## **CPA** Practice **Advisor**

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## From the March 2013 review section of small business accounting systems.

Intacct is a SaaS accounting product which really doesn't fit the definition of a small business accounting application. Although it can be used for small businesses, it is more of a mid-market product, with features and pricing which make more sense for a larger organization.

While some accounting firms are using this tool for client accounting, the tool is really designed for use doing in-house accounting for mid-sized organizations. Common applications which might be considered competitors to Intacct are other SaaS applications for medium and large businesses like Acumatica, Financial Force, Workday, SAP Business ByDesign, and NetSuite.

The Company has built up its partner ecosystem over the last few years, and has reported strong growth over the same time period. In additional to its accounting and bookkeeping firm partners, Intacct also works with Business Partners, which are traditional value-added resellers and IT consultancies that assist organizations with solution implementation and customization.

Intacct's value proposition for accountants focuses on the company's toolset for accounting and customizable financial reporting. One strength for the product is its tools for creating dashboard presentation of financial and non-financial metrics. Users can drill down on these dashboards to view the underlying accounting records which make up these reports. The product also has a Global Consolidations feature which can be used to manage financial reporting for organizations with units around the world.

The company's add-on marketplace now includes more than 50 integrated applications which connect to data stored within Intacct. For more information on

Intacct, users can visit the company's website at www.intacct.com, where they can

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