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## DDIY—THE MOST IMPORTANT BREAKTHROUGH IN CLIENT ACCOUNTING IN TWO DECADES

Chandra Bhansali, PhD  
CEO, AccountantsWorld  
[CBhansali@AccountantsWorld.com](mailto:CBhansali@AccountantsWorld.com)




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### About AccountantsWorld

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- Uncompromising commitment to accountants
- **We Put Accountants First**
  - ▣ We do not sell any products directly to your clients
- Serving Accountants for over 28 years
- Pioneer of cloud-based solutions for 15 years
  - ▣ Complete Suite of solutions for accountants—  
accounting, live payroll, document management,  
portals, website builder, AFP, practice management

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### What You Will Learn in This Seminar

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- How you can make accounting painless for your clients by harnessing the cloud
- How this transformation can makes your practice 20-50% more profitable without adding a single client or additional staff

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### The Most Important Development in Centuries

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- DIY (Do-It-Yourself) model of accounting software introduced by Intuit with QuickBooks transformed accounting
- It is the most significant development in accounting since Pacioli invented the double-entry accounting
- It made accounting a lot more efficient than the manual method it replaced
- But it created many challenges for accountants.
- Why?

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### The Cause of the Problem

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*“Our goal is to make accounting invisible and painless for small business owners.”*  
Brad Smith, CEO, Intuit

The belief that accounting software can make accounting painless for small businesses

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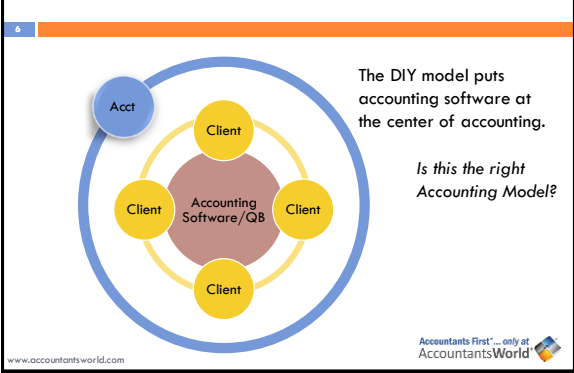
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### Current DIY (Do-It-Yourself) Model




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### The Solution

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Understanding the reality

**“No accounting software can ever make accounting painless for small businesses... Only YOU—the trained accounting professional—can using powerful professional tools.”**

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### The New Accountant-Centric DDIY Model

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Accounting Power

The DDIY model puts YOU—the Accountant—at the center of accounting

*Isn't this the right model?*

Accountants First... only at AccountantsWorld

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### Accounting Power in YOUR Hands

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**Professional System**

- Write-up
- Trial Balance
- Financial Statements
- Alerts
- Client Management

**Bookkeeping Module**

- Banking
- Sales
- Expenses
- Job Costing
- Inventory

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### The Major Benefits of the DDIY Model

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- ▣ Professional system that lets you customize your practice to best serve each client's needs.
- ▣ Become a true advisor - help clients manage their cash flow and business finances.

Now you can tell your clients:

“Don't Decide It Yourself. Let's work together to make accounting painless for you.”

- ▣ That's the new **DDIY** model

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### Accounting Systems Based on the DIY And DDIY Model

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- ▣ Systems based on the DIY model:
  - ▣ QuickBooks, QuickBooks Online, Xero, NetSuite, Wave, Sage and most accounting Systems
- ▣ Systems based on the DDIY model
  - ▣ Accounting Power from AccountantsWorld
  - ▣ Creative Solutions is getting closer

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### All Clients' Fiscal Health at Your Fingertips – Snapshot and Alerts

Client Name	Client Type	Assets	Liabilities	Equity	Accounts Pay	Accounts Receivable	Check Balance	Check Amount	Year	Current Period	Start	End
ABC Corp	Individual	100,000.00	50,000.00	50,000.00	0.00	0.00	0.00	0.00	12/31/2014	01/01/2014		
XYZ Inc	Individual	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12/31/2013	01/01/2013	10/30/2014	
Network Training	Network	84,530.00	120,520.00	-36,000.00	0.00	0.00	0.00	0.00	12/31/2014	01/01/2014		
Network	Network	16.00	2,890,304.51	-2,890,307.51	0.00	0.00	0.00	0.00	12/31/2012	01/01/2012	01/27/2012	
Network	Network	-4,000.00	460,000.00	464,000.00	0.00	-4,000.00	0.00	0.00	12/31/2015	01/01/2015		
The Sample Firm	Individual	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12/31/2014	01/01/2014		
Transmark, Inc.	SA	306,132.20	321,071.00	-14,938.80	0.00	0.00	0.00	0.00	06/30/2013	01/01/2013		
Transmark, Inc.	SA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	06/30/2013	01/01/2013		
Unit Year 01	UnitYear	163,786.82	0.00	163,786.82	0.00	0.00	0.00	0.00	12/31/2012	01/01/2013	10/6/2011	
Unit Year 02	UnitYear	0.00	6,354.97	6,354.97	0.00	0.00	0.00	0.00	12/31/2012	01/01/2012		
Wings Manufacturing	Individual	342,375.12	427,105.00	-84,729.88	0.00	16,000.00	0.00	0.00	12/31/2014	02/20/2015		

Client's in red will be purged on 04/12/2015

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### Accommodate All of Your Clients' Needs

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- Clients who want no accounting hassle
- Clients who want some involvement
- Clients you can't move away from writing manual checks
- Clients who must use another program that best meets their needs.

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### Option 1: Clients Want No Accounting Hassle (the best option)

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- Eliminate the hassle for clients to do any accounting in their offices. Your firm:
  - Pays bills, enters transactions
  - Performs bank reconciliation and trial balance work
  - Prepares budgets
  - Manages cash flow and watches key business drivers
  - Prepares financials
  - Offers payroll services
- Excellent option for your firm

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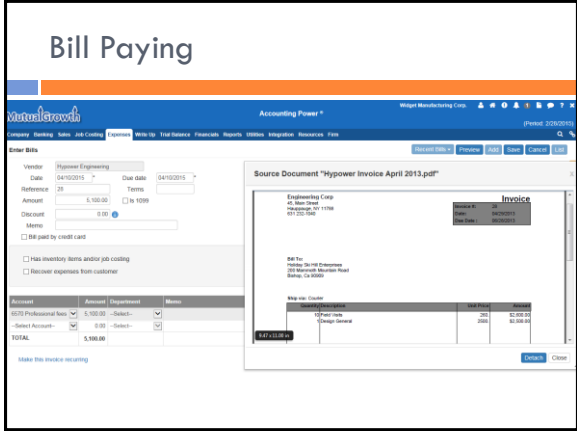
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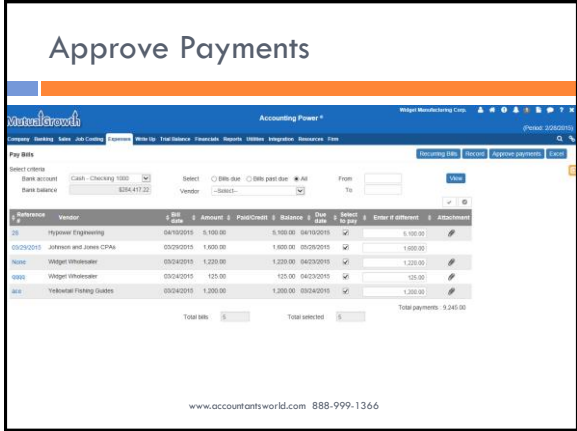
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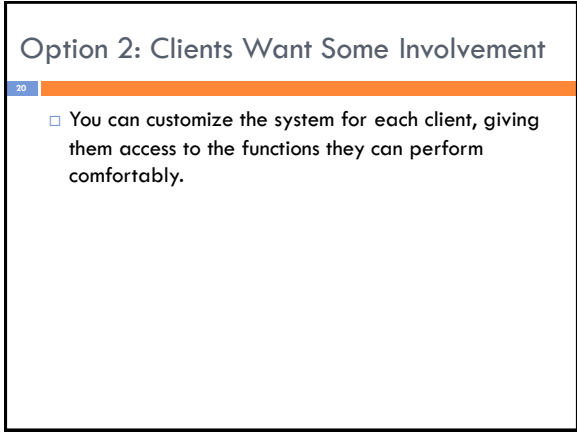
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### Customize the DDIY System

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**Permissions**  
 Allow Client Access  
 These settings let you control the activities that you want your client to perform when using Accounting Power.

<input checked="" type="checkbox"/> Basic Setup/Banking	<b>Setup</b> <input checked="" type="checkbox"/> Bank Accounts <input checked="" type="checkbox"/> Credit Cards <input checked="" type="checkbox"/> Vendors <input checked="" type="checkbox"/> Customers <input checked="" type="checkbox"/> Employees	<b>Banking</b> <input type="checkbox"/> Write Checks <input checked="" type="checkbox"/> Cash Receipts <input type="checkbox"/> Bank Reconciliation <input type="checkbox"/> Transfer Funds <input type="checkbox"/> Upload Bank Statements
<input checked="" type="checkbox"/> Accounts Receivable/Payable	<b>Receivable</b> <input checked="" type="checkbox"/> Create Invoices <input checked="" type="checkbox"/> Invoices Payments <input checked="" type="checkbox"/> Products/Services <input type="checkbox"/> Customize Invoices <input type="checkbox"/> Sales Preferences	<b>Payable</b> <input checked="" type="checkbox"/> Enter Bills <input checked="" type="checkbox"/> Pay Bills
<b>Reporting/Financials</b>	<b>Reports</b> <input type="checkbox"/> Company <input type="checkbox"/> Customer Sales <input type="checkbox"/> Vendor Expenses <input type="checkbox"/> Job Costing/Inventory	<input type="checkbox"/> Transactions Journal <input type="checkbox"/> General Ledger <input type="checkbox"/> Trial Balance <input type="checkbox"/> Review Financials <input type="checkbox"/> Print Financials

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### Option 3: Clients Write Manual Checks

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Easily perform after-the-fact write-up work.

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### Bank Feeds Minimize Data Entry

AccountantsWorld Accounting Power®

Upload Transactions from Bank Statements / Credit Card Statements

Import  E-Bank  Credit Card

Bank Feeds

Account: Capital One 360

From: 01/01/2015 To: 01/31/2015

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### Option 4: Clients Need to Use Another System

- Import data from client's system to perform trial balance work

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### Perform Trial Balance Work

Code	Type	Description	Beginning Balance	Transactions Debit	Transactions Credit	Unadjusted Balance Debit	Unadjusted Balance Credit	Adjustments Debit	Adjustments Credit	Adjusted Balance	Remark	Notes
4000	R	Sales - Widgets	400,000.00	0.00	10,000.00	400,000.00	0.00	0.00	0.00	400,000.00		
4000	R	Sales - Misc.	-17,000.00	0.00	20,000.00	-17,000.00	0.00	0.00	0.00	-17,000.00		
6010	E	Amortization	1,000.00	0.00	0.00	1,000.00	1,000.00	0.00	0.00	2,000.00		
6110	E	Cleaning	400.00	400.00	0.00	800.00	0.00	0.00	0.00	800.00		
6200	E	Depreciation	3,000.00	0.00	0.00	3,000.00	3,000.00	0.00	0.00	6,000.00		
6200	E	Equipment rental	3,300.00	3,300.00	0.00	6,600.00	0.00	0.00	0.00	6,600.00		
6300	E	Insurance - General liability	600.00	0.00	0.00	600.00	600.00	0.00	0.00	1,200.00		
6300	E	Insurance - Medical	3,100.00	0.00	0.00	3,100.00	3,100.00	0.00	0.00	6,200.00		
6510	E	Payroll taxes	1,000.00	1,000.00	0.00	2,000.00	0.00	0.00	0.00	2,000.00		
6570	E	Professional fees	1,600.00	1,600.00	0.00	3,200.00	0.00	0.00	0.00	3,200.00		
6600	E	Rent	2,800.00	0.00	0.00	2,800.00	0.00	0.00	0.00	5,600.00		
6800	E	Salaries - Officers	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
6810	E	Salaries - Others	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
<b>Totals</b>			<b>0.00</b>	<b>123,363.00</b>	<b>123,363.00</b>	<b>0.00</b>	<b>10,400.00</b>	<b>10,400.00</b>	<b>0.00</b>	<b>0.00</b>		

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### Details of Sales Widgets

Code	Type	Description	Beginning Balance	Transactions for 4000 (Sales - Widgets)								
				Date	Journal	Type	Balance	Description	Total Debit	Total Credit	Remark	Notes
4000	R	Sales - Widgets	400,000.00									
4000	R	Sales - Misc.	-17,000.00									
6010	E	Amortization	1,000.00									
6110	E	Cleaning	400.00	02/10/2014	SJ	Customer Invoice	392	Big Dan's Machinery	0.00	15,000.00		Series N
6200	E	Depreciation	3,000.00	02/10/2014	SJ	Customer Invoice	396	Castlehill Farm Services	0.00	6,000.00		Series N
6200	E	Equipment rental	3,300.00	02/10/2014	SJ	Customer Invoice	268	Canada River Fall Adventures	0.00	20,000.00		Series N
6300	E	Insurance - General liability	600.00	02/10/2014	SJ	Customer Invoice	292	Kansas River Outfitters	0.00	3,000.00		Series N
6300	E	Insurance - Medical	3,100.00	02/10/2014	SJ	Customer Invoice	292	Blinnacqua Outdoors Engine Association	0.00	20,000.00		Series N
6510	E	Payroll taxes	1,000.00	02/10/2014	SJ	Customer Invoice	294	Half Moon Caves	0.00	20,000.00		Series N
6570	E	Professional fees	1,600.00									
6600	E	Rent	2,800.00									
6800	E	Salaries - Officers	0.00									
6810	E	Salaries - Others	0.00									
<b>Totals</b>			<b>0.00</b>									

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### Drill to Source Invoice

**Customer Invoice**  
Big Dave's Machinery  
100 Commerce Blvd  
Lake Tahoe, CA 92220

Date: 02/10/2015  
Invoice #: 212  
Terms: Net 30  
Due date: 03/10/2015

Item	Product/Service	Quantity	Unit Price	Amount	Discount	Taxable	Account	Department
Product/Service	1001 - Widgets	5,000	1,000.0000	\$5,000.00	%		Sales - Widgets 4	Sierra Nevada
Product/Service	1002 - Gnomes	3,000	1,000.0000	\$3,000.00	%		Sales - Misc 4020	Sierra Nevada
Product/Service	1003 - Widgets	4,000	2,500.0000	\$10,000.00	%		Sales - Widgets 4	Sierra Nevada
Product/Service		0.0000	0.0000	\$0.00			- Select Account	- Select Department
Product/Service		0.0000	0.0000	\$0.00			- Select Account	- Select Department

**Summary:**  
Sub total: \$18,000.00  
Discount: \$0.00  
Tax 9876%: \$0.0000  
Total: \$18,000.00  
Due: \$18,000.00

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### Fully Customized Financials

**Widget Manufacturing Corp.**  
**Income Statements**  
For the month and 2 months ended February 28, 2015

	Current	Percent	Year to date	Percent
<b>Operating revenue</b>				
Sales - Widgets	\$ 89,000	81.65	\$ 158,000	81.03
Sales - Misc	20,000	18.35	37,000	18.97
<b>Total operating revenue</b>	<u>109,000</u>	<u>100.00</u>	<u>195,000</u>	<u>100.00</u>
<b>Gross profit</b>	109,000	100.00	195,000	100.00
<b>Operating expenses</b>				
Amortization	1,000	0.92	2,000	1.03
Cleaning	400	0.41	900	0.46
Depreciation	3,500	3.21	7,000	3.59
Equipment rental	3,300	3.03	6,600	3.38
Payroll taxes	1,098	1.01	2,196	1.13
Professional fees	1,600	1.47	3,200	1.64
Rent	2,800	2.57	5,600	2.87
Utilities - Internet	175	0.16	350	0.18
Insurance - General liability	600	0.55	1,200	0.62
Insurance - Medical	3,100	2.84	6,200	3.18
<b>Total operating expenses</b>	<u>17,523</u>	<u>16.17</u>	<u>35,245</u>	<u>18.07</u>



### Ease of Printing Different Formats of Financials

**Print Financials**

Period: 02/01/2015  
Base: Financial  
Grouping: Accounts  
Format: Condense  
Report Style: Current Period  
Report Type: Current and YTD

**Preview:**  
Widget Manufacturing Corp.  
**Income Statements**  
For the month and 2 months ended February 28, 2015

	Current	Percent	Year to date	Percent
<b>Operating revenue</b>				
Sales	\$ 109,000	100.00	\$ 195,000	100.00
<b>Total operating revenue</b>	<u>109,000</u>	<u>100.00</u>	<u>195,000</u>	<u>100.00</u>
<b>Gross profit</b>	109,000	100.00	195,000	100.00
<b>Operating expenses</b>				
Amortization	1,000	0.92	2,000	1.03
Cleaning	400	0.41	900	0.46
Depreciation	3,500	3.21	7,000	3.59



### Recap of the DIY Model

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- ❑ Only option for the desktop
- ❑ Creates hassle for most clients
- ❑ Not created for professional work
- ❑ No control over what clients do—clients are free to make messes
- ❑ Diminishes your relevance
- ❑ Weakens client relationships

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### Recap of the DDIY Model

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- ❑ Made possible by the cloud
- ❑ Designed for professionals
- ❑ Lets you work collaboratively with your clients while you remain in control
- ❑ Customize your accounting service to best meet each client's needs
- ❑ Offer complete accounting and CFO services
- ❑ That's the future of client accounting.

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