



# Beyond the basics

How to know when it's time to replace QuickBooks





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## Your business, evolved

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“We take advantage of technology because it gives us a competitive edge in the marketplace. We value human intelligence more, but we use technology as an accelerator and a way to ensure processes.”

—Ken Kelly, President, Kelly Roofing<sup>1</sup>

### A strange thing happens when you start your own business.

One day you're at your kitchen table, staring at a spreadsheet, and the next thing you know, you're in your own office with employees who depend on you. Somewhere along the line, this project that you love transformed from an idea to a reality. The transition to growth—from launch to survival to success—can feel like it happened in an instant. As a growing business, you rely on more than just your laptop and a strong cup of coffee.

**The success of your business hinges on the people and tools you bring on to help manage through change and growth.**

The next step toward growth can be unfamiliar. But it's your ability to adapt that's brought you from your kitchen table to renting office space, hiring a team of people who rely on you, and earning your customers' loyalty.

### As your business evolves, so should the tools you use to address them.

The scalability, integration, and intelligence built into new solutions can help you better anticipate what's to come, get ahead of your competitors, and clearly understand your customers' needs.

When your business grows more complex, QuickBooks starts to fall behind.

As you navigate your bigger world, you may need to redefine your needs to help you thrive as a bigger organization with more potential.

If you feel like QuickBooks has begun to hold you back, it may be time to consider doing things a little differently.

While you may have considered hiring more people, recruiting a consultant, or finding another accounting add-on, upgrading QuickBooks may offer you a faster, more affordable solution to managing this new growth.

We're here to help you find the right accounting software to serve the business you've built, and the one you strive to be.

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### Welcome to Beyond the basics:

Three questions for finding your ideal accounting solution. Continue reading →



## Chapter 1

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# What's in your way?



## What's in your way?

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### Accounting can be frustrating and complex.

First it was managing inventory, then tracking quotes and coordinating with distributors. The next thing you know, you're managing 30 different accounts across 3 departments, each with a separate ledger and a lack of consistent audit controls.

### If you're concerned that QuickBooks can't keep up, you're not alone.

Many small and mid-size businesses notice these limits as the demands and responsibilities they face intensify. Suddenly, projects that used to take minutes now take hours, and reporting becomes far more complex

### What used to be simple and efficient just isn't any more.

But if you can identify those roadblocks, you can find a tool to help you manage the complexity of your new accounting demands.

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"As we grew, the business became more complex. We needed a different, more scalable solution, particularly around stock. We needed to have a real-time view of the entire supply chain; to look at orders and to account for inventory on a daily, or even hourly, basis."

—Mark Tanous, CEO, Bounce Foods<sup>2</sup>



## What's in your way?

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Recently, we sat down with a few of our small business customers to identify their everyday accounting issues.

Maybe some of these sound familiar. Feel free to check-off the issues that resonate with you:

Your software crashes when you run too many transactions in a day.

"We outgrew QuickBooks at 100 transactions a day, it would immediately freeze. It crashed over and over and over."  
–Anonymous<sup>3</sup>

You can't consolidate across entities, ledgers, or currencies.

"Preparing financial reports across the entire portfolio required an inordinate amount of time."  
–Nina Wakefield, Sr. Accountant, TDG, Inc.<sup>4</sup>

Your audit controls are limited and open the potential for users to manipulate data.

"We might generate the same report 15 times, because associates didn't know that a template already existed."  
–Rob Adams, CEO, Bishop-McCann<sup>5</sup>

Your inventory management system struggles to track supply and demand.

"It is vital for us to deliver an accurate response to customers quickly. We need to have real-time inventory data to do that."  
–Mark Tanous, CEO, Bounce Foods<sup>6</sup>

You aren't incredibly confident in your solution's security measures.

"Security is critical for any organization, Most consumer apps offer no solution for evidential authenticity."  
–Simon Hall, CEO, Coeus Software<sup>7</sup>

The program starts to lag as more users log on.

"We couldn't scale our financial processes fast enough to keep up with business growth."  
–Ken Kelly, President, Kelly Roofing<sup>8</sup>



## What's in your way?

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### These aren't groundbreaking discoveries.

Limited control options and performance capabilities are annoying hiccups when you're trying to build a presentation, but when those nuisances cement themselves as a daily part of your accounting process they can quickly grow from an inconvenience into a liability. Lost data, overlooked financial statements, and sub-par security measures don't just impact one moment in your business, they can shape your entire future as a company.

**Most growing organizations experience these issues as they scale and expand.** New markets and a growing customer base create fresh challenges and requirements that you may need more support managing, such as:

- 1 Handling multiple currencies
- 2 Tracking project costs
- 3 Satisfying government regulations
- 4 Predicting inventory across multiple locations
- 5 Sorting, managing, and analyzing siloed data

From those everyday accounting issues to the new challenges of growth, each of these pain points share one common trait: if left unattended, they can stop you and your team from growing and focusing on what you do best.

But, with the right mindset, and the right solution to help automate and resolve those issues, that time you spend managing spreadsheets or sorting through audit trails is time your team can instead spend developing new business, collecting on invoices, and increasing customer face time.

If all of this is sounding a bit too familiar, the next step is figuring out exactly what you need to do to resolve those concerns, simplify your accounting tasks, and maintain your momentum.

It's time to ask, what do you need to keep growing? →

## Chapter 2

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What do you need  
to keep growing?





## What do you need to keep growing?

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Before we move on, take a second and think about your business as it stands today.

What challenges are you facing? What do you hope to accomplish in the future? What do you need from your accounting software to help you resolve those issues and meet your goals?

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We've heard many common accounting needs in conversations with our SMB customers.

### Do any of these sound familiar to you?

- Comprehensive integration across systems
- Improved reporting and analytics
- Scalable database (to handle high transaction volume)
- Streamlined business processes
- Increased mobile productivity
- Improved financial and auditing controls
- End-to-end view of business with centralized data
- Upgraded data security and internal controls

## What do you need to keep growing?

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In the search for your ideal software solution, you deserve a platform that both meets your needs and equips you to scale and succeed.

But change can be a challenge, and it's hard to move on from QuickBooks.

QuickBooks can feel like a key piece of the process that got you to where you are today, and so, it's completely reasonable to want to hold onto it.

Ultimately, this often brings you to one of two choices: you can either add-on to QuickBooks, or replace it with something new.

That decision solely depends on what you need from your accounting software, and there are benefits to both options. According to FindAccountingSoftware.com,<sup>10</sup> the add-on market offers a deep well of affordable resources that you can bolt on to your current system to create a customized solution.

These add-ons can struggle to work alongside your infrastructure, however, and often serve only as temporary fixes to long-term concerns.

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“M-KOPA recently passed the 500,000-household customer mark, which is approximately 2.5 million people. Because of the rapid growth of income in the six years, we have grown to over a thousand full-time staff, and additional sales force of over a thousand. We’ve also had a lot of complexity in our supply chain, logistics, financials, the different regulatory environments in those markets, as well as the requirements for compliance and timely reporting. We felt that there was need for M-KOPA to have a single platform that would help us consolidate our operations in all those markets.”

—John Muthiora, Head of IT Systems, M-KOPA Solar<sup>9</sup>



## What do you need to keep growing?

With a new, comprehensive solution, you take a more inclusive approach to your long-term needs.

These solutions can help you not only connect your outstanding services like inventory management, order entry, and accounting, but can migrate your data to the cloud for a more secure, more streamlined accounting experience with fewer IT management and maintenance responsibilities.

This, combined with a more connected accounting network, means less time spent on administrative tasks like processing orders, monitoring spending, or distributing paychecks.

	Pros	Cons
Standalone	<ul style="list-style-type: none"> <li>✓ Integrated</li> <li>✓ Proactive</li> <li>✓ Cloud secured</li> <li>✓ Scalable</li> <li>✓ Streamlined</li> <li>✓ Easy to set up</li> <li>✓ Comprehensive</li> </ul>	<ul style="list-style-type: none"> <li>✗ Not ideal for young businesses</li> <li>✗ Isolated</li> <li>✗ Requires commitment to change</li> <li>✗ Can require more investment over time</li> </ul>
Add-on	<ul style="list-style-type: none"> <li>✓ Flexible</li> <li>✓ Meet specific needs</li> <li>✓ Affordable upfront</li> </ul>	<ul style="list-style-type: none"> <li>✗ Can struggle with integration</li> <li>✗ Security lapses</li> <li>✗ Concerns over data ownership</li> <li>✗ Reactive solutions</li> <li>✗ Transactional relationships</li> </ul>

As we mentioned earlier, this is a decision that entirely depends on your wants, needs, and resources. As you consider those options, the next question is more straightforward:

How can the right move help you manage your growth and change your business for the better? →

## Chapter 3

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What can the right solution do for your business?





## What can the right solution do for your business?

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For many small businesses, a key obstacle to growth is often times deciding what to do next.

Regardless of the avenue you choose, it's key you have a foundation that you can build on. For some organizations that means hiring more people, some add-on to QuickBooks, while others may choose to adopt entirely new software to support their growth. These choices can often come down to two options:

**1** Continue doing what you've always done just at a larger, more complex, scale

Adding employees and single-solution technologies can be a great way to meet an immediate need, but it's a reactionary decision—a solution that you'll return to again and again each time a new challenge is presented.

Alternatively, by adopting a new solution, you take a proactive stance that consolidates your tools, scales with your organization, and empowers your employees to be more efficient and productive.

**2** Reassess your business operations to better accommodate that growth.

By taking a proactive approach to your long-term vision, you lay that foundation for your organization's future. An accounting solution that aligns with this approach provides your team with the tools and resources they need to improve productivity and efficiency.

This translates to a comprehensive business management solution for ordering, selling, invoicing, and reporting solutions, along with a unified approach to your daily tasks that simplify those daily operations.

## What can the right solution do for your business?

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With the right accounting software, you can:

<b>Consolidate</b> your existing systems	<b>Make data-driven</b> decisions in real-time with improved analytics	<b>Increase visibility</b> into your supply chain and better serve your customers	<b>Streamline</b> the closing process
<b>Increase control</b> over your cash flow	<b>Connect</b> sales and accounting	<b>Create centralized reports</b> for a complete, accurate overview of your business	<b>Automate workflows</b> to keep inventory in story and control purchasing

Together, these capabilities don't just improve your financial experience—they empower your organization to harness growth opportunities.

Through actionable insights into your cash flow and daily operations, you can find competitive advantages, offer better customer service, and ultimately shape your company into the business you're ready to run.

"Now, we have these awesome metrics that show us how we're performing companywide, and we can leverage that information to improve the organization. We can decide where we need to invest more, whether it's training, marketing, or something else."

—Ken Kelly, *President, Kelly Roofing*<sup>12</sup>



## What can the right solution do for your business?

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### Accounting solution case study:<sup>11</sup>



The largest roofing contractor in **Florida's Collier County**, Kelly Roofing is a second-generation, family-owned business. Two years ago, the company began its digital transformation with Microsoft Office 365 and Microsoft Dynamics CRM Online, and it won the Modern Small or Medium Business category of Microsoft's 2015 Visionary Award. Since then, the company continues to build its competitive advantage with the adoption of **Dynamics 365 for Finance and Operations**.

A small, family-owned business, Kelly Roofing draws on more than 30 years of local experience, extensive knowledge of construction techniques and materials, and something else you might not expect. "When you think of a roofing company, you don't usually think of a business that might be tech-savvy," says Ken Kelly, President of Kelly Roofing. "We take advantage of technology because it gives us a competitive edge in the marketplace. We value human intelligence more, but we use technology as an accelerator and a way to ensure processes."

### Eliminating bottlenecks

When business operations reached what Kelly calls the "third phase" or financial processes, the company lost momentum. Kelly Roofing was using Intuit QuickBooks, which lacked the integration and automated workflows the company had otherwise become accustomed to.

"We were taking all these great steps forward, almost to the level of sprinting through our operations, and then we got to financials and just fell," Kelly recalls. "It really hurt our organization, because we couldn't scale our financial processes fast enough to keep up with business growth.

We had to hire more people to keep up with the financial side of things, and we had a piece of software that didn't talk to anything else and required us to set up and manage a whole new silo of information."

The lack of insight was particularly frustrating to Kelly, who likened making business decisions to "driving a car while looking in the rearview mirror." So when he learned that **Dynamics 365 for Finance and Operations** would be available, he didn't hesitate to jump on board.

## What can the right solution do for your business?

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“We went from QuickBooks Enterprise, which had been a 25-year commitment, to **Dynamics 365 for Finance and Operations** in 30 days,” says Kelly. “The Dynamics team just made it so easy.”

### Gaining real time insight for better decisions

Now, Kelly finally has the comprehensive insight he needs to drive business forward. “With **Dynamics 365 for Finance and Operations**, we’ve been able to see in real time how the business is performing,” he says. “We can see real-time job costing and invoicing, see whether we’re overcharged, and compare the numbers to our production schedule.”

Kelly takes advantage of multiple capabilities to gain insight, including the Dimensions feature in **Dynamics 365 for Finance and Operations**.

Dimensions are attributes and values that categorize entries for easier tracking and analysis. For example, Kelly can set up separate dimensions for zip codes, employees, or assets such as vehicles.

“With **Dynamics 365 for Finance and Operations** I can really drill down into data in ways that I never could before,” says Kelly. “Now, we have these awesome metrics that show us how we’re performing companywide, and we can leverage that information to improve the organization. We can decide where we need to invest more, whether it’s training, marketing, or something else.”

**Click here** to read the rest of Joe’s story and learn how **Dynamics 365 for Finance and Operations** is helping Kelly Roofing manage their growth. →



## Conclusion

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# Take your next step



## Take your next step

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There's a certain comfort in QuickBooks, but what would your company look like if you were still taking calls from your living room?

You're at the next step in the development of your business, and that can be both daunting and exhilarating. Growth should be exciting, not bogged down by audits, inventory issues, and disjointed cash flows, but when you have the right accounting software to support where you're going, you can keep growing and thriving well into the future.



To continue the search for your ideal accounting solution, visit our **workbook**, **Beyond the basics: How to evaluate a QuickBooks replacement**, for a deeper dive into options at your disposal.

Or, if you're ready to explore something new, jump ahead and start your **free trial** of Microsoft Dynamics 365 for Finance and Operations, Business edition today. [➔](#)

1. <https://customers.microsoft.com/en-us/story/kelly-roofing>
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3. "Dynamics 365 Business Edition - Trends & Insights Personas and Buyer Journey Maps, Slide 9, June 2017
4. <https://customers.microsoft.com/en-us/story/microsoft-dynamics-supports-high-net-worth-familys-ent>
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6. <https://customers.microsoft.com/en-us/story/healthy-business-practices-deliver-nutritious-snacks-t>
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