



Atlanta Professional Accounting Helps Clients find Errors & Fraud

**Offers new value added service with AuditMyBooks™,
Intuit App Center solution**

At A Glance

Customer:

Atlanta Professional
Accounting LLC

Location:

Atlanta, Georgia

Industry:

CPA Practice

Business Challenge:

Protecting clients from
accounting errors and fraud at
a price that makes sense for a
small business.

Solution:

A new service based on
AuditMyBooks, an Intuit App
Center solution that
automatically analyzes
accounting records to detect
errors and possible fraud.

Results:

An affordable solution to a big
problem for small businesses,
plus a new value added service
to offer clients.



Customer Profile

Today's world is busier than ever and small businesses with limited staff are constantly faced with too much to do and not enough time to do it. Atlanta Professional Accounting helps its clients by allowing them to focus on the business while taking care of all their accounting and financial reporting needs. Small business owners know that time is valuable. Atlanta Professional Accounting helps its clients to maximize the value and impact of their time allowing them to spend it where it matters most... serving customers.

Business Challenge

Accounting errors and fraud are serious issues, especially for small businesses. They undermine financial decisions, result in monetary losses and in some cases even force companies to close.

Unfortunately, errors and fraud are very common in companies of this size. According to the ACFE, 40% of all fraud cases occur at companies with less than 100 employees. Small businesses also suffer the highest median fraud losses at nearly \$190,000 per occurrence.

Statistics like these are hard to ignore when you serve small businesses as their trusted advisor on finance and accounting matters. It's also hard to ignore the effort required to adequately protect clients from this growing problem, when you are a small business yourself.

Solution Overview

Atlanta Professional Accounting chose AuditMyBooks as the solution to help protect its clients from accounting errors and fraud, and because it works automatically, AuditMyBooks enables this new service in a fraction of the time required to do it manually. This means less time spent looking for "needles in the haystack" and more time spent on high quality interaction with clients.

AuditMyBooks was developed by small business experts with years of experience as ProAdvisors, Certified Fraud Examiners, Certified Public Accountants and Chief Financial Officers. Built for small business, AuditMyBooks offers on demand protection at an affordable monthly subscription price. It can be tailored to meet the needs of any small business regardless of industry and can be used daily, weekly, monthly or as often as needed to automatically analyze all accounting transactions in a matter of minutes.

AuditMyBooks helps to protect valuable financial resources and ensure that accounting data is reliable for decision making.

"As a Certified Fraud Examiner, I know the devil is in the details. Audits are common at larger firms, but small companies just can't justify the cost. Offering a service that analyzes all financial transactions without breaking the bank is important to me and my clients."

**Lisa Guerra
CFE, Certified ProAdvisor, CPA
Atlanta Professional Accounting LLC**

“Detecting accounting errors is important to ensuring sound business decisions. AuditMyBooks checks every QuickBooks transaction for the most common indicators of errors and fraud. Assuming I could run the same tests manually, I’d spend about 20 hours doing the same in-depth analysis on an average client – one time vs. all-the-time protection with AuditMyBooks.”

Lisa Guerra
CPA, CFE, Certified ProAdvisor
Atlanta Professional Accounting LLC

Business Benefits

It’s your client’s money, how do you protect it? For Atlanta Professional Accounting, protecting customers against accounting errors and fraud is important to maintain its position as a trusted financial advisor. These challenges can cause serious harm to any small businesses. Errors and fraud undermine financial decisions and result in monetary losses and improper reporting to banks and tax authorities. In some cases, fraud may even force a small business to close its doors.

Unlike manual reviews of transaction logs which are costly, time consuming and rarely performed, AuditMyBooks automatically assesses every accounting transaction in a matter of minutes to identify irregularities. The sooner these issues are discovered, the sooner corrective action can be taken. More regular diligence reduces risk to every business especially since AuditMyBooks provides the information necessary to quickly take corrective measures, ultimately helping Atlanta Professional Accounting and its clients to focus on business success and growth.

Since AuditMyBooks is hosted and secured on Intuit’s App Center, there is no software or hardware to install or specialized IT staff required for support, and it’s always up-to-date with the latest capabilities. With subscription based pricing, Atlanta Professional Accounting and its clients can use AuditMyBooks month in and month out; much like security software that detects viruses and spyware.

AuditMyBooks is a great way for firms like Atlanta Professional Accounting to expand its services to include enhanced protection from a serious problem facing millions of small businesses. AuditMyBooks can be easily bundled with other recurring services to provide a competitive new offering for clients.

The screenshot shows the AuditMyBooks dashboard for 'AMB Corp'. It features a 'Start a New Analysis' section with 'Scan Wizard' and 'Quick Scan' buttons. A 'Latest Analysis' box shows a scan from May 22, 2010, at 3:40 PM, with 102 records scanned and 31 warnings. A 'My Audit Modules' section lists 'Analyzer AP' (11 out of 11 rules enabled) and 'Analyzer All'. A 'Rule Spotlight' highlights 'Above Average Bill Payments'. A table titled 'Last 5 Scans' provides a summary of recent scans.

SCAN DATE	RECORDS	WARNINGS	# WARNINGS / REC...	RISK LEVEL
May 22, 2010 3:40 PM	102	31	30%	HIGH
May 22, 2010 3:38 PM	102	31	30%	HIGH
May 22, 2010 3:33 PM	102	30	29%	MEDIUM
May 22, 2010 3:30 PM	102	30	29%	MEDIUM

For More Information Please Visit:

AuditMyBooks
www.auditmybooks.com

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