

CASH FLOW GUIDE PLAYBOOK

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DIGITAL
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Foreword

The two thousand and twenties will be viewed as a perfect storm for small businesses. Many excellent businesses have been lost over the last 24 months, through no fault of their own.

And, as if the last two years weren't enough, events continue to escalate and ripple around the globe with surging prices and supply chain issues, consumers' dwindling disposable income, and "zombie businesses" infecting healthy debtor ledgers with bad debts.

While large companies pass on their rising costs and governments scramble to shelter individuals – it's small businesses who are once again left to fend for themselves.

Once again small businesses – and the economy which relies on them – turn to accountants and bookkeepers for help.

You are the beacons who can guide small businesses to safety. Like lighthouses in the fog – you can guide, warn and inspire.

Most of all, you can help them refocus on the basics: Cash is king.

Cash flow is the vital fuel that will bring home our battered armada of entrepreneurs. And it should be guarded fiercely.

So, while it's no reflection on those who have been (or will be lost) along the way, those who can weather this maelstrom will be all the stronger for it.

Amid the chaos, I know one thing is certain:

No storm lasts forever.



Sinead McHale
CEO, Satago

Introduction

Cash flow is one of the most common reasons for business failure. To put it simply, if businesses can't collect cash from outstanding invoices fast enough and settle due creditors, they cannot continue to trade.

This issue became even more pertinent during the height of the pandemic when lockdowns and the stop-start nature of many affected industries meant that the revenues of many companies fell off a cliff, making it harder for them to pay ongoing costs. The severity of the situation was highlighted by a statistic from the British Chamber of Commerce that showed almost a third of UK businesses feared they would run out of cash within three months during the height of covid.

Due to the mainstream adoption of cloud accounting software and its real-time data automation capabilities, accountants are now in a position to introduce new advisory services to help their clients better manage their working capital and optimise their cash to support their growth goals.

In this playbook, we've included everything you need to get your cash flow advisory services up and running. This covers the benefits of introducing this new service line, identifying opportunities, an overview of the different types of software on the market and tips on how to sell cash flow solutions to clients for the first time.



Benefits of offering cash flow management services to clients

Retain clients

Providing cash flow services will help retain clients due to engagements going beyond the delivery of low margin and non-value-adding standard compliance filings.

Instead, offering cash flow services will allow firms to mark themselves out from the competition and make engagements more sticky, minimising the risk of clients moving.

Increase revenues

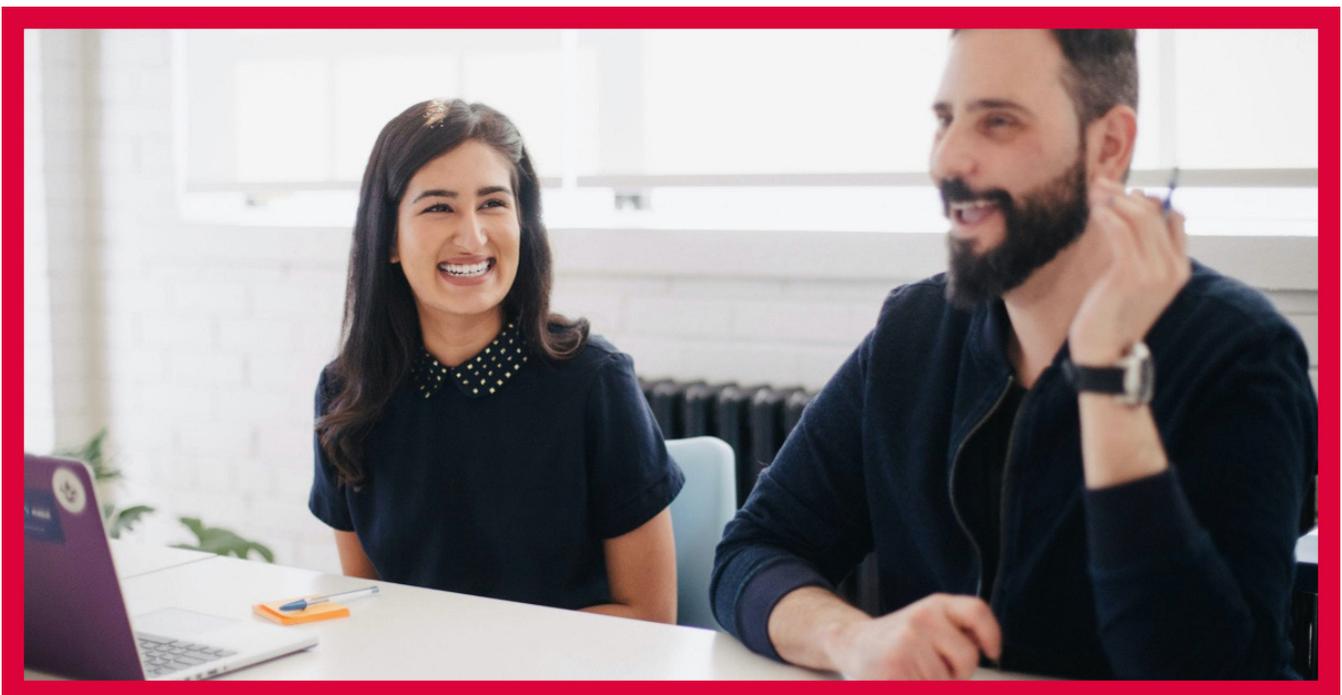
Firms will be able to increase revenues by charging for their time spent implementing technology tools, professional insights and revenue shares from cash flow related software vendors.

To smooth out revenues, firms can wrap up ongoing services into fixed-price monthly retainers, so payment is collected by direct debit at the same time as compliance work.

Keep clients in business

At a base level working with clients to manage their cash positions will give them the best chance of staying in business.

As around 50,000 companies per year in the UK close due to running out of cash, improving their chances of survival should not be underestimated.



How to identify cash flow management opportunities

To identify cash flow management opportunities, accountants need to have regular touch points with clients and provide them with a close to real-time bookkeeping service to provide an accurate cash position.

Once per year compliance service won't cut it as this won't give accountants meaningful insights into how clients manage their cash.

When doing the bookkeeping

Completing timely bookkeeping will allow accountants to view accurate and timely client financial data. This can be used to identify forthcoming cash gaps and gain a better understanding of how clients operate on a day-to-day basis. For example, reconciling late paid invoices will signify late payments are a problem.

Forecasting software

Several vendors offer free versions of their forecasting software. This is relatively easy to set up due to connecting directly to accounting software to pull in the latest numbers.

Rolling out forecasting for free to your clients can provide future visibility on cash flow and automated alerts highlighting if cash falls below a specific balance.

SPIN conversations

Satago recommends their accounting partners use the Situation, Problem, Implication and Need (SPIN) technique.

This was established by academic Neil Rackham and is based on an extensive analysis of effective and ineffective customer calls. It is based on asking clients questions rather than trying to sell services overtly.

SPIN conversations should be open-ended, with accountants adjusting their questions based on client responses. Successful chats will identify credit control services as a solution to a specific problem, such as aged debtors.

For examples of SPIN conversations, see [Satago's credit control service handbook](#).

When is the best time to review?

One of the best times to review cash flow opportunities is when compliance filings, such as quarterly VAT returns, annual accounts and corporation tax returns, are completed. Even if you have clients who undertake bookkeeping themselves, you'll likely have to make corrections and adjustments when making these filings.

Once quarterly VAT returns are completed, accountants should have a pretty good view of the cash position of their clients. Additionally, in the process of making filings, accountants are likely to liaise with clients by email or the phone, so proactive conversations about managing cash can be included as part of these communications.

What are the options for helping clients with cash flow?

Forecasting software

Forecasting software allows businesses to predict their financial performance, including their cash balances, over the short and medium-term and through different scenarios.

These tools minimise data entry by connecting to desktop and cloud accounting software, replicating their chart of accounts, and syncing the latest transactional data. They predict cash balances by taking into account when purchases fall due, alongside predicting when sales invoices are paid based on a combination of their due dates and historic payments data from customers.

Invoice reminders

Invoice reminder solutions monitor outstanding invoices due and send chaser emails to customers requesting payment. They aim to improve working capital by collecting funds faster and reducing the likelihood of bad debt.

Their automated nature removes the need for clients to send manual emails, so frees up their time to spend on higher value and more satisfying tasks. Tools tend to have strong personalisation features that enhance the chances of invoices getting paid as customers believe that human effort is being made to contact them.

Invoice finance

Invoice finance tools ease the cash flow burden by using unpaid invoices as security for funding.

The most common type of invoice finance is factoring, with finance providers normally lending up to 90% of the value of invoices. Under factoring, vendors often manage the sales ledger of customers and deduct the cost of the factoring service before settling any remaining balance.

Newer platforms offer flexibility by allowing for finance to be provided on an invoice by invoice basis, as well as the option to take out an annual subscription for services taken out as a fixed monthly fee.

General finance

General finance vendors can access finance for businesses quickly to plug cash gaps and access facilities to support them as they expand.

Accountants can either work with their clients to request finance for product-specific vendors (i.e. asset finance, term loans, merchant cash advances etc.) or with funding marketplaces, which can provide access to a wide range of lenders.

The processes of online finance providers tend to be more efficient than traditional lenders as they pull in data directly from accounting packages and access up to date banking data through Open Banking.

Credit control and debt collection software

Credit control and debt collection software use automated technology to help businesses get paid. Once invoices become overdue, chaser emails are sent, and if payment is still not made, bespoke letters are sent out, including details of how to make payment. In extreme scenarios, cases can be expedited to the in house debt collections teams of platforms that will chase invoices directly.

Another common feature of these tools is their ability to monitor customers' health status. Those who have negative changes to their credit scores are flagged to businesses, so related unpaid invoices are prioritised.

How to sell cash flow services

Demonstrate the value

During early-stage conversations about cash flow, it's essential to articulate its value to clients as they are likely to need persuading due to new services increasing their fees.

Benefits to clients include saving time chasing invoices, maintaining relationships with customers, improving working capital and opportunities for business expansion.

Specific benefits will differ according to client circumstances, with the most relevant ones being drawn out from identifying problems raised during SPIN conversations.

It's also handy to refer to a successful client example, similar to D&K Account (see case study further on in the guide).

Ask Questions

To better understand the needs of businesses, ask them a line of questions similar to the following:

Do you find the aged debt in your sales ledger an issue? If so, what credit control processes are you using?

Do you have any plans to expand over the next year or two?

How much time do you spend per week chasing outstanding invoices?

Do you find talking to customers about late payments awkward?

Could automating your invoice payment reminders save you time?

Questions shouldn't be rigid, so you'll need to adjust follow up questions, so clients feel listened to and understood.

Quick wins

When reviewing client data, it may become immediately apparent that cash flow related services will be needed to support clients.

For example, at year-end, if a high proportion of value of aged debtors is still outstanding and bank balances are low, convincing clients should be relatively quick and easy.

Case study – D&K Accounting

D&K Accounting is a Doncaster based cloud accounting firm, providing bookkeeping, compliance payroll and personal wealth management services. The practice specialise by helping small businesses with their profit first approach, a cash flow system based on three principles:

- Paying yourself first
- Ensuring clients account for VAT properly so they don't have to dip into savings
- A focus on generating a profit

The firm was established by Daniel Edwards in 2016 when he had the opportunity to buy out some clients from his employer.

One of Daniel's first decisions was to move his new client base away from paper records and onto a cloud system.

Along with his team, Daniel started moving clients onto QuickBooks and Dext – leading to dramatic decreases in the time spent on bookkeeping. This turned their bookkeeping into a highly profitable service line.

Daniel noticed that one small business client had a large debtor book of around £30,000 outstanding with some of the overdue invoices reaching 9 months in age!

Daniel headed to the Digital Accountancy Show to find a solution for his client and was drawn to Satago based on it "fitting the gap perfectly" and coming in at a competitive price point.

The client didn't need much persuading to try Satago after Daniel explained how it could help them, and the only input they needed was a face to face meeting to confirm the wording they wanted to use for email reminders.

Daniel found Satago was simple to set up and run:



"We just linked it to QuickBooks and when invoices went past the basic due date, automated messages would go out. All communications and automated messages are in one place so it's easy to keep track of what is going on."

Once Satago was implemented the outstanding debtor book was reduced down to £1,500, with all outstanding invoices being paid within 30-45 days.

Daniel says: "The client was really happy due to them getting a £30,000 cash injection. They used these funds to expand, take on more staff and new computers, as well as going on holiday and fun stuff too!"

The success of Satago significantly enhanced the client relationship – the business' fees doubled, but the client was happy to pay.

D&K accounting now plan to roll out Satago to the rest of their client base. They're identifying those most in need by connecting all of their clients to a free version of Satago, then reviewing their debtor books and client risk profiles using Satago's Portfolio Overview.

Vendors – Finance

iwoca

iwoca offers a suite of lending and payment products (iwoca and iwocaPay) for small businesses. To date, the company has made more than £2bn of finance available to over 50,000 SMEs.

During coronavirus, iwoca lent nearly £400m as part of the CBILS scheme, representing around 10% market share of all loans approved through the initiative. iwoca's best in class tech means finance can be accessed quickly, with the quickest time recorded from starting an application to receiving money in the bank being just 3 minutes, 26 seconds.

Integrations: Xero, KashFlow, Tide, Funding Exchange, Funding Options

Product roadmap: An increased focus on Open Banking integrations and functionality for iwoca's lending product and planned growth of iwocaPay (a buy now pay later product that allows businesses to get paid instantly).

Pricing: It's free for accountants to sign up to iwoca's introducer portal and refer clients. In return, accountants are paid commission fees for successful introductions. iwoca's flexi loan product costs end users 2%-6% (based on their risk profile) per month, with iwocaPay charging a representative rate of 3.33% per month on the value of outstanding invoices.

Accounting channel: iwoca have partnered with over 1,500 accountants nationwide and have made more than £50m available to SMEs through their accountant network. Businesses referred by their accountant have a higher chance of success due to a more holistic view being taken on credit decisions with supporting commentary.

Funding Options

Funding Options is a leading marketplace for business finance, providing access to over 120 lenders, offering a variety of lending finance products, including asset finance, term loans, invoice finance and merchant cash advance facilities, amongst others.

Funding Options have facilitated financing of close to £600m in the UK and the Netherlands.

Just a single application is needed to generate real-time finance offers in a number of seconds, and in some scenarios, businesses have been able to receive funding in their bank accounts a few minutes after requests are made. Where applications may be slightly more complex, or where an accountant or their client need extra support, a team of finance specialists are on hand to help.

Accountants can submit funding referrals for finance on behalf of clients and have the ability to track applications as they make their way through the funding process.

Integrations: Equifax, Creditsafe, Duedil, Redflag, Companies House, Accountscore, Codat (for cloud accounting providers)

Product Roadmap: Future planned activity includes invoicing capabilities, a knowledge hub, access to wider business services (i.e. FX, energy) and insights tools to analyse client financial data that can trigger conversations with their financial advisors.

Pricing: There is no cost for accountants to use Funding Options, and the platform has a revenue share model for businesses successfully referred.

Accounting Channel: To date, accountants have enabled £75m of approved finance offers for their clients by referring them through Funding Options.

Capitalise

Capitalise helps accounting firms differentiate their practices and build deeper relationships with their clients by offering capital advisory services. They seek to support more client wins, move clients to your high tier services and retain clients who need a wider range of solutions.

The service gives advisory insights across client portfolios without any set-up on each client being required.

The Capital Report, is a shareable report which brings clients insights together in one, easy to navigate place. These reports have a narrative to support your team's client conversations. Your team can instantly see risks and opportunities, and find which clients need their attention ahead of calls or reviews.

Capital Advisory covers many of the key ways a business can bring cash into their balance sheet including funding from 100+ lenders, improving credit scores, recovering bad debts, grants and R&D tax credits.

Capitalise work with banks, alternative lenders, as well as specialists in non-lending products. Each accounting firm has access to their funding

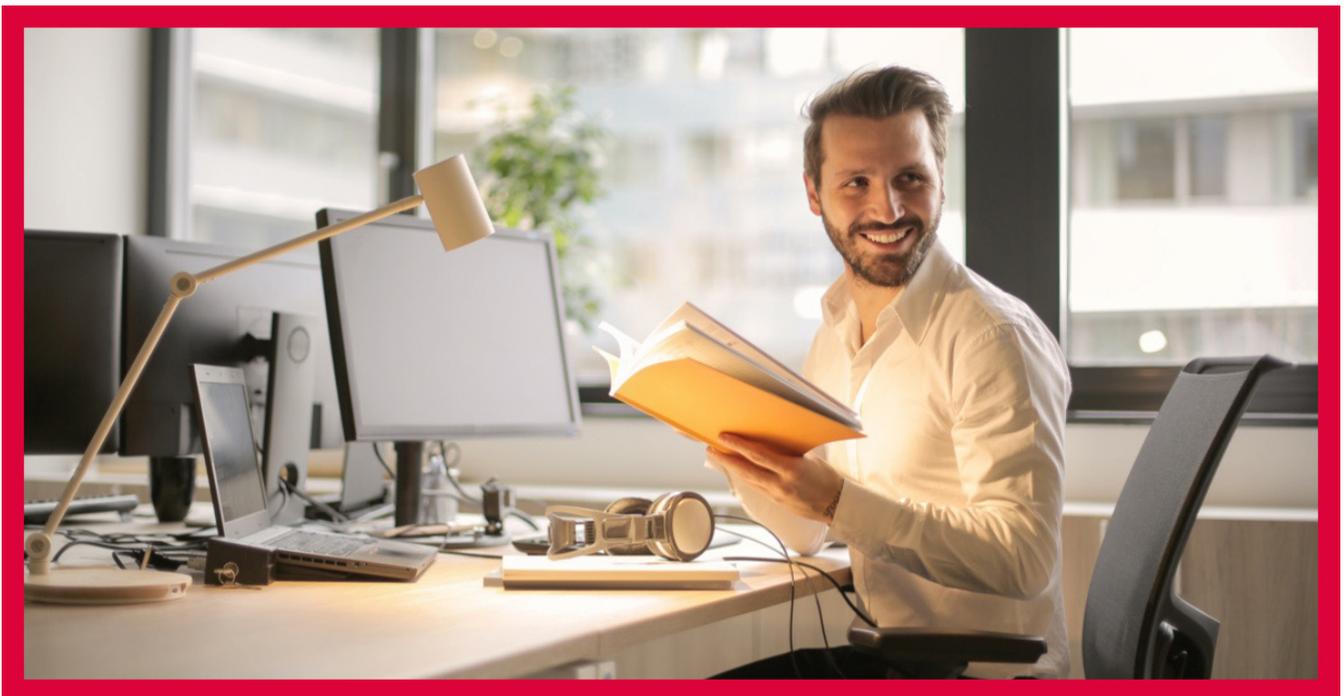
specialists, training and account management teams that are experienced in digital rollouts.

Integrations: Xero, Sage, QuickBooks and Experian

Product Roadmap: In the year ahead, Capitalise will continue to focus on providing actionable insights for teams speaking with small businesses. To do that, Capitalise are extending the insights they provide, highlighting key actions, and pro-actively notifying accountants so they can keep on top of changes in their client portfolio. Capitalise will also launch a debtor and supplier risk platform, powered by Experian, helping accountants protect the cash flow of their clients.

Accounting Channel: Capitalise works with over 2,000 accountancy firms in the UK and have generated over £1bn in approved offers for small businesses.

Pricing: Capitalise charge accounting firms on a per-client basis to access the full Capitalise service, including Monitor. A revenue share model is offered alongside accountant subscriptions, with the option for clients to receive cheaper funding fees.



Vendors – Invoice finance

Satago

Satago is a 3-in-1 cashflow management solution with debtor chasing and debtor-risk insights alongside its invoice financing built into one easy to use platform.

Satago offers both Full Invoice Financing (fund the entire debtor ledger) and Selective Invoice Financing (pick and choose individual invoices to finance without obligation) with the ability to move seamlessly between both options.

The platform is a highly efficient digital solution powered by a human touch, allowing Satago to flexibly work with customers to tailor a solution that works for everyone.

Satago is on a mission to reinvent invoice finance. They want to make invoice finance a mainstream product accessible to all – regardless of size or sector.

This unique approach to lending allows Satago to support SMEs that often go unsupported by traditional lenders.

The company believes there is more to supporting small businesses than just providing access to finance which is why they also provide insights into the customers debtor book and provide virtual credit control functionality.

Integrations: Xero, Quickbooks, Sage, FreeAgent – plus over 300 other accounting products.

Product roadmap: Ongoing enhancements for all three main areas of the product (risk insights, credit control and invoice finance) Additionally, several product announcements are due to be made later in the year.

Accounting channel: As and when a cashflow gap is identified Accountants can provide proactive support to their clients with visibility of all of the eligible invoices per client.

Partners can earn a referral fee from every funded client that comes directly from the partner, alternatively they can pass this fee back to their client.

Satago offers enhanced reconciliation features to substantially cut down the time spent accounting for complex invoice finance transactions.

Pricing: There is no cost to accountants to refer clients for invoice financing.

The cost of finance is calculated based on a number of factors, and dependant on which product you choose. Unlike many other invoice finance providers, Satago has no hidden costs – making it clear, transparent and highly cost effective.

Natwest Rapid Cash

Natwest Rapid Cash is a high tech invoice financing tool. Limited companies and LLPs in England and Wales could access between £25,000 to £1m against the value of unpaid invoices. Applicants could apply to borrow just what they need by financing invoices on an individual basis.

The platform prides itself on its speed to access finance, which is facilitated by connecting directly to all of the main accountancy software providers. Businesses are informed of the outcome of their application within 48 hours of filling in their details, and if approved funds are received just two hours later (subject to business hours).

To be eligible for Natwest Rapid Cash, businesses need to have been trading for a minimum of six months and have an annual turnover of at least £100,000. Businesses need to be a limited company or a limited liability partnership registered in England and Wales.

Additionally, they need to invoice other businesses and use one of the following digital accounting software packages: Xero, Quickbooks, Sage50, Sage Business Cloud, Kashflow, FreeAgent and NetSuite. Security and guarantee required. Fees may apply.

Over the last 12 months, Rapid Cash has helped over 600 businesses free up their cash flow and invest in their growth plans, with over £98m of credit facilities being accessed.

Integrations: Sage, Xero, QuickBooks, Netsuite, KashFlow, FreeAgent

Product roadmap: An increased focus on improving customer experience through further API integrations, as well as developing capabilities to widen support to other business types.

Accounting channel: Rapid Cash's automation capabilities make it easy for accountants to create applications for their clients, and the platform has two-way data sharing, meaning that payment of invoices is recorded in accounting software, making reconciliations easy.

Pricing: There is no cost to accountants for them to refer their clients to Rapid Cash. A new Affiliate and Accountant proposal is due to be launched later in the year.

AREX

AREX is an invoice financing tool on a mission to drive the cost of financing down so hard-working businesses can retain more of their money.

The company work exclusively with accountants and accounting software partners to provide seamlessly embedded invoice finance.

Finance can be accessed on-demand, without fixed contracts or personal guarantees being needed. There is no minimum value for invoices, and values ranging from £50 to £1.4m have been financed on a single invoice basis.

To date, AREX has financed over 90,000 invoices, with 96.5% of submitted invoices being successful.

Integrations: Xero and Sage (for Spanish customers only)

Product roadmap: The core financing product will be extended to include a credit line, as well as access to confidential invoice financing.

Accounting channel: AREX currently work with over 25 accounting firms in the UK and have collectively helped these firms access £5m from unpaid invoices over the last few months. Efficiency benefits for accountants include the automatic creation of accounting entries to integrated accounting software, so transactions related to finance don't have to be manually recorded.

Pricing: AREX is free to use for accountants. Through AREX's Accounting Partner programme, firms can either choose to receive commission on a per invoice basis or pass on this as a discount to their clients. Interest rates for businesses start from 0.97%, with a range of factors, including invoices terms and debtor credit ratings being taken into consideration.

MarketFinance

MarketFinance offers fast and flexible funding in the form of invoice finance, business loans and loans through the government-backed Recovery Loan Scheme (RLS). An embedded finance product (similar to BNPL) will also be launched shortly.

Lending decisions are made within 24 hours, with loan payouts being made in 60 minutes or less.

To ease cash flow for SMEs, both business loans and RLS loans are interest-payment only for the first 6 months.

Businesses can make early or partial repayments without incurring extra fees. Alongside using best in class tech, MarketFinance provide quality human-led customer service.

Integrations: QuickBooks, Xero and Sage

Product roadmap: Over 2022 MarketFinance will be rolling out their recently launched non-RLS business loan product, eventually offering it to sole traders as well. An embedded lending product to help SMEs with payments at their point of need is also being developed.

Accounting channel: Data from MarketFinance shows that SMEs have a higher chance of being approved for finance when working with their accountants rather than applying for finance directly. Additionally, the platform experiences a faster turnaround time for accountant handled applications, due to them holding the information needed to process applications. To date, MarketFinance has worked with over 300 accounting firms, advancing close to £50m of invoice financing.

Pricing: Free for accountants to refer clients. Commission is passed on for successful referrals or this saving can be passed on to clients. For end clients invoice finance is a fixed fee of £900 per month, with businesses being able to take out monthly or annual subscriptions. The interest rate on RLS loans (£50k-£350k) ranges from 9.49-10.59% and non-RLS business loans (£10k-£500k) are set at between 5.49%-8.59%.



Vendors – Forecasting

Float

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Futrli Predict

Futrli Predict is one of the latest forecasting technology tools for small businesses and their advisors. Combining automatically generated transactional predictions across the P&L and balance sheet with all due invoices and bills, Predict produces one of the most accurate cash flow forecasts in the cloud accounting ecosystem.

Features include data validation, explanations of all numbers, VAT predictions, PAYE forecasting, recurring revenue modelling, full export features, weekly and monthly reporting, two years of historical numbers plus three years of forecast and spreadsheet hotlinks for easy loan amortisations.

The software is easy to use, with its plug & play nature meaning no set-up is required.

Integrations: Xero, QuickBooks and Sage

Product Roadmap: New integrations, performance insights and advanced reporting

Accounting channel: Futrli work with over 1200 accounting platforms globally. As part of Futrli Advice, accountants are onboarded with 1:1 support and training from ACA qualified accountants, who support them in their transition to deliver advisory solutions.

Accounting partners who work with Futrli's Advice team to deliver their solutions typically see a positive ROI after two months.

Pricing: Accountants are charged £15 per SME (minimum of 10 licences)

Castaway

Castaway is a powerful business modelling tool for SMEs and their advisors.

The software makes it easy to create dynamic three-way budgeting, forecasting and business models. Forecasts are monthly and can be built out to a maximum of 15 years.

Strong customisation features include the ability to design a flexible chart of accounts, in-depth line by line modelling and unlimited custom dashboards.

Castaway goes far beyond the basics, providing complex modelling, including debtor finance, accruals & prepayments, expense capitalisation, WIP and inventory, complex loans and consolidations.

Integrations: Xero, Sage, QuickBooks, MYOB, Excel

Product roadmap: A cloud version will be released in the first half of 2022.

Accounting channel: Castaway is used by more than 50% of the top 75 accounting firms in the UK, as well as smaller practices and sole practitioners. Success stories include a two partner firm building a seven-figure advisory practice with their product. Beyond the core services of forecasting and performance reporting, accountants apply their skillset and experience to use Castaway for a wide range of services, including borrowing money, raising equity, assessing strategy and due diligence.

Pricing: Pricing for accountants for the desktop version is per seat. The pricing on the forthcoming cloud version will be based on file bundles, with bespoke options available.

Fluidly

Fluidly helps accounting firms promote and market every type of cash flow service, quickly and easily – giving them everything they need to manage the cash coming in and out of a business.

The product allows accountants to access forecasting, planning, invoice-chasing and funding in one place, with additional features including email templates and co-branded web pages.

Fluidly Portfolio View gives accountants access to an at a glance view of every client's cash flow situation to help them identify clients most in need of support.

Integrations: Xero and QuickBooks

Product roadmap: Cash performance functionality, showing how a business has performed against forecast has recently been released and will continue to be rolled out. This is designed to enable accountants to work with their clients to solve vital questions and help them better plan for their financial futures. There will also be a number of new integrations with OakNorth Bank (who acquired Fluidly at the end of last year) that will expand the funding options and journey for accounting partners and businesses.

Accounting channel: The platform has over 1200 accounting partners, with the number acquired doubling month on month in 2021. Some of the UK's largest accounting networks are customers, including Armstrong Watson, BDO and Azets. Membership for accounting firms allows them to access Fluidly's technology as well as a dedicated account manager.

Pricing: Subscription to Fluidly varies depending on practice size and number of clients.

Syft Analytics

Syft is a single tool that reviews, analyses and predicts financial data. This can be from simple reports through to integrated forecasts.

Features include financial analytics (consisting of data visualisations, cash-flow forecasting and customisable integrated reports), AI-powered anomaly detection (identify mistakes and data issues before they become problems with real-time machine learning) and a centralised HQ (providing total oversight across all clients in one place with practice management insights).

Integrations: Xero, QuickBooks and Sage. Trial balances can also be uploaded to a number of desktop accounting providers.

Product roadmap: New functionality set to be introduced over the coming year includes pricing and practice insights for accountants, an improved budgeting tool, connections to non-accounting software to enhance non-financial

metrics and advanced ledgers to combine accounts, non-financial data and customer metrics into one view.

Accounting channel: Syft is used by over 2,000 accounting and bookkeeping firms in more than 50 countries. Accountants are given one-on-one customer service and free access to Syft Academy – a data analytics educational programme to skill up accounting staff.

Pricing: Three plans are available for accountants: Basic (free version), Essential (£99 per month) and Professional (£199 per month). All plans include unlimited connections to client data and unlimited users.



Vendors – Credit control software

Satago

Satago is a fully automated credit control solution, which not only chases invoices but can also credit check customers, too.

It will continue to monitor credit ratings and credit limits, reporting back if anything changes – helping to limit exposure and protect against bad debts.

The platform provides a single place to manage debtor communications and gain a clear overview of business debtors – with a wealth of reporting options combining data from accounting systems and credit referencing agencies.

Debtors are monitored through daily updates from your accounting software and, using fully customisable template reminders, will chase overdue invoices – or send 'thank you' emails once payment has been received.

Satago can reduce debtor days by up to 72% and save over seven hours per week in admin tasks.

Integrations: Xero, Quickbooks, Sage, FreeAgent – plus over 300 other accounting products.

Product roadmap: Ongoing enhancements for all three main areas of the product (risk insights, credit control and invoice finance) Additionally, several product announcements are due to be made later in the year.

Accounting Channel: Accountants are given an exclusive dashboard, giving insights into the health of their clients' debtor books.

Firms then use this tool to quickly identify potential problems and develop additional advisory opportunities to support their clients every step of the way.

Satago has been part of the cloud accounting ecosystem since 2015 and has worked with hundreds of firms, of all sizes, to help their clients get paid.

Pricing: The accountant version of Satago costs £50/month and provides the complete version of Satago for the practice as well as free access to Satago Lite for their clients.

Partners can also access the Standard version of Satago for their clients for £10/month instead of £25, or the 'Plus' version of Satago £20/month instead of £45.



Chaser

Chaser is an end-to-end, fully automated accounts receivable tool, allowing businesses to reduce late payments and improve cash flow without losing the personal touch with their customers.

Key features include personalised SMS and email payment reminders, a dedicated payments portal, credit checking of existing and potential customers, and a no-win-no-fee debt collection service for invoices that need escalating.

Integrations: Xero, QuickBooks, Zoho Books, Sage, MYOB, FreeAgent, AccountsIQ, Microsoft Dynamics, FreshBooks, Oracle, EPICOR, SAP, Financial Force

Product roadmap: SMS payment chasing will be made available to all users, as well as plans to enhance the credit checking feature and improved reports and insights to monitor receivable KPIs in one place. Automated reminders for failed direct debit payments are also on the roadmap.

Pricing: Accountants can purchase a bundle of three standard and /or enterprise licences, starting at £144, a discount of 30%. This preferred pricing is not available to direct SME applications that don't come through the accounting channel.

Accounting Channel: Chaser work with over 300 accounting and bookkeeping firms and have helped recover over £20,000 for individual clients. These partnerships have resulted in accountants reducing the day sales outstanding of their clients by as much as 75%.

itsettled

itsettled is an automated credit control platform that collects invoices faster and boosts the cash flow of businesses. Over £420m has been recovered in outstanding invoices from over 1200 SMEs.

The platform's development and vision are led by the company's CEO, Glen Morgan, who has close to three decades of experience in the credit management industry.

itsettled's service is fully automated and integrates seamlessly with cloud accounting software so invoices can be pulled across easily into the platform.

Free access to credit reports is also provided, alongside access to the company's team of credit management experts.

Integrations: QuickBooks, Xero, Sage, FreeAgent, Zoho Books

Product roadmap: Further integrations with accountancy platforms are due to be added.

Accounting channel: itsettled's accounting partners have recovered over £15m of unpaid invoices for their SME clients to date. An accounting dashboard is being developed, that will provide accountants with a more comprehensive overview of the financial position of their clients. The dashboard will provide accountants with a scalable, automated credit control function and actionable insights to deliver additional advisory services.

Pricing: It's free for accountants to sign up as a referrer to itsettled. Firms can either receive commission when their clients use services or set pricing of the software and service delivery, with 50% of the fees being deducted by itsettled.

DIGITAL

ACCOUNTANCY