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forward, personalized accounting services to the cloud at an affordable fixed fee. The organization's team of accountants and advisors serve hundreds of entrepreneurs and ...

Jun. 17, 2019

Aprio<sup>®</sup> cloud  
Real-time business insights, personalized advice

Jirav

**Aprio Cloud** and **Jirav** have partnered to deliver scalable cloud accounting services with real-time, visual dashboards, reports and forecasting.

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The core of Aprio Cloud's mission is to deliver strategic, real-time insight that helps clients make faster, smarter decisions about their business, and Jirav shares that mission. This partnership will bring their mutual vision to life.

"Data visualization is key to advising our clients and keeping them engaged. As accountants and advisors, we can't just show clients where they've been. We need to show them where they are going, what options they have with different scenarios, and what it will take to get there," said Bruce A. Phillips, Managing Director and Partner of Aprio Cloud. "Jirav fills all of these needs for modern financial professionals and the next generation of Aprio and Aprio Cloud solutions," said Bruce. Bruce is a well-known innovator in cloud financial management and as the founder of HPC (now Aprio Cloud), he helped the company become the first Xero Platinum Partner in North America.

With rapid growth and a passion for smart technology, Aprio Cloud began searching for a solution that would help them standardize and streamline their reporting processes throughout the firm. "We chose Jirav because it was a comprehensive solution that fulfilled everything our accountants wanted to deliver to clients. Additionally, it is very quick to deploy. Just like our clients, Aprio Cloud is growing quickly, and Jirav allows us to scale our services to each client's needs," says Ambra Wellbeloved, COO of Aprio Cloud.

After piloting Jirav internally, the Aprio Cloud team began integrating Jirav into their client service offerings. "Our team loves Jirav and we are fired up to be able to bring clients a more sophisticated and visual solution for planning, analysis and reporting," adds Ambra. "We are always looking to leverage the best technology for our clients because as their advisors, we want to make sure data is meaningful, accurate and actionable. Our partnership with Jirav helps us do that in a seamless and consistent way across all our clients."

Jirav's CEO and co-founder, Martin Zych, has a deep appreciation for the challenges

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