

# Reckon highlights its product diversity as key strength to winning the market

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According to Sam Allert, Managing Director, Australia and New Zealand:

“When it comes to financial and business management software, we offer one of the most extensive product ranges for small businesses and accountants across desktop and cloud platforms.

“From Reckon Docs, that assists in the creation and set up of new companies, through to the app-based and most affordable Reckon One solution, to mobile credit and payment solutions, to professional solutions for accounting practices. Reckon provides a one-stop shop for a business or accountants’ financial management needs – whatever stage they are at,” Mr Allert said.

For over 20 years Reckon has serviced over 600,000 customers and works with near 6,000 accounting firms, bookkeepers and financial planners. It’s commitment to relationships and the needs of the industry is reflected in its range of products and services, showcased in the release of this new video.

Reckon’s Group Marketing Manager, Matthew Butler said, “More than just highlighting the features and benefits of the flagship products in the range, the video was designed to show in a very personal way how these products can fit into the everyday life of a business. Unlike many of our competitors we’re a one-stop shop that offers true freedom of choice, no matter your business size.”

The brand video incorporates just a few of Reckon’s star products:

Reckon Docs: allows users to register new Companies, Trusts, Self Managed Super Funds, set up Employment Docs for companies and perform advanced searches (Land Titles, Business name, Bankruptcy, PPSR searches)

Reckon One: is Australia’s most affordable online accounting software, starting from only \$5. Users can add in the apps they need from only \$3 as their business grows

Reckon Pay: Takes credit and debit card payments on your phone (coming soon)

Reckon APS: Is Australia’s most feature rich software for accounting firms

Reckon feels confident that businesses will respond well to this breadth of choice, and consider Reckon as the ‘go to’ provider or first point of call, when it comes to business management solutions.

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## About Reckon

Reckon is an Australian publicly listed company well-known as a leading provider of software solutions for accounting, bookkeeping and legal professionals, as well as small to medium sized businesses in Australia and New Zealand. Reckon’s extensive product range is designed to make accounting faster, easier and simply more productive. Find out more at [www.reckon.com](http://www.reckon.com)

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