitiveness remains intact throughout your business's evolution.

8. IT'S EASIER THAN EVER TO OUTSOURCE YOUR ACCOUNTING

Outsourcing accounting services offers a multifaceted solution for businesses seeking to optimise resources and drive efficiency.

By cutting overhead costs, freeing up time, gaining access to specialised expertise and gaining an extension of your business that can make informed, impartial decisions, you can unlock significant benefits. Embracing outsourcing not only streamlines operations but also empowers your business to focus on core strategies and strive for growth with confidence.

But you're probably wondering how to outsource accounting. Your next step is to

take the time to research potential providers, keeping in mind the reasons you want to outsource your accounting and finance department. Browse case studies, get feedback from industry peers and assess whether the potential advantages and risks bring the correct solution for your business.

In our experience, outsourcing accounting and bookkeeping works successfully for the businesses who are committed to updating their systems, their people and their processes.

The businesses that get the best results from outsourcing are those that strive to do less of the financial handling and more of the work they enjoy, helping them to remain committed to providing an excellent client experience.

Plenty more information on [offshoring accounting services](#) can be found on the Advancetrack blog including [a comprehensive analysis of outsourcing vs offshoring for accountants](#).



If you are interested in making a difference within your business, [book a call today](#) to learn more about outsourcing your accounting



Xerocon London 2024: from AI to the fundamentals

Xero wowed the audience with its impending AI offering, but some simple but effective new tools and upgrades also caught the eye – as the accounting software giant looks to support accountancy practices of the future.



FROM BIG TO SMALL, high-end to the basics – there was something for everyone at Xerocon London 2024.

The Advancetrack team were delighted to have supported this huge event – and there's more to come from us both at [Xerocon Nashville](#) in August (but more about that another time).

CORE EVOLUTION

Instead, let's talk about what was on show at London's Excel. Upgrading and integration were at the forefront of the developments of Xero's core products. Its practice management and tax production offerings are to be

integrated, while a partnership tax solution is set for beta testing. A number of upgrades to its payroll offering are also on the way.

Payments are also a core part of Xero's innovation focus; and Tap to Pay was demoed very effectively – a partnership with Stripe will enable businesses to create invoices on the go and have them paid. What seems simple and small can also be very effective – as this offering should prove.

As ever, for us at Advancetrack we're keen to support practices in developing their operational offering. We shall keep an eye out for these upgrades with keen interest.



AI AND SECURITY

We also had Just Ask Xero on display – or JAX for short. This is Xero’s generative AI offering. It’s difficult to explain how clever this natural language prompt was – it’s something you’ll have to see for yourself.



What we can say is that we were impressed by Xero’s commitment to data security – with the large language model able to direct accountants to the relevant information without ‘stripping’ it from the system or housing it elsewhere. Again, we would recommend you speak to Xero to find out more about this fascinating new tool (which is in beta from August).

‘REBRANDING’ THE PROFESSION

Xero’s UK and EMEA MD Alex von Schirmeister talked about some of the ongoing trends, opportunities and threats currently impacting the accounting profession. He touched on an ‘advisory-led’ practice community, and it’s an area we’re always interested in broaching here at Advancetrack.

Our new [Accounting Talent Index](#) flagged up the falling numbers of people entering the profession, and that practice leaders must think very carefully – and act – to structure their resources to cope with the increasing needs of clients; the ongoing growth in complexity of both client and internal compliance; alongside developments in the technology space. The opportunities, and threats, have never been greater for accountancy practices.

LAST BUT NOT LEAST...



Finally, we were delighted to be able to chat with Xero CEO Sukhinder Singh Cassidy at the after-party. As you can see in the picture above, we have Advancetrack MD Vipul Sheth, Sukhinder, and then... is that Marc Bolan? No – it is our CTO Ian Gregory, channelling his inner glam for the themed shindig!



In profile: Craig McKell

Advancetrack catches up with its new APAC General Manager Craig McKell. Craig's tech and accounting experience will hold him in good stead to drive Advancetrack forward in both Australia and the wider Asia Pacific region.



WHAT IS YOUR CURRENT ROLE AND RESPONSIBILITIES?

I'm driving marketing and sales for Advancetrack in Australia and New Zealand, as general manager Asia-Pacific.

WHAT IS YOUR BACKGROUND?

It's fair to describe my career as split into two. Firstly, I worked as a chartered accountant in Australia within professional services and consulting firms. I started as a trainee at Price Waterhouse (before it became PricewaterhouseCoopers and later PwC) and eventually became a partner at EY.

And then second part of my career: in the early 2000s, like a lot of people, I got headhunted into an 'e-business' start-up. Following a second stint at PwC, I found myself

driving sales for this organisation, living on airplanes and in airport lounges, flying around Asia selling telco technology to the tier 1 organisations.

The transition came into effect because at PwC I had spent time in its risk management (GRMS – Global Risk Management Solutions) and e-business divisions, giving presentations and educating clients on e-business (remember that?!). A company called Teradyne was funding an internal start-up and they asked me to join to head up their new Australian business. It was all very exciting, but I found myself leaving an accounting world of numbers, rigour and process for a sales world where there was absolutely none of that. And in that absence, came the idea for what is now RevenueTEK.

I started RevenueTEK in 2005 as a consulting offering inside EY's Strategic Growth Markets business. When I left in 2009 at the height of the global financial crisis, the firm was kind enough to allow me to take the IP that I had created with me. Essentially RevenueTEK is an organisation that applies mathematics and process optimisation disciplines to business sales pipelines – combining my two areas of expertise and quite frankly, passion.

HOW DID YOU GET THE ROLE?

A friend of mine, Ian Briggs (a recruiter), contacted me out of the blue and said: "I think I have someone you should talk to." That someone was Vipul Sheth, CEO and founder of Advancetrack. Ian was right.



In August 2023 I heard Vipul give a talk about his belief in the trusted adviser status of accounting practitioners, and the immense value they provide – when they want to. It really resonated with me. We then chatted and just clicked. Those who know Vipul know that he has a very engaging style – full of integrity, humility and honesty. While I wasn't looking for a 'job' per se, I was interested in getting involved in something compelling and making a difference. I could almost immediately feel Vipul and I could work well together.

I have a pretty good network here in Australia and 35+ years of experience across professional accounting and technology. It's already proving to be an interesting challenge for me because it turns out there's a lot more to outsourcing accountants than meets the eye... as the entire global accounting profession is beginning to realise.

TELL US MORE ABOUT AUSTRALIAN ACCOUNTANTS AND THE SOFTWARE INDUSTRY

Australians are big embracers of technology. We've always been enthusiastic early-adopters. Accountants, while naturally and professionally conservative, aren't dismissive of new things, providing someone else has done



something and proved it works. Many of them have tried offshoring – but generally those experiences have been poor. So naturally, as a cohort, they're sceptical now, even though they accept the need to do it.

Few here in Australia have explored outsourcing (versus offshoring). There are two main reasons for that. Firstly, because very few of the 'providers' here have the capability to take on outsourcing. They're recruiters really; they source people in India or the Philippines (or elsewhere) and they 'employ' them on the accounting firm's behalf. But basically, they're recruiters. By nature and definition that whole model is very transactional. It also depends for its viability on the opportunity to arbitrage

the salary differentials between countries. For any number of reasons, it's a world away from outsourcing.

So, unlike places like the UK, Australian firms' experiences have most come courtesy of recruiters effectively acting as the outsourcing arbiter – however, recruiters are transactional and won't support the practices through the consultative and integrative aspects of utilising 'dislocated' staff.

A lot of firms struggle to run their own HR processes effectively. Parachuting in offshored staff won't help if that's the case – and while it's an elephant in most rooms, it's nonetheless the truth. Handing a HR mess off to an



offshore recruiter may find you people, but it'll end up making the underlying problem worse rather than better.

Practices have looked to the major accountancy tech platforms to provide answers. But they're selling transactional accounting engines, not people management solutions.

I'd certainly challenge the practices and ask: Do you want to be a reseller of tech, or a client-driven adviser? With the waves of compliance that clients and firms face, outsourcing – if used effectively – can be a boon, as seen by Advancetrack's UK practice partners.

WHAT DO YOU EXPECT IT TO ENTAIL? HOW HAVE THE FIRST MONTHS GONE?
It has been good. The first few months have been a learning experience, and now we can push on. I feel like I'm in a good place; I'm working with an organisation with integrity,

"If we continue to grow, we'll earn the reputation that Advancetrack has earned in the UK and Ireland. When you do good things, good things then follow!"

and they offer a genuine, well-thought-out solution to the acute shortage of accountants. A problem, incidentally, which isn't going away any time soon.

WHAT DOES SUCCESS IN YOUR ROLE, AND FOR ADVANCETRACK, LOOK LIKE?
Advancetrack is actually an accounting firm itself. What we're offering that sets us apart from just about every other provider in the

market is an extension of an accounting firm. It's like bolting on another firm, just one that's in India rather than Australia or New Zealand or wherever. I think that's a big reason for why it has been so successful in the UK in recent years. Vipul invested in technology and process – to make sure that it works and scales, alongside great people with good technical and communication skills... as I said, like a great accounting firm.

I'll consider myself a success if I help make Advancetrack the outsourcer of choice for top firms in ANZ. If we continue to grow, we'll earn the reputation that Advancetrack has earned in the UK and Ireland. When you do good things, good things then follow!



If you'd like to talk to Advancetrack about supporting your accounting practice, please [book a call today](#).



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