THE CPA'S GUIDE TO ENTRY-LEVEL

ACCOUNTING SOFTWARE 2017

61 Entry-Level Accounting Applications
with 21 Detailed Product Profiles

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TABLE OF CONTENTS

ABSTRACT

e2b teknologies developed this guide specifically for the CPA community to clarify changes in the entry-level accounting software market. As a trusted advisor, CPAs must be aware of shifts in accounting technology for their clients. This guide includes an overview of 21 entry-level accounting applications and a directory of more than 40 additional products that smaller businesses may consider. Have questions? Contact e2b teknologies and we will help you understand which product may be the right one for your client and we can help with any technology question you might have.

Introduction

The accounting software market is in the process of a major transition unseen and unheard of since the advent of the personal computer. The business application market has consolidated greatly with established software publishers shifting their product portfolios and rapidly moving products to the cloud. It seems like a new entry-level accounting application appears every week clouding the market making it difficult for businesses to understand what's available and which accounting software is the right choice for them.

e2b teknologies developed this guide specifically for the CPA community to clarify the changes in the entry-level accounting software market. As a trusted advisor, CPAs must be aware of shifts in accounting technology for their clients. This guide includes an overview of 21 entry-level accounting applications and a directory of more than 40 additional products that businesses may consider.

Have questions? Contact e2b teknologies and we will help you understand which product may be the right one for your client and we can help with any technology question you might have regarding year-end processes, integrations, custom development, or product support. We work hand-in-hand with the CPA community fostering long-standing relationships to help you add more value to your clients to resolve their business issues, challenges, and pains by harnessing technology to automate business processes with new insights into their finances and every facet of their business operations.

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Entry-Level Accounting Software Landscape

This guide focuses on the entry-level accounting market which we define as software designed primarily for companies with less than 50 employees and most often for companies with less than 20 employees. Entry-level software typically costs less than $100 per month with a few exceptions. The vast majority of products included in this guide are under $50 per month for a base accounting system excluding many of the optional modules such as payroll.

Intuit QuickBooks dominates the US market with an estimated 85% to 95% market share but that really depends on how you define the entry-level market. It's interesting that despite their stranglehold on the entry-level market that Intuit is not viewed as a leader in respect to cloud-based accounting. QuickBooks Online is among the fastest growing products in this space but it faces fierce competition from relative newcomers Xero, FreshBooks, Wave, and many others.

Sage once owned the US market with Sage 50 US (Peachtree) and they may be poised to reclaim their market dominance with two newer entry-level products – Sage One and Sage Live (on the Salesforce.com platform).

We're very interested to see what's happening – especially in global markets. For example, Sage once dominated the UK accounting software market but they are now threatened by Xero, a company that seemingly came out of nowhere (actually, they came out of New Zealand) and they're making quite a push here in the US market. We also see a few international players that have yet to make a major push into the US market but are slowly gaining market share and should be watched closely. Two of these are KashFlow out of the UK and Saasu out of Australia.

Cloud is the new desktop and it's allowing software developers to build truly innovative products that can be sold virtually anywhere and much like any industry – it's resulting in a strong ecosystem of business applications that integrate and extend the core accounting features. The days of best of breed are back.

Mass Exodus from the Desktop to the Cloud

You're probably not seeing it just yet but there is a mass exodus that is starting to occur in the market away from the Windows desktop. This isn't necessarily due to your clients' burning desires to be on the cloud but rather – the software industry pushing very hard to move clients there kicking and screaming if need be.

The problem is that it takes time to develop all of the features that existed in desktop applications that have decades of development behind them and most cloud-based applications are still relatively young. Case in point is QuickBooks. The desktop version have a lot more functionality – especially for specialized industry segments like construction, professional services, distribution, and manufacturing. QuickBooks Online has filled many of the accounting gaps but is still nowhere close to offering industry-specific features and customers are not going to move to the cloud without them.

Every major accounting and ERP software vendor now has a cloud-based application and most are investing heavily in them. This is not going to change anytime soon and we are seeing more and more companies accept the fact that the cloud is here to stay. This is a paradigm shift in a way as businesses will no longer own their software. Rather, they are subscribing to the software which reduces up-front costs and minimizes hardware and infrastructure licensing costs. The two fastest growing business applications in the US are NetSuite for ERP and Salesforce.com for CRM – both 100% cloud-based applications leading the charge.

Traditional ERP Software Alternatives

This guide focuses on the entry-level accounting. As such, it does not include many traditional accounting applications that are slightly up-market. Small businesses with aggressive growth plans, complex business requirements, or those who need industry-specific features may be better served by a higher-end accounting or enterprise resources planning (ERP) business application. Below are 24 of the leading products and locally-developed business applications that may be considered in these scenarios.

Sage 100 c	Sage 500	Sage 300	Sage X3
(MAS 90)	(MAS 500)	(Accpac)	(Adonix X3)
Microsoft Dynamics GP	Microsoft Dynamics NAV	Microsoft Dynamics SL	Microsoft Dynamics AX
(Great Plains)	(Navision)	(Solomon)	(Axapta)
NetSuite OneWorld	Intacct Financials	Acumatica Cloud ERP	FinancialForce.com
Kenandy	Syspro	Exact Macola	SAP Business One
E2 by Shoptech	WorkWise ERP	Foundation Software	Henning Software
Tribute Trulinx	MRI Software	TMW Systems	Deltek

Products Selected for this Guide

We realize that there are dozens (if not hundreds) of excellent accounting applications available that were not included in this guide. We tried to select products that have established themselves as leaders in the United States market or global products that are building a strong following here in the US market. We also tried to include a mix of products that includes traditional desktop applications, open source software, free accounting applications, and newer cloud applications.

Future guides will include updates on applications included in this 2017 Edition with new accounting software profiles. Please contact marketing@e2btek.com to suggest any new products for this guide or to offer clarifications or corrections as our intent is to provide the most accurate and relevant information possible.

A separate guide is being developed for the ERP market. We will also develop another guide highlighting specialized ERP accounting applications by industry segment including manufacturing, distribution, construction, professional services, non-profit, retail, and more. Make sure you check our website often for new guides and content to help you stay informed of all the changes in the market place.

MAS 90 for the Next Generation

You know Sage MAS 90 as a solid accounting product but if you haven't seen Sage 100 c then you have no idea how much better it is than previous versions.

Sage 100 c offers the same classic MAS 90 features with a whole lot more.

- Modernized User Interface
- Low-cost subscription pricing
- New manufacturing features
- Integrated CRM & Payments

Contact us to schedule a personalized demonstration for your team or your clients.

www.e2btek.com/sage-sage-100-c