



QuickBooks Online Advanced

The modern, cloud-based solution
that grows with your business

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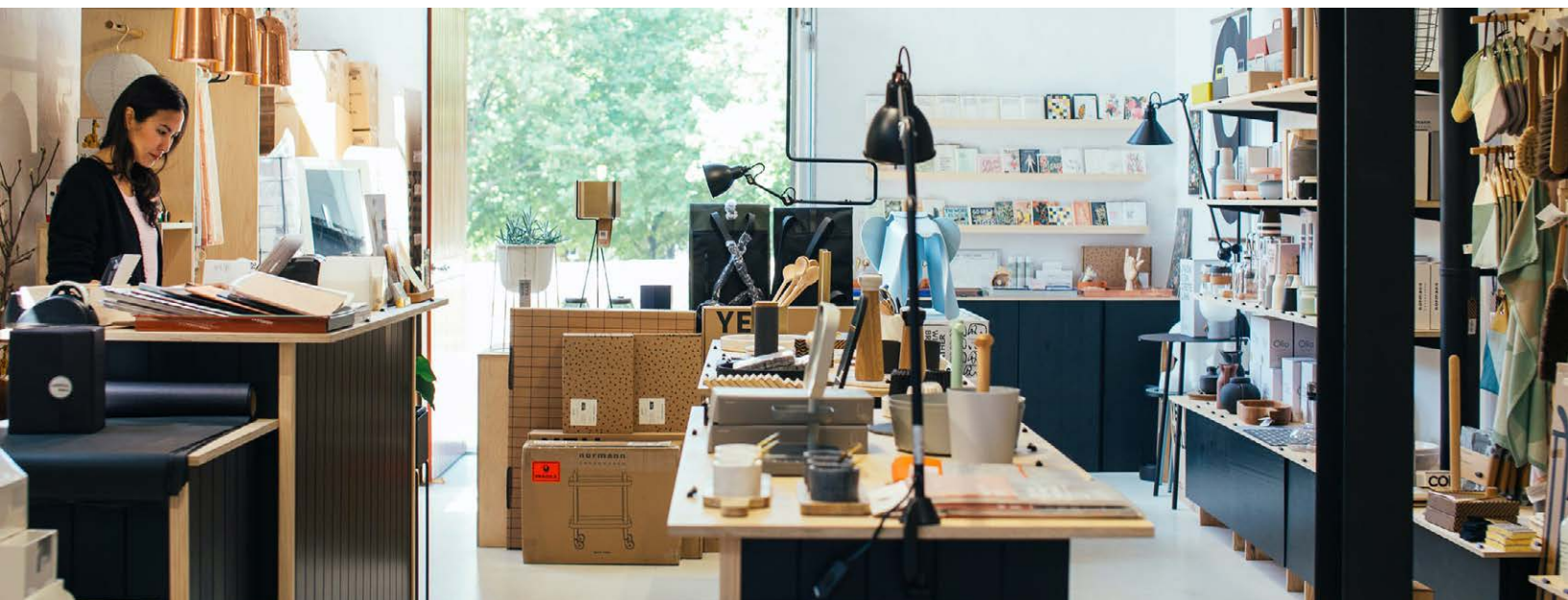
The modern, cloud-based solution
that grows with your business

It's a common misconception (and outdated notion) that growing businesses need to upgrade to a "bigger accounting solution"—like an ERP. This can certainly be true in some cases. For example, when you start out with freeware or other basic, open-source alternatives. However, with QuickBooks Online Advanced (Advanced), you get a solution that was built to grow with you.

In the case of ERPs, it's important to understand that they're not only expensive and time-consuming to implement, but also offer features and functionality many businesses simply don't need or will never use. Thanks to recent innovations in cloud accounting with Advanced, growing businesses are often better served by QuickBooks to address the growing complexity of their business while maintaining a tried-and-true tech stack.

You have many options to support your core accounting and business process needs—including freeware, a host of paid accounting systems, and ERPs. The key is to investigate all your options and see how they stack up to [QuickBooks Online Advanced](#). At the end of the day, many discover that Advanced offers the most powerful accounting solution and comes equipped with helpful ERP features and many useful app integrations. This allows you to build a custom platform to meet your unique business needs.

Now, it's time to look at all your options in more detail...



Freeware: Easy to outgrow

When many business owners start out, building a tech stack for the future is not often on the priority list. That's why freeware, and even the use of basic spreadsheets, is common. However, you get what you pay for...so consider both the [pros and the cons of freeware](#):

Pros

The advantages of freeware makes up a short list—as it often serves as a placeholder solution until a business starts to grow. Nonetheless, it does serve its purpose initially, including:

- **It's FREE.** And you can't get any cheaper than that. New businesses are often cash-strapped, so the freeware route is a popular one. At least at first.
- **It's simple.** For new business owners or those with a simpler business model, free alternatives like spreadsheets are a good initial solution. Additionally, spreadsheet solutions like Excel also offer an accounting-focused version.

Cons

The disadvantages list is a bit longer, especially for businesses that grow quickly or those with a more complex business model (think inventory-based businesses like construction, retail, or manufacturing). Before settling on freeware, consider its downfalls:

- **Lack of quality and dependability.** Again, you get what you pay for. Freeware can be “buggy” and fail to deliver on more complex accounting functions. When it comes to managing your cash, a quality system (one complete with the features you need) and dependability (one that consistently functions properly) are essential.
- **Limited functionality.** Freeware is often limited to basic functionality, such as bank account syncing, expense tracking, and invoicing. More sophisticated features are not available, including custom reporting, the ability to perform KPI analysis, and other complex functions required to properly manage cash flow and make projections.
- **Limited or no integrations.** Freeware, most often, does not offer integrations with other apps. This is exceptionally limiting when a business requires added functionality such as customer relationship management (CRM) or inventory management.
- **No support.** When software is free, it usually doesn't come with adequate customer resources like chat, phone, or email support. This leads to needing to budget for an outside consultant to help set up your freeware system and provide advice along the way.

Paid accounting software alternatives: Not all are created equal

There is a sea of paid accounting solution choices available. So many, in fact, that it can be overwhelming—especially when they all claim to be the most cost-effective and deliver the most powerful features. Weighing the pros and cons is important—as is defining your exact needs before you begin the evaluation process.

Pros

The main advantage of some paid systems is that they are more robust and dependable than freeware. Other advantages include:

- **More robust feature set.** When you advance to paid software, you have access to a more robust set of features that help boost back-office efficiencies. Elevating your software also helps you keep a cleaner set of books, which will make your accounting professional happy. With paid software, you will enjoy more sophisticated accounting functionality such as balance sheet and profit and loss (P&L) reporting, recurring billing and invoicing, and the ability to assign categories.
- **Some customer support.** Most paid software offers some level of customer support. This can include limited chat or email support and basic system start-up training. Most often it does not include ongoing support.
- **Reporting insights.** You can expect basic, out-of-the-box reporting such as balance sheet, P&L, and cash flow snapshots. Custom reporting is typically not available, however.
- **Operational advantages.** This means that there is often some level of integration into other business operations. For example, syncing sales data for real-time views into financials and heightened operational efficiencies.

Cons

The disadvantages include:

- **Bad fit.** Often, lower-priced systems offer a one-size-fits-all solution, which can lead to purchasing added solutions to cover the functionality you're not getting. At the end of the day, "cheaper" software can end up costing you more while delivering less functionality.
- **Unknown product.** There are so many solutions available you can't possibly familiarize yourself (in any great detail) with all of them. This can lead to purchasing based on price alone over all-around capability—which can lead to outgrowing the system quickly and more time and investment to find one that does fit your needs.

ERPs: More than you bargained for

While ERPs are designed to bring all business functions under one integrated suite of solutions, the high price tag and complexity of integration can cause great disruption. It's also important to understand that ERPs were designed with large-scale, global enterprises in mind—offering **more functionality** than growing small or mid-sized businesses may need or want.

Pros

The core advantage of an ERP is the ability to connect departments across a company—from accounting, sales, and marketing to fulfillment and delivery. ERPs are highly customizable and can offer full transparency to data across an entire business. That said, ERPs tend to be a good alternative to other software options (including QuickBooks) when a business reaches a global scale and a level of complexity that requires extreme customization.

Cons

The disadvantages of an ERP for the majority of businesses are:

- **Too complicated.** When setting up an ERP, the core objectives are to minimize chaos and increase efficiency. However, with a major and complex technology change comes disruption. Not only must you integrate the ERP into every nook and cranny of your business, but you also have to invest in ongoing training and optimization. This can get very complicated very quickly.
- **Too costly.** ERPs come with a much higher price tag than most other solutions. This is something to keep in mind as you evaluate systems.
- **Accounting is secondary.** Unlike QuickBooks, where accounting is at the heart of the system, ERPs can make it a secondary function. As you know, financial data permeates every department and is integral in making informed business decisions. When it takes a back seat to other aspects of the business, it can hurt operations and hinder accounting insights.
- **Training obstacles.** Because ERPs are complex, be prepared to invest in added (and often costly) training and consulting. This can include full-scale re-training and reskilling of your entire workforce, which can call for hiring an ERP specialist for an extended period of time.

Why QuickBooks Online Advanced is the best choice

As your business grows, you want an accounting solution that scales with it. QuickBooks Online Advanced meets this need—offering far more functionality than freeware and many paid accounting solutions while providing ERP features without the high cost.

Consider all the advantages of QuickBooks Online Advanced:


- **Far more robust feature set.** QuickBooks Online Advanced provides you with a powerful core accounting system to accurately record and track every financial transaction across multiple sales channels and departments. It also allows you to slice and dice data to gain full transparency into your financial position—at any point in time.
- **Workflow automation.** Beyond accounting functionality, Advanced also supports [workflow automation](#). This means that you can easily automate repeatable (and critical) processes that support streamlined operations and promote heightened efficiency across departments and roles. For example, build workflows for accounts payable and receivable to automate tasks such as launching unsent invoices, sending batch invoices¹, and sending payment due and overdue reminders. This also includes automating internal invoice and bill approval workflows.


¹ QuickBooks Online Advanced supports the upload of 1000 transaction lines for invoices at one time. 37% faster based off of internal tests comparing QuickBooks Online regular invoice workflow with QuickBooks Online Advanced multiple invoice workflow.








 PREMIUM
QuickBooks Time


 PREMIUM
QuickBooks Payroll, HR & Benefits

 PREMIUM
Fathom

 PREMIUM
Salesforce Connector by QuickBooks

 PREMIUM
Bill.com

 PREMIUM
DocuSign eSignature Connector by QuickBooks

 PREMIUM
LeanLaw - Legal Billing Software

- **Sophisticated reporting** is another advanced feature you get with QuickBooks Online Advanced. The system's Custom Report Builder allows you to select the data you want to see and create reports that are most impactful to your business.
- **App integration** allows you to build a system customized to your unique business needs—so you can operate Advanced like an ERP. Extend the core capabilities of QuickBooks Online Advanced with Premium Apps² integrations such as: QuickBooks Online Payroll³, QuickBooks Time (time card tracking), QuickBooks Capital (business funding), DocuSign (e-signature), Salesforce⁴ (CRM), Bill.com⁵ (A/P), and Fathom⁶ (KPIs). Integrate other apps to support industry-specific needs such as Knowify (construction project management) and Lean Law (legal firm project management).

Seamless integration with leading apps further elevates operational efficiencies and offers deeper insight into financial data.

- Premium Apps:** Apps may require a third-party subscription. Subject to additional eligibility criteria and fees.
- QuickBooks Online Payroll:** Requires a separate QuickBooks Online Payroll subscription. Additional fees will apply. For more information about QuickBooks Online Payroll see [here](#).
- Salesforce® Connector app by QuickBooks:** Available to QuickBooks Online Advanced subscribers only. Requires a Salesforce account, acceptance of Salesforce [Master Subscription Agreement](#) and [Privacy Statement](#). Integration supports Salesforce Professional and Enterprise only. Additional fees will apply. Features are accessible to only company admin roles. Connector only supports USD currency.
- Bill Pay by Bill.com:** Bill Pay is provided by Bill.com. See Bill.com's [Privacy Notice](#) and [Terms of Service](#). Additional fees will apply, including for transaction services, more information can be found [here](#).
- Smart Reporting by Fathom:** QuickBooks Online Advanced includes one license of Smart Reporting powered by Fathom at no additional charge. Fathom supports up to 3,000 active or inactive accounts in the QuickBooks Online chart of accounts, and up to 20 classes for the importing, reporting, and analysis of QuickBooks data. Additional Fathom licenses can be purchased at \$39 per month, as of 1/07/2020. More information [here](#). Fathom [terms and conditions](#). Fathom [privacy policy](#). [Fathom support](#).



- **Dedicated support.** With Advanced, you have access to the best training and team of experts. [Enjoy free training](#), [a highly dynamic user forum](#), and [a library of helpful how-to docs and videos](#). This means less training and more doing on your end.
- **Unparalleled security.** Applying industry-leading [security protocols](#), Advanced safeguards your data and protects your privacy. Get peace of mind that your data is safe from security breaches because our security specialists are always working to keep your data secure.
- **Scalability.** QuickBooks Online Advanced can easily scale with your business. Take advantage of app integrations to extend core functionality, unlimited Chart of Accounts and classes, batch transactions, and add up to 25 users to easily keep pace with business growth.
- **ERP features available.** Many ERP features are available in QuickBooks Online Advanced that you may not know about. When you consider the system's inventory management module, Custom Report Builder, user roles and permissions, and the ability to automate workflows—what you get is all the power and familiarity of QuickBooks with the muscle of an ERP.

Go with the solution that grows *with* you

QuickBooks Online Advanced offers the power (and familiarity) of the market's leading accounting application as well as many ERP features to support your growing business. This allows you to scale your business with QuickBooks Online Advanced.

While there are numerous alternatives to QuickBooks, including freeware, paid accounting systems, and ERPs, be sure to do your homework to determine which is the best fit for you. Weight the pros and cons carefully and compare features and functions to QuickBooks along the way. It's highly likely that you'll find everything you need in QuickBooks Online Advanced.

Learn more about the sophisticated features of QuickBooks Online Advanced and how it can scale with your business.

[Try now](#)

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