

# Cloud optimisation

IN 60 SECONDS

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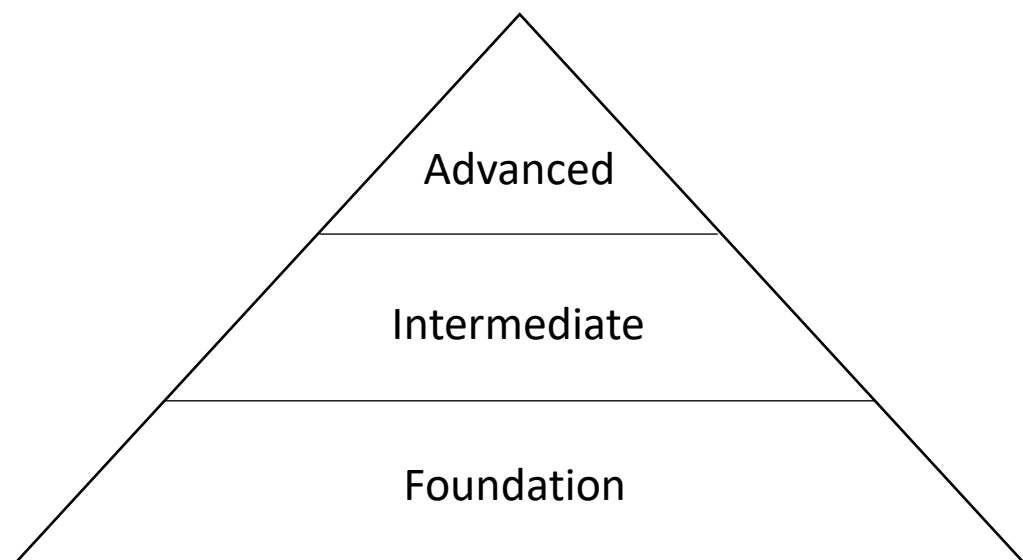
## IN 60 SECONDS

### Xero

There are a number of cloud accounting software options available, but Xero is possibly the most user friendly and also offers a wide variety of add-on tools that benefit your business.

### Recommended tools

Whilst there are a wide range of add-on tools available that integrate with Xero, the following is a brief summary of those that we recommend to all businesses and the importance of each in optimising the use of cloud software.



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## Foundation

The foundation level is all about getting your cloud software set up correctly and making your data entry as efficient as possible. This includes:

- **Bank feeds** – automatically import transactions from your bank
- **Data extraction** – no more manual data entry, saving time and hassle
- **Chart of accounts** – setting up your businesses accounting structure and creating reporting margins
- **Payroll** – ensuring you have the best software and integrating it with your cloud software makes your payroll function seamless
- **Health checks** – monthly checks to ensure your data is accurate

## Intermediate

The intermediate level is about taking your financial information to the next level. This includes:

- **Cash flow forecasting** – accurate reporting, forecasting and scenario planning is key to understanding your cash position
- **Management reporting** – monitoring profitability and performance will help you understand your business in more detail
- **Credit control** – automating credit control saves time and aids cash flow
- **Payment services** – online payment services allow greater flexibility for your business and for customers
- **Expense management** – managing your businesses cash and how employees can spend it offers greater control

## Advanced

The advanced level is about tailoring cloud software to your businesses needs. This may include:

- **Inventory management** – real time inventory control and reporting
- **CRM** – helps create a better understanding of your customer base

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## How to proceed?

Once your business has made the decision to switch to cloud software, the migration service will handle the transfer of historic data and contact information. Ensuring you are taking advantage of the foundations is the next step and key to fully utilising the benefits that cloud accounting software offers over traditional methods.

With the foundations in place, you and your advisors can discuss whether your business would benefit from intermediate and advanced functions. Not all businesses will require each function and it is about tailoring the product to your business.

## About Roake & Cook Limited

Roake & Cook Limited was founded to help business owners. With over 20 years experience of working with small and medium sized enterprises, we are able to offer advice and support to help your business thrive and grow.

### Our services include:

- ✓ Cloud migration
- ✓ Bookkeeping and payroll
- ✓ R&D Tax Credits
- ✓ Accounts and Tax Returns
- ✓ Management reporting

## How can we help your business?

Contact Roake & Cook Limited for a free consultation on whether your business can benefit from using cloud accounting software.

Call us on 07944855189

Email us at [admin@roakeandcook.co.uk](mailto:admin@roakeandcook.co.uk)

Visit us at [roakeandcook.co.uk](http://roakeandcook.co.uk)

