CHECK IN: 101014I

PRESENTER:

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SMBs continue to have concerns about their finances

Inflation

High interest rates

Access to capital

Attracting & retaining employees

Cash flow

Clients are turning to technology to do more with less

$370B

SMBs account for more than half of the world's $370 billion technology spending

SMB's outspend larger counterparts in wireline, wireless, and technology devices

Clients are turning to technology to do more with less

50%

50% said they were likely to allocate more of their budgets to technology & infrastructure

- Artificial intelligence (50%)
- Productivity and collaboration tools (41%)
- Communications technology (34%)

The considerable costs of underutilizing fintech

What it costs your clients

44%

Waste money on manual processes

36%

Not in control of cash

34%

Not prepared for audits

Data from a 2024 Plooto survey of 500+ accountants based in Canada.

What it costs you

45%
Waste time on
manual processes

27%
Work after hours and
on weekends

22%
Spend too little time
on client strategy

Fintech upgrades
are a **win-win**

Fintech saves meaningful time

Impacts on accountants
when clients use fintech

58%

Save more than **6hrs**
per client, per month

27%

Save more than **11hrs**
per client, per month

Fintech accelerates payments, reconciliation, and performance

Accountants

49%
Serve more clients in same amt of time

48%
Perform day-to-day tasks faster

Clients

65%
Reconcile books faster

56%
Make and receive payments faster

Fintech makes accounting firms more valuable

When clients use fintech

50%

Of accountants feel they can provide more strategic recommendations

Fintech frees time to focus on growth

When clients use fintech

42%

Of accountants focus more time on growth

Technology offers opportunity to expand your services

Combine knowledge of financial processes and tech

Step into an advisor role to deepen client offerings

Save your clients (and yourself) time and money

4

Client-friendly ways to expand your advisory services

#1

Offer fintech audits to potential clients

#2 Identify the solutions that are best for their business

Mapping the best finops stack for clients

Accepting payments

Billing
Plooto
versapay.
notch
Beanworks
NetNow
PELOTON
SUMOQUOTE

Online Payments
ZŪM
VoPay
flinks
nuvei
DirectPay
PARAMOUNT COMMERCE

In Person Payments
lightspeed
helcim
Moneris
shopify

Financing Payments
paybright
Quickly
FundThrough
tabit

Reporting, Modeling & Planning
Maxa
Fluence Technologies
Quota
ATLAS

Making Payments

Expense Management
Float
procurify
tab

Payroll
dayforce
Wagepoint
HUMI
wave

Digital Banking
loop
vault
truly financial
keep

Bill Pay by Card
RBC PayEdge
plastiq

FX
Corpay^
Finofo

Tax Filing
CloudTax CA
Better Tax

Tax Payments
TAXPAY.ai
paysimply

Identify solutions that are the right type and scale for their business

Consider size, stage of growth, and vertical

General solutions vs. specialist solutions

Produce fintech cost/benefit analysis

Help clients understand tangible returns on technology investments

Include quantitative factors and qualitative benefits

#3 Provide a phased roadmap

Prioritize tools that offer significant savings on time and mental load

Technology should:

Save time, money, and effort

Improve processes

Replace manual work

Starting with AP/AR

Eliminating time-consuming processes

Impressively improved accuracy

Game-changing cash flow management

Heightened security (and peace of mind)

Stronger vendor and customer relationships

Maximize integrations: Ensure tools integrate with accounting software

Integrations lead to:

Greater financial controls

Automated procedures

Fewer errors

A greater understanding of the overall financial picture

#4 Set up regular fintech performance reviews

Removing your clients' top five barriers to fintech adoption

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When accountants make tech recommendations

76%

Of clients are somewhat or very open to suggestions

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"Change is too hard." → Start small with easy-to-implement solutions that show quick wins

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THANKS!

Do you have any questions?