

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

built-in business intelligence to create a virtual CFO for small business owners.

**Isaac M. O'Bannon** • Feb. 21, 2014

After two years of development, Atlanta-based **FINSYNC** has launched a new online accounting system for small businesses. The program of the same name includes built-in features for invoicing, inventory management, bill payment and payroll processing, all integrated with the main accounting, general ledger and financial reporting.

The program was designed from the ground up, because businesses weren't finding what they needed in other programs, according to FINSYNC CEO Tucker Mathis.

“Effectively run businesses need the right information at the right time and quick access to cash and credit,” said Mathis, FINSYNC, CEO. “In 2011 we saw many businesses struggling to obtain timely financial results and metrics resulting in problems costing time and money. There were opportunity costs involved as well; banks weren't lending to businesses with untimely and inadequate financial statements.”

“The problem wasn't a shortage of options for accounting software; the problem was accounting software wasn't designed for a business owner / CEO. Accounting software, as we knew it, was an amalgamation of different parts that didn't communicate easily with one another. This often pushed the typical CEO to outsource data entry and bookkeeping. When it came time to make a decision about new inventory, increasing a customer's line of credit, hiring new employees, or borrowing money, the CEO became dependent on third party reports, which rarely came on time and with meaningful metrics and forecasts.”

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

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