



Business made easier for retail and hospitality with MYOB Kounta

SMEs to ring up rewards of integrated online accounting and POS solution

Australia's leading business solutions provider MYOB has launched its new online point-of-sale (POS) solution, MYOB Kounta, making it more efficient for small and medium businesses to run their stores and manage their business.

MYOB Kounta is the first product to emerge from MYOB's minority stake in the high growth start-up Kounta and another demonstration of the innovation-led strategy from MYOB. It is an online solution for MYOB clients that combines accounting and POS to eliminate compatibility and sync risk between systems.

MYOB General Manager, Connected Services, Andrew Birch said MYOB Kounta integrates the point-of sale system with the entire business in a powerful online platform, making it the simplest and easiest way to manage a busy environment.

"MYOB Kounta is perfect for retail and hospitality businesses of any size, particularly those that require multi-tasking to balance customer service, sales and inventory management. Daily peak periods require fast, accurate order processes."

"MYOB Kounta's features include ease of set up, robust order management features, shrinking and wastage tracking, automatic staff commission calculation, on account and lay-by functionality. For the hospitality sector, the special features include table management, split bills and queue busting," he said.

MYOB AccountRight and MYOB Essentials customers can use their existing MYOB log-in for seamless access to MYOB Kounta, providing they have a datafile in the Cloud. Their accounts can be integrated with the MYOB Kounta system to publish end-of-day journals, accounts receivables and print-outs directly. MYOB Kounta also integrates with other accounting software solutions.

"It is a single, scalable and adaptable POS platform which is simple to set up and run and delivers data securely to business owners anywhere, anytime on any device," said Mr Birch.

Pam Madytianos, Director of 2 Peas Pty Ltd and Bookkeepers4U, says her clients are excited about getting up and running with MYOB Kounta.

"We're transitioning some of our existing clients to MYOB Kounta. They're really excited about the breadth of functionality this new system provides and love the fact that it integrates with add-ons like Collect Rewards and their existing social media channels.

"This is an ideal system for businesses who don't want to outlay a lot of upfront costs but still want a sophisticated system which helps them improve their overall business efficiency."

Lawrence Troiano, owner of Basecamp Espresso, says that he and his staff are enjoying being able to use MYOB Kounta on any device.

"No more chunky registers. My staff and I can take cash register to the customer, if we want to, by logging in on an iPad or even a smart phone

"We also love that MYOB Kounta doesn't hinder our customers' creativity! They can be really specific about their order, which in the past could be tricky to keep track of, and we can easily modify the product on the system to match their special requests." Key product details:

MYOB Kounta

No lock in contract

Subscription: \$50 AUD/month per store

Includes one register

Cloud based POS

Unlimited number of products, customers, and users

Separate free Lite plan available - Includes up to 10 transactions/day

Integration with MYOB AccountRight Live, MYOB Essentials, Xero, Saasu, Quickbooks and more

Log in and go set up

Email/Chat support

- ENDS -

For further comment or to arrange an interview please contact:

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About MYOB

Established in 1991, MYOB is Australia's leading accounting software provider. It makes life easier for approx. 1.2 million businesses across Australia and New Zealand by simplifying accounting, payroll, tax, CRM, websites, job costing, practice management, inventory, mobile payments and more. MYOB also provides ongoing client support via many channels including a network of over 40,000 accountants, bookkeepers and other consultants. It is committed to ongoing innovation, particularly in cloud computing solutions, and spends more than AU\$35 million annually on research and development. For more information, visit myob.com.au.

About Kounta

Kounta is a flexible and scalable Online Point of Sale Software System. Quick to get started, Kounta is easy to use yet powerful enough to run any store, on anything, both online and offline. Add, sell and update your products and inventory, centralise your management and reporting, connect to other online and mobile services, reward loyal customers with points and rewards and invite your team to your store to get involved, all in real-time. No downloads, no software and no setup fees and always up to date with new features. For more information, visit kounta.com.