

FOR IMMEDIATE RELEASE

## **Gem Accounts Cloud Accounting Launches in New Zealand**

### **Serious Cloud Accounting for New Zealand is Here**

Finally, a mid-tier cloud accounting software that can replace all the functionality of your desktop system is here. Built from the ground up for medium & large businesses, Gem Accounts delivers the first real choice for businesses to replace their desktop accounting packages with a cloud solution.

Gem Accounts cloud accounting software has just launched its New Zealand version featuring stock and inventory, full quote to cash workflows, and flexible payroll system.

Gem Accounts is seeing a rapid uptake from accountants in Australia. Accountants are finding the Gem Accounts software a natural upgrade for clients who have outgrown cloud accounting solutions focussed on micro & small business. The Gem solution provides the full feature set that many accountants expect and are used to from desktop systems.

Some of the key features of Gem that are attracting clients and accountants alike are:

- Completely configurable payroll - includes preloaded New Zealand PAYE tax tables
- Stock & inventory management including purchase orders, freight handlers, back order management, assemblies (to suit manufacturers) and serialised stock.
- Fully featured accounting workflow from creating quotes, to sales transactions, to invoices, cash collection, full reporting set and multi company consolidations.
- Partner and Reseller Portal
- Recurring Transaction Manager - make virtually any transaction in Gem recurring.
- Project Tracking and Billing - including Timesheets

David Wilson from Gem Accounts explains that “Gem Accounts was conceived out of the frustration of many medium businesses and accounting firms with their inability to effectively embrace the technology revolution of the cloud. Cloud Accounting products were either geared for the big end of town with extremely expensive solutions or were aimed at mum & dad businesses. There was nothing suitable for the mid tier.”

Mr Wilson goes on to explain that “At Gem we aren’t looking to compete with the existing Cloud Accounting packages already on the market, we are creating a new space for those businesses that don’t fit into the limitations of these existing packages - be that either through structural limits like transaction volumes or feature limitations.”

“We believe Gem delivers the opportunity for many companies to embrace cloud accounting for the first time and also to give growing companies already on small existing systems somewhere to upgrade to. They may have hit the wall on system limitations or need the functionality of a complete financial package - because there are many basic accounting functions missing in most cloud accounting systems on the market right now.”

With the release of Gem into New Zealand, accountants can now provide a solid upgrade path for their clients utilising the cloud.

“It’s now possible to start off a small business on something like Xero, MYOB Live or Saasu so your client can start to adapt to the benefits of the cloud” says Mr Wilson “but when they grow and need more accounting functionality or start hitting system limits, then you can move them up to Gem. Once they grow into an Enterprise or need even greater functionality, the options are there to move them off Gem and onto something like SAP. The beauty is that now with Gem - the entire lifecycle of a business can run accounting in the cloud.”

Gem Accounts is now available for New Zealand businesses. Just visit [www.gemaccounts.co.nz](http://www.gemaccounts.co.nz) for more information and a 30 day free trial.

## **About Gem Accounts**

Gem Accounts has been designed from the ground up to deliver a fully featured, scalable Cloud Accounting Software system for Medium, Large and rapidly growing Small Businesses with all the features you would expect in a serious financial package at the price of a simple desktop package.

Gem is fast and functional for all sized businesses with all the features expected in a serious accounting system:

- Unlimited Transactions & Users
- Audit Control
- Integrated Payroll
- Quick & Easy Migration from Other Software
- Multi Currency
- Full Stock & Inventory
- Consolidated Reporting
- Full API for integration with Third Party Software

**Gem Accounts launched on September 18 2013 in New Zealand - please visit [www.gemaccounts.co.nz](http://www.gemaccounts.co.nz) or [www.gemaccounts.com](http://www.gemaccounts.com) for further details.**

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