

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

## Digital vs. Paper

For small businesses, the Digital vs. Paper battle doesn't have to mean a war. There are still hold-outs, but the time is drawing near for them to make the transition.

**Robert Mcnamara** • Sep. 25, 2012



Businesses across the globe are operating deep within a transitional period. Change has been underway for several years, and the end result is very near.

Throughout history, every great idea has been met with some resistance. In order for change to happen, transition must first take place and this often scares people. It is

the transition, not change itself, that is the most unnerving.

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

The music industry was caught out by its unwillingness to accept digital files as a legitimate way of distributing music. As a result, sales of physical format music have fallen year-after-year as the large recording studios continue to be baffled as to why they are not profiting in the same way as they once were.

The attitude of resistance and stalling to see what happened proved detrimental to the music industry as a whole. Artists suffered too as they earned less due to illegal downloading, while the consumer had less choice in the type of music they could buy. Lessons to be learned:

### **Make Clouds, Not War**

For many, even those who are otherwise very tech inclined, a pen and notepad is still the best way to record and formulate ideas. For me, sometimes seeing something in plain black and white text on a sheet of paper is more conducive to concentration than a small digital screen.

The problem, of course, is that you cannot carry around a thousand notepads, or miss out on an opportunity because you left the correct one at home or back at the office. It's the same in accounting. You'd be pretty peeved with your own accountant if they misplaced important receipts that were needed to file your tax returns.

With Cloud Computing, you keep digital records which allow you more time and freedom and offer your client more flexibility, security and instantaneous service that is unrivalled.

Society as a whole operates in an increasingly paperless world. Newspaper and magazine sales are down as people get their news and entertainment on PCs and mobile devices. People don't send letters anymore, they send email, which is much more convenient, cost-effective and speedy. Even important documents like bank statements are delivered to customers through the web.

Hardened “old school” business types may still cling to the concept of the “hard

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

to your needs.

**Google Drive** is the benchmark for work projects that need a collaborative effort and require constant updating. It is a good in-house tool for the working environment. **Dropbox** offers a similar type of service and can also be used to back up important personal files. **Box.com** offers a range of different services to the more advanced user or business.

Bookkeepers and accountants have an industry specific application, **LedgerDocs**, that allows financial documents to be securely emailed directly into its system, or via a portal.

It's all about identifying what your business needs and then utilizing the correct app to make your day-to-day business run as smooth as a 57' Chevy when it first came out of the GM plant 55 years ago.

## Benefits

- You'll never lose important documentation if you have a backed up digital copy.
- You don't have to carry as many bulky documents and folders around when travelling.
- You can reproduce your documents as many times as you see fit without ever having to worry about the cost or the effects on the environment.
- You can carry your entire portfolio with you wherever you go and access it at the touch of a button.
- Filing time is significantly reduced and staff resources are freed up for better use.

As tablets, smart phones, laptops and other mobile devices become cheaper and more popular with the general public, customers will expect you to use these innovations to conduct your business on a daily basis.

You don't even need to change completely, not at first. You can have the best of both

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

## Don't get left behind

If you want more time to expand your business and client base, meet the ever changing needs of your clients quickly and seamlessly, be more efficient and increase your revenue ... then applications for digital storage can help you to achieve all those things.

The transition from paper to digital is well underway, and accepting this change means you won't get left behind like some others will be. The mind-set will eventually change, it's just that some are slower on the uptake than others. Don't let them hold you back. Experience the benefits of digitization for yourself now. Don't fight it.

Small Business • Technology

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved