

# Embracing the cloud from the start

## Overview



**Gaye Dow** was already a cloud advocate when the devastating Queensland floods hit her clients in 2011. By the time the waters had subsided, 80% of her client base had moved or were in the process of moving to an online accounting solution. Thanks to the faith Gaye and her team at Admin Advantage Pty Ltd had shown in the cloud, clients who already lost so much were given some comfort knowing that their files and data had been protected.

## Saved by the cloud

Gaye says, “When floods hit, many clients were worried they lost all of their files because of the water damage. I quickly reassured them that everything would still be there because of cloud.” This made the migration to MYOB online a lot easier. “About 80% of clients are on MYOB cloud-based products,” explains Gaye. “The majority are on AccountRight Live. It’s perfect for clients who want to take their business to the next level and are serious about growth.”

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## Welcoming MYOB with open arms

Gaye was an early adopter of the cloud. “When MYOB online came in we all quickly embraced it - it was silly not to. She explains, “I know some bookkeepers are reluctant to use and recommend cloud because they feel like some of their work may become redundant, but we approached it with gusto. The cloud is the best thing since sliced bread!”

**“Cloud is the best thing since sliced bread!”**

## The power of the cloud

The cloud has placed real-time information at Gaye’s fingertips. “It helps us make decisions that are relevant and useful to a client’s business.” What’s more, the cloud has made it easier for Gaye and the team to connect with clients. “Thanks to the cloud, we can reach a lot more clients, a lot more quickly. There’s no need to waste time on the road traveling to their offices,” explains Gaye. “Everyone has their own email address and password and people can easily be added and removed instantly. Clients call us and we can quickly take care of things on the phone.”

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## Clients love the cloud

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“The main benefit we hear from our clients is that they have more time back in their lives and more time to spend with their families. A lot of their stress is gone and life is much simpler,” says Gaye. “We can also help our clients with other areas of their business as we aren’t spending as much time on data entry. This means we can provide clients with more value and expertise. We can meet with them and discuss how the business is tracking and use real time data in the discussion.”

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## Admin Advantage love the cloud

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Gaye points out, “The cloud has opened up new opportunities to diversify our business. We’ve introduced a Human Resources arm and are also focusing on identifying efficiency tools to help our clients. It has also helped me to expand from a home office into premises.”

She continues, “Internally, it has also meant that we have consistent systems and practices in place where anyone can work in any client file. Workflow through the year is also more consistent so staff can go on leave and enjoy their holiday knowing that someone else can pick up the workload. Just last year I went overseas at EOFY, something I would have never done in the past.”

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