

Reckon's SyncDirect promises to streamline accountant data entry

Reckon (ASX: RKN) today announced the release of its SyncDirect product, enabling accountants and bookkeepers to now automate data collection in their practices, regardless of the SME accounting software their clients choose to use.

Reckon (ASX: RKN), one of Australia's leading accounting software providers, has today officially announced the release of its SyncDirect product, enabling accountants and bookkeepers to now automate data collection in their practices, regardless of the SME accounting software their clients choose to use.

Not only does this promise to save the accountant time and provide efficiency gains, but firms no longer need to be forced into software 'monopolies', and now have the freedom to recommend a range of different branded SME accounting software solutions based on what their clients actually need, not what would be most convenient for the accountant to capture their data back into their own systems.

"Sync Direct completely cuts out the laborious task of manual data entry associated with client systems that don't match up," said Sam Allert, Managing Director of Australia and New Zealand, Reckon.

"Accountants can give their clients freedom of choice, to use the accounting software that most suits their needs, while still maintaining efficiencies and cost-effectiveness in their practice.

"Additionally, with automated data transfer, and availability of real time data, SyncDirect allows accountants to act as virtual CFO's for their clients, providing the means for additional revenue streams and business diversification opportunities which are so important particularly with the compliance changes the industry is experiencing," Mr Allert said.

According to Boyce Chartered Accountants Director Caroline Wilcher, accommodating clients' software needs while maintaining efficient practices is paramount – and SyncDirect allows them achieve this.

"Boyce firmly believes in clients using the best accounting system for their needs. SyncDirect allows us to fully maximise our existing investment in customised XPA sheets and also gain efficiency savings when working with different accounting systems.

"The ability of SyncDirect to retain mapping information across years is a big drawcard for us. It means we map once and then only need to deal with exceptions from then on. This really reduces the cost of production in year two, and if the source changes we can simply re-push that data into SyncDirect at the click of a button. This is particularly useful for interim reporting, or where clients make changes to their data," Ms Wilcher said.

Ms Wilcher also said that SyncDirect has created a lot of extra capacity for the business to focus on their consolidated reporting processes, as well as increase the time they are able to spend on their client-value offerings including monthly management reports.

For more information visit the SyncDirect webpage.

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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

About Boyce Chartered Accountants Boyce is the largest independent professional services firm in regional New South Wales and has consistently ranked in the top 40 in the annual BRW Survey of Australian Accounting Firms. The business has a deep commitment to the communities in which it operates, contributing both as a business and individually to help ensure continued growth and prosperity.

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