

# SEAMLESS BOOKKEEPING

## Zip through your work

With #seamlessbookkeeping with the new **AdvanceTrack**® Cloud Platform. Fully Managed Seamless Bookkeeping in the Cloud run by Professionals

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# Zip through your work with the new AdvanceTrack® Cloud Platform

## AdvanceTrack® founder Vipul Sheth shares his vision and experience

### CHANGING THE GAME IN OUTSOURCING

Outsourcing has in the past always been seen as wage arbitrage. In many ways, some outsourcers have always seen it that way. Some offshore delivery centres always try to sell full time employees. This always means that any growth the firm experiences, means additional headcount.

This neither benefited your client or the firm in the long term. Why do we believe that? This leads to a lack of innovation or efficiency within the process, because you are wholly linked to growing staff head count and their availability to do the work.

Wage arbitrage also then means that outsourcers need to move around the world to the next cheap location to stay "cheap". Whilst in principle, that is possible, most businesses cannot uproot an entire business from one location to another overnight without having an impact on service levels.

### CONTINUOUS IMPROVEMENT IN PROCESSES

Some businesses culturally find it difficult to improve their business. Professionally run outsourcing businesses consider Quality and Security to be at the centre of their business. If you consider the reasons why you would or wouldn't outsource, these are the two areas that will keep you from taking the decision to outsource or not. An outsourcing provider that uses external audit of their processes will help you become more comfortable in taking that decision to outsource or not. AdvanceTrack®, for example, use BSI to review their Quality and Security protocols to provide customers with an external oversight. It is important that the certification body is one that has global recognition and standing.

### TECHNOLOGY VS PEOPLE

We discussed above the need for innovation. Whilst people do become more efficient over time, they

are never likely to improve at the pace that technology will move. Technology will also deliver a more consistent approach. This could equally mean that they consistently get it wrong too! Nonetheless, we are seeing great improvements in technology to improve the customer experience.

### TECHNOLOGY AND INNOVATION AT ADVANCETRACK®

At AdvanceTrack®, we have always believed that technology and innovation are at the heart of the process. We believe as a result, our innovation leads to more consistent delivery and we share the benefits of that with our client firms. Our approach has Quality and Security at the heart of it.

### THE ADVANCETRACK® CLOUD PLATFORM

We are delighted to formally announce the launch of our new cloud connected AdvanceTrack® platform, allowing seamless

### WHAT DO ADVANCETRACK® SERVICES ALLOW YOU TO DO?

Deliver the value added services that your clients want. Deliver your services to more clients than you do today.

### HOW DO WE DO IT?

We're not going to put that in print, but bright engineers within our business have taken apart our processes and allowed you; the client firm; the ability to walk out of a client's office and pass the work to us on your phone before you get to the car!

After that, just watch as we complete the work when required. All you and your team now do is manage your clients and discuss the output with the client. With up-to-date information, Accountants deliver greater value. Cloud accounting products like Xero and QBO enable more tools to plug in to the financials to give a greater range of information by which the business can be run. Xero has around 500

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delivery of cloud bookkeeping and compliance services. Fully managed by our systems, our offshore teams deliver timely bookkeeping, accountancy and tax compliance services.

Whether you want daily, weekly, monthly or quarterly bookkeeping, our systems will manage the work, keeping you fully up-to-date with where the work is. Our first cloud platform brought real time information to our customers as far back as 2006. Today, in our connected world, fully trained staff will look after the basics, but fully managed by our automated computer systems.

Change your views on outsourcing forever. This service enables client firms across the world to benefit from the AdvanceTrack® secure delivery platform and highly trained workforce. Wherever you are in the World, our teams can now work with you seamlessly in the cloud.

add-ons, whilst QBO are growing their add-on marketplace. Many of these add-ons will add value to either the process or particular niche businesses. All of our businesses are evolving as cloud technology moves forward almost on a daily basis. If your outsourcer isn't moving you forward, talk to AdvanceTrack®.

Our work isn't complete, so watch out for our continuing innovation in this space. Our determination to be recognised around the world as the best accountancy outsourcer is undiminished. Upgrade to a better way of outsourcing. Talk to AdvanceTrack® today.

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Vipul Sheth ACA CTA  
Founder & Managing Director  
AdvanceTrack Outsourcing  
@vipulsheth



Call: advancetrack® on +44 (0) 24 7601 6308

Email: [advice@advancetrack.com](mailto:advice@advancetrack.com) @AdvanceTrack [www.advancetrack.com](http://www.advancetrack.com)

University of Warwick Science Park, Sir Williams Lyons Road, CV4 7EZ, UK



AdvanceTrack® is an ICAEW Member Firm audited by BSI in the UK for ISO9001:2015 (Quality Management) and ISO27001:2013 (Information Security Management). AdvanceTrack® remain currently the only major accountancy outsourcer certified for both of the latest International Quality and Security Standards.

Vipul Sheth is a UK based ICAEW Chartered Accountant and Chartered Tax Advisor.

Vipul trained with a regional UK firm before moving to Ernst & Young and KPMG. Vipul is Founder and Managing Director of AdvanceTrack® Outsourcing, a UK Headquartered Accountancy Outsourcing Company with offshore operational centres, delivering services around the globe.

