



## **Preamble**

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Internet growth and usage over the past few years has been astronomical, reportedly with the main use of the web for online leisure and financial resources, such as banking, insurance, stocks and shares and more recently online submission of Tax Returns, VAT returns and many Companies House forms including company formation.

Accountancy and technology are now so inextricably entwined, coming to terms with it is now unavoidable, especially for the capture of and reporting on accounting information. We aim to convince you of the advantages both to you and your clients of the benefits that will accrue to you from using our web based accounting facility.

Your client is the ultimate judge of the value that you, as professionals, provide. You do not need reminding that the only commodity that we have to offer is our time and experience. We can keep pace with client demands and provide the quality service they require through the Internet.

## **Introducing Marginz**

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We provide the only UK and European on-line accounting system for the accountancy service sector.

Marginz will enable you to provide a truly web-based online accounting service that operates through an Internet connection.

## **The Procedure Is Simple**

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The user logs on and is provided with a secure on-line accounting data entry facility. The user can enter and create invoices, post purchase ledger information and payments, and complete bank entries and reconciliation's. The full statutory accounts can be finalised on line over the Internet.

There is no need for continuing annual license fees or updates, you can therefore afford to consider at last the possible redundancy of other desk top based packages.

Both internal management reports, statistics and other valuable business analysis that is produced by Marginz are immediately available to both you and your clients simultaneously via the Internet.

Your clients will benefit from your pro-active action to their financial needs and you will most certainly benefit by providing another chargeable value added service.

## About Marginz & The Services We Offer

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We are a focused Accounting service provider, with our own in-house software development team, concentrating on producing web based accounting systems for the accounting sector and end users. Our application enables accountants and clients at last to abandon the shackles of Sage, TAS, IRIS and the like and dispense with the need of expensive annual upgrades and licenses to continue using their desktop applications, whilst providing a truly state of the art internet service (the first in the UK and Europe).

Our aim is to provide you with an on-line accounting service that avoids you having to have an internal book keeping system, final accounts application and the associated annual upgrades and license fees.

Marginz provides you with a web-based facility that is extremely accurate with fast data collection without the need for in-house IT specialists. This provides an invisible but effective "Electronic Umbilical Cord" between you and your clients and cements your relationship.

Together by using the Internet we can take the accounting profession into the on-line age and beyond.

## **Benefits To Your Firm**

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- You are recognised as being at the cutting edge of technology when your clients use your practice branded web site.
- Real time data entry significantly reduces process times.
- An automatic web front end for accountancy production minimises time and costs and does not require capital outlay in web server hardware or software.
- Improvement in client relationships by a perceived real time communication.
- The web knows no boundaries you can provide services to clients outside your normal area of operations.
- No costly upgrades or license fees.
- No capital outlay, simply sign up each user and go.

## **Benefits to clients**

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- Data input and submission is simple and screen led.
- Accessibility 24/7/52
- Secure real time communication and transmission between you and your clients.
- Accessibility real time literally whenever and wherever required via Internet access.
- Clients no longer need to backup data, which is done by Marginz.com.
- No Software upgrades or expensive annual licenses.
- No capital outlay simply sign up and go.

## **The Method**

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The most practical method is via the Internet. Do not underestimate the potential of IT and the Internet, which can increase the size of your business and simultaneously reduce your day-to-day workload, freeing you to add value on non-repetitive work.

## **Online Advantages**

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You, your clients and your firm can take advantage of the multiple advantages available from the introduction of Internet services, that can be exploited to their full advantage.

When you are preparing management of statutory accounts for your clients or even if they are preparing them themselves on their system you will inevitably be confronted with three fundamental problems:

1. Your system will always be out of synchronisation due to the time factor.
2. All adjustments need to be accurately reflected in both sets of records.
3. Generally your clients cannot continue to work on their system until they get updated information to avoid confusion.

But if you and your clients use the Marginz application to enter and view data both parties have immediate real time access to fully synchronised information you see what they see and vice versa.

## Online Data Transmission

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The bulk of the work you and your practice does relies on the exchange of data between you and your clients. This has previously been carried out by fax, telephone, letter and email and perhaps even floppy disk by post. Most routines still rely on manual input. It goes without saying that the greater the amount of manual effort the greater the processing cost.

Until quite recently on-line accounting was blatantly offered even though the documents would be sent to the Accountant by fax or email or even scanned in by the clients for the accountant to input the data, or entered by a client over an interface. Only a notional amount of time and effort is saved by you and your clients and there is always the doubt that the data was being sent in a non-secure environment. Neither method is real-time or provides immediate access to data.

The Marginz modern technology now allows you and your clients to fully automate the accounting process, to take advantage of this technology requires the use of the Internet.

The perfect data collection and submission environment is by using a web site that allows you to enter accounting data instantly and directly onto a simple to use web-based application. All the information is immediately and automatically available in our online accounts application, including reports, management accounts and statutory accounts, and supporting schedules. These can be accessed over and over again by you and your clients using a unique ID and password.

Our system is totally scaleable, it removes the tedious time and effort required by support staff to collect and input data. Exactly the same routine is carried out faster, at less cost and provides an enhanced and more efficient service.

Marginz will not only allow you to free up so much more of your time we will enable you to concentrate on working on your practice and not in it, devoting more time to creating added value services to your clients.

## **Reporting Over The Web**

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You or your clients are able to produce various reports using our application, and they are available 24/7 and can then be printed in Word, Excel or Adobe (PDF) format. These reports are confidential to you and your clients and via our secure connection cannot be read by anyone but you or your clients.

## **Flexibility**

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Marginz can service all types of small to medium sized businesses including Limited Company, Partnership and Sole Trader.

## **Security**

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The Internet connection between you or your clients and the Marginz web server is secured by a 128 Bit SSL (Secure Sockets Layer). This is the industry standard for secure transactions over the Internet.

SSL guarantees exclusivity between you, your clients and us. We can even arrange for you to be verified if you are not already.

All data between you, your clients and our servers is encrypted by the sending software and decrypted by the receiving software, which provides an extremely high degree of confidentiality.

Unlike many others, our web servers are continually backed up and have inbuilt redundancy. Our systems are monitored 24/7 365 days a year and all our web servers are protected behind firewalls.

## **Superb Value Added Services**

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Marginz works through a web browser on a standard Internet connection. You or your clients can access the system through your website, a simple hyperlink is all that is needed (so no expensive site visits or costly set up fees are needed), this means that you will always retain your practice branding when you or your clients process data.

## **Stress Free Web Service**

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Marginz gives you a first class on-line web facility hyper linked to your existing website (we can even design your website if you haven't got a web site yet). We leave you with nothing more to do other than concentrate on continuing to provide your clients with your pro-active and value added service. All the responsibility for backups and related security matters are dealt with by us.

Abandon the Shackles of your existing Desk Top Accounts Production Software. You or your clients can enter data directly onto the website in real time whenever and wherever you are. Likewise you can review and amend these transactions whenever required, even simultaneously with your clients at remote locations.

The data is captured instantaneously, thus avoiding any costly delays, both management and statutory reports are produced in real time and can be downloaded, printed or reviewed at any time. A full audit trail report can be produced to track data entry.

## **True On-Line Accounting**

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True on-line accounting is not a scanning of clients documents and emailing to an accountant or batch data processing via an interface.

These obsolete processes are now largely redundant as our true on-line application uses the internet to record and process accounting transactions as a complete procedure, producing accounts and reports on-line completely independent of desk top accounts production software.

## **Website Access**

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You and your clients can access your on-line accounting system through your website, so you can use this as a first class opportunity to market your firm and other value added products because they will be returning on a regular basis, you can maximise these opportunities to generate additional income.

## **Promotion**

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Our online accountancy application will definitely place you at the cutting edge so you can see it is imperative that you market the service adequately. Don't forget the application can also be used as a method of communication in addition to accounts production, by making available for viewing other relevant documents such as Accounts, Tax Returns, VAT Returns, P11D's, Payslips and much more, by using the Marginz two way Upload Files area.

## **Real Time Communication**

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There is no need to acknowledge data submission, therefore saving even further time and effort, all data is entered in real time, so you and your clients know their data has been received and processed automatically. After all, the fundamental purpose of an on-line web-based application is to maximise the speed of processing and communications between you and your clients.

## **The Cost**

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To use this latest on-line Internet based accounting technology will of course require an investment by you, we have based this on a client user basis.

It is for you to decide whether to absorb this cost perhaps on the basis that the time costs of accounts preparation will be greatly reduced, or alternatively you could make an extra charge to your clients for the facility of using a web-based application.

As always, the decision will be based on your superior knowledge of your clients. But we genuinely believe your clients will recognise this formidable service as an added value service and be prepared to pay for the privilege. No doubt you will remind them that they will of course be saving substantial sums on expenditure on in-house desk top based accounting software, annual upgrades, annual license fees and maintenance costs.

You could also consider, in an effort to encourage clients to use the Internet adopting a variable fee structure, perhaps one fee level for web-based clients and a higher or different fee for those clients that may prefer to use more traditional methods.

Contact us at [sales@marginz.com](mailto:sales@marginz.com) to discuss your pricing structure.



## **In Conclusion**

On-line accounting services are a value-added service to you and your clients to enable both parties to fast track and efficiently handle the processing of data between accountants and your clients.

There is no reason why you and your clients should not achieve cost saving benefits at the same time as providing a state of the art delivery mechanism that will take you, your clients and your firm into the on-line age and beyond.

[Click here](#) to sign up **NOW!**