THE BENEFITS OF CLOUD-HOSTED ACCOUNTING
A WHITE PAPER BY THE QUEEN OF QUICKBOOKS

Cloud-hosted accounting, which allows you to access your QuickBooks company file from anywhere in the world, isn't the coming thing—*it's already here*. One of the Queen's clients, Modern Sailing School, is using it now to access their accounting data while they're sailing around the world, and saving money at the same time.

But you need to know about cloud-hosted accounting even if you aren't planning on doing your accounting from a remote tropical island. Why?

Because cloud-hosted accounting can:
- Save you time and money—possibly an enormous amount of time and money.
- Improve data accuracy.
- Improve communications within your company.
- Increase your data security.

The Queen of QuickBooks has been setting clients up with cloud-hosted accounting since March of 2012, and has seen its tremendous benefits first-hand. Want to know more?

SO, WHAT IS THE "CLOUD"?

Cloud-hosting technology, in its most simple form, means that your files "live" on the internet, securely accessible by authorized users on-demand, 24/7, from any location. Your QuickBooks files become immediately available to you wherever you are. You can access them from a PC or a Mac, and your accountant can access them from across town.

But not all clouds are created equal. Read on to find out which providers the Queen recommends—and which ones she recommends steering clear of.

THE IMPORTANCE OF CHOOSING YOUR CLOUD WELL

Companies offering cloud-based technology have sprung up like mushrooms during the past few years. Some provide outstanding service. Others are not so reliable.

DropBox, for example, is a place where you can upload your files and synchronize them between, let's say office and home. It sounds good, but I found the DropBox service to be cumbersome and slow, unsuitable for a QuickBooks company working file, and therefore useless.

Then there is a company that was in the news for weeks called Mega Upload. They got in big trouble with the Feds for video and music copyright violations, and the Feds came in and shut down the entire operation. Many people who were using this site for file sharing their data lost it. And they couldn't get it back. This dominated the news and made everyone suspicious of cloud-hosting technology in general. Cloud-hosted accounting does work—very well. However, it's important to choose a company that is reliable, solid and has a good track record.

A SOLID, SECURE CLOUD HOSTING COMPANY

The Queen of QuickBooks is proud to recommend NovelASPect Citrix cloud hosting services to our clients. Citrix has a solid reputation and a track record of previous technology performance.

Citrix for years has been the dominant player to provide Go to Meeting, Go to Assist, and Go to Webinar. For years, I used their Go to Assist for remote trainings. Citrix saw the future and knew that these services were going to disappear as the technology became more cloud-based. Citrix got into the hosting business early and established a superior technology and service. They provide hosting which is faster, more efficient and more reliable than the Terminal Services many of their competitors use. Their platform is based on a solid technology that has a history and proven track record.

WHAT'S IN IT FOR YOU?

What does cloud-hosted accounting with a reliable host do for your business? It does a lot, starting with:

- **Security:** Your hosted data is secure—you control the access, and backup is automatic.
- **Access:** You and your accounting team can access your QuickBooks company file from anywhere in the world.
- **Efficiency:** You'll save a significant amount of time from no longer having to transfer files back and forth and back them up.
- **Savings:** If you're using internal on‑site computers and IT infrastructure for accounting, you're spending too much money.

Cloud-hosted data will revolutionize accounting for your business! Read on for technical details and case histories. Or call the Queen at **415-925-1830** to get started right away.

WHAT DOES IT COST?

One can either pay a monthly fee of $39, or pay for access plus a lease of QuickBooks software—with a combined monthly cost of $52. And you can even share your user logon and password with your accountant or financial consultants. The service is scalable, so users can easily be added later if needed. Explore the options at NovelAspect.com.

HOW TO GET STARTED

Let the Queen of QuickBooks help you start realizing the immediate benefits from this technology:

Step 1:   Email pamela@queenofquickbooks.com or call **415‑925‑1830** to set up your QuickBooks company file on the cloud.
Step 2:   We will set up a demo so you can test-drive the access to your data on the cloud.

Step 3:   Once you decide to sign up for the cloud storage, we'll walk you through the file transfer process and make sure your users are easily accessing the data.

In case you still need to be convinced, here are a few real-life examples:

CASE HISTORY #1: MODERN SAILING SCHOOL
SAVING THOU$ANDS AND RESOLVING ACCESS ISSUES

Modern Sailing School is an excellent example of the uses of cloud technology (check out their incredible sailing classes and cruise adventures skippered and taught by master sailors at modernsailing.com).

SITUATION:
Several users access their QuickBooks files: the owner, the database manager, the QuickBooks expert, the accountant and the CPA. Modern Sailing School had already implemented an internet-based online booking system. Additionally, the owners are often sailing around the world and accessing their QuickBooks data from remote locations. The actual on-site office is on a wharf and the internal wiring and IT setup is unstable.

SOLUTION:
To resolve the access issues with their QuickBooks company file and ensure reliable data for their accounting, we recommended that they move their company file to the cloud. The migration went smoothly, and within a day the folks at Modern Sailing School were able to access their file from any internet connection, anywhere. The onsite hardware and IT infrastructure they previously had to consider spending money on have disappeared and *this alone has saved them thousands of dollars.*

CASE HISTORY #2—CAMERON KARTING
IMPROVED ACCESS AND SUPERIOR RELIABILITY

SITUATION:
Cameron Karting (cameronkarting.com) is located at Sears Point in Marin County. The owner of the company is a racecar professional. The Queen of QuickBooks was tasked with helping the company straighten out their accounting department. The office has two computers and when the crew went to the track to perform accounting (sales receipts, credit card processing) they had to pack up a computer and take it to the track.

SOLUTION:
We recommended placing the QuickBooks accounting file in the cloud even though there was a small monthly user fee. A small business has to consider every $50 to $100 charge it makes, even for things that will result in savings in the future. I explained to the owner that the accounting process was the same as a racecar.

> "When you pull in to the pit stop and a tire is not available for a quick change, you are out of the race." Likewise, when your accounting system is down or a computer crashes, you could be out of business quickly.

We set up the cloud and have been happily enjoying it ever since. The Queen logs in to process payroll, the bookkeeper logs in to do bank reconciliations, the owner logs in to review accounts payable or cash balances, and the crew can log in and run events. The CPA can even log in to get additional tax clarification on questions. *How easy is that?*

THE QUEEN OF QUICKBOOKS RECOMMENDS:

With the challenges facing the global economy, your time and money are more valuable than ever. That's why we recommend NovelASPect's Citrix Hosting — the premiere QuickBooks Hosting option for your small business' security, efficiency, and budget.

The benefits include:

1. **Expanded access**. You'll get 24/7, anytime/anywhere secure access to your data from multiple operating systems including MAC, PC, iPAD, and mobile devices.

2. **Data security**. Access to secure encryption and data security with the SAS 70 Type II datacenter.

3. **Automatic backup**. Your data is automatically backed up every hour, and at the end of each day a duplicate is made of this and sent to two offsite locations where the data is retained for one full year.

4. **Save money**. There's no need to spend thousands on internal on‑site computers and IT. You do not have to buy up-to-the-minute latest technology hardware. And you do not have to outsource and pay for IT personnel.

5. **Easy file sharing**. You can share your file with your accountant or QuickBooks expert without sending data back and forth.

6. **Automatic upgrades**. All software updates and upgrades are performed by NovelASPect engineers.

7. **24/7 Help Desk**. Knowledgeable support is available whenever you need it, day or night.

8. **Scalable solutions**. You can easily add users and additional applications as needed.

9. **Hot USB plug‑in**. Access your data on your terms.

All you have to do is get on the internet to run your business.

BETTER THAN MICROSOFT—THE TECHNICAL DETAILS

Unlike most Microsoft Exchange services, you do not have to install a server to use Citrix. There are other advantages, too:

- Citrix supports many operating systems, such as Windows, Mac, Linux, Java,

Unix, IBM OS/2 and DOS Clients.
- Citrix supports high-resolution graphics and offers simple printing, so you only see your company's printers. (With Terminal Services environment, you'll see a pool of different printers from various Terminal Services clients.)

And outside auditing studies show that Citrix operates three to four times faster than Microsoft Terminal Services. Many factors contribute to Citrix's greater efficiency:

- Citrix's applications work and appear as local application with an icon on your desktop. (Microsoft Terminal Services demand that you login to a remote desktop—amounting to three or four mouse clicks before you are able to access your application.)
- Microsoft Terminal Services' performance speed is affected by factors outside your company's control, such as Microsoft network latency.
- A recent study shows that Citrix can use up to 73% less bandwidth on your server than Terminal Services.

WANT MORE INFORMATION?

Just email pamela@queenofquickbooks.com or call Pamela at **415 - 925 - 1830** for a free consultation. You can discuss the details of your accounting situation, and determine whether cloud-hosted accounting is right for your business.