

Case Study

AccountsIQ provides a feature-rich Cloud accounting solution for Australian SaaS business, Educrowd



Based in Victoria, Australia, Educrowd launched in 2015 as an online learning and skills management platform for multinational companies. Educrowd is a rapidly scaling SaaS business and as their clients are based in 50 countries around the world, multicurrency capability was a key requirement for the business.

The finance team will soon need consolidated reports as they look to acquire another business, a key USP of AccountsIQ. For Educrowd's small finance team, the accounting system also needs to be easy to use, saving time on everyday processes. Morag McKeand, Educrowd's Financial Controller, tried several other accounting platforms including Sage and Xero before deciding that AccountsIQ was the best option for Educrowd's needs.

Key Objectives

- Simplify consolidation
- Multi-currency capability
- Create efficiencies
- Easy to use system

Key Benefits

- Automated consolidation
- Customised reporting
- Clear, intuitive dashboard
- Email log feature
- Advanced business intelligence
- Huge time-saving

The time-saving details that make life easier for small teams

For a small finance team with clients in many international markets, AccountsIQ not only provides detailed analysis in multiple currencies, it is also rich with features that make life easier when it comes to daily tasks. Compared to other accounting platforms for small businesses, Morag prefers AccountsIQ for its usability:

“AccountsIQ is full of really user-friendly details. Being able to have more than one screen open at the time gives you really good visibility and makes referencing or comparing things much easier. The Transaction Browser will find anything; you might need to find a customer code, for example, and you don’t have to move away from the screen you are working on to find it. When I’ve tried to do this with Sage, it was just really clunky. AccountsIQ is much more intuitive. I just go to the main dashboard and everything is there.”

Educrowd’s client base includes self-serve clients who are billed monthly. The Educrowd team also works with other

suppliers who bill on a monthly basis. AccountsIQ allows Educrowd to automate recurring billing on both the customer and the supplier side. “This is very handy,” says Morag, “And multicurrency, a key factor for us, is straightforward with AccountsIQ.”

“The Email Log is a feature I like a lot” she continues. “It’s very handy when a customer is unsure of whether or not they have been sent an invoice or reminders. You can find it really quickly in AccountsIQ’s log and resend it. It helps provide a better customer service as well as keeping payments and cash flow on track.”

Australia-based support and implementation

AccountsIQ collaborates with Sydney-based Saoi Business Consulting to provide a local implementation and support service for businesses ‘down under’ looking to move up a step from Xero or Sage. Darren Donohoe, an original Co-Founder of AccountsIQ and now Head of Operations at Saoi Business Consulting worked directly with Morag to set up AccountsIQ for Educrowd. His

team continues to be her first point of contact for support.

Darren says, “AccountsIQ is the only financial management software available in Australia or New Zealand which offers accounting, consolidation and business intelligence, all on one platform and at an affordable price. It fills a real gap for evolving businesses like Educrowd which needs scalability without a large upfront investment.”

Morag sums up her overall experience with AccountsIQ:

“I have used numerous accounting packages over the years such as Xero, MYOB, Sage, Reckon, and I’ve found AccountsIQ to be the most intuitive relative to the vast amount of functionality available. AccountsIQ’s in-depth reporting functionality is a standout for me and when management often requires variations to the standard monthly P&L, the ability to tailor the reporting parameters saves me valuable time and a lot of frustration.”



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Michael McKeand, Founder and Executive Director, Educrowd



Get in touch to discuss your Cloud accounting needs:

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Designed for the Cloud, AccountsIQ is unique in providing Accounting, Consolidation and Business Intelligence in one powerful solution. The online accounting platform is delivered as a fully hosted Software-as-a-Service offering which cuts costs, informs better decision-making and boosts productivity.