



A study on cloud accounting practices in India

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Abstract

Cloud accounting is recent developed software based services in the field of accounting and business data management. Small business as well as large business recently uses this service more and more for smooth management of accounting information. With the launch of GST on 1st July 2017, the rise of online accounting software in India has increased its popularity. The objective of this research article is to get conceptual knowledge of cloud accounting and recent practices of cloud accounting in India. In this research paper the researcher focus on seven selected well known organization providing cloud accounting services in India. After study the researcher found that so many organizations doing well in the cloud-based accounting services and various kinds of services they provided to their client. A business organization either small or large can get benefit of these services according to its requirement and budget.

Keywords: cloud accounting, cloud-based accounting, accounting practices

1. Introduction

In the era of E-Commerce online services plays an important role. There are tremendous online services developed world wide. Accounting practices in worldwide is also become online various accounting software has already been developed and used by the accountant in their accounting practices. Now accounting services are become online an accountant can provide its services to various parities and business organization from their home without personally meeting to the party. To provide effective online accounting service to the clients so many software has been developed and used worldwide Cloud Accounting is part of this service. With the launch of GST on 1st July 2017, the rise of online accounting software in India has increased its popularity.

2. Objective of the study

The objective of this study is to get theoretical concept of cloud accounting current practices of clouding accounting in India.

3. Concept of Cloud Accounting

Cloud accounting is accounting software is recently trending among startups, small businesses and entrepreneurs is on limelight since 2019 in India. Online accounting is one of the business accounting software models which is shaping clarity in financial data across multiple businesses. Today accounting online is not just for small scale industries or solo entrepreneurs, but even for enterprises with a large number of concurrent users. If a person has basic knowledge of accounting, these systems are so perfect that a person don't need even an accountant to reinvestigate their books of account, unless he/she haven't perfectly entered their vouchers.

Cloud based accounting is system of accounting which maintain and handled accounting data and information by the various stake holder of business with the help of computer and internet anywhere and anytime in the globe.

4. Scope and Need of Cloud Accounting

Sid Nag research director at Gartner said that "They see increased cloud growth in the infrastructure compute services space as adoption becomes increasingly mainstream," "This has been predicted for a while, and the momentum continues to sustain in 2017 eventually is plateauing through 2020 as the market further matures."

Table 1: India Public Cloud Services Forecast (Millions of U.S. Dollars)

	2016	2017	2018	2019	2020
Cloud Business Process Services (BPaaS)	88	113	145	186	236
Cloud Application Services (SaaS)	396	527	675	824	1006
Cloud Application Infrastructure Services (PaaS)	107	141	182	230	287
Cloud System Infrastructure Services (IaaS)	486	725	1051	1473	2028
Cloud Management and Security Services	116	152	190	234	281
Cloud Advertising	123	158	189	223	266
Total	1,316	1,817	2,432	3,169	4,104

Source: Gartner (January 2017)

- a. The need for online accounting depends on requirements if one has the urgency of managing multi-store in different locations than this is the best option. According to Alignbooks "Cloud is not an option today, it is the only option"
- b. Cloud based accounting software is used software as a services it is an most popular alternative for Tally ERP 9 or other traditional accounting software. This software is popular among online accounting users in India.
- c. The cloud revolution will give an opportunity for micro-enterprises to shape their business with cloud-based accounting software. Because owners now can now access it anytime and anywhere, either be in on Linux, Mac or Windows platform and on any devices either be it Laptop, Tablet or Mobile or Desktop.

- d. With the rise of cloud services, business owners have and the flexibility to pay monthly or quarterly or annually under the pay-as-you-use model.
- e. Cloud accounting is a very good opportunity for small traders and manufacturers to acquire this software as an asset not expenditure and add on other modules as their business grows over time.
- f. Cloud accounting also provide advanced facilities like inventory management and payroll integration at a later stage if required.

5. Clouding Accounting Practices in India

There are so many companies who provide cloud-based accounting services in India now days but out of that the researcher focus on to seven well-known companies in this article.

5.1 Realbooks

REALBOOKS is one of the best cloud-based accounting software service providers in India. It provides lots of functionality and rich features into the system. It is one of the best accounts software in India, and free accounting software in India particularly for a single user with 500 entries a year. It is not just any online accounting software; indeed it is a version of the best ERP Accounting Software on the cloud. REALBOOKS provides vast and in-depth configurations, out of the box for real-time accounting purpose. The features of the products include simple inventory to advanced inventory with added modules, also integrated is the Retail POS Billing, Bar-coding & Inventory Management system. For Retail POS stores, it is also easy to file their GSTN reports as it seamlessly integrated with GSTN reports. An In-depth reporting on GSTR-1, GSTR-2, and GSTR-3 Reports makes REALBOOKS an ultimate virtual CFO for your Enterprise. It can also handle billions of records simultaneously and is built for scale. The user can be restricted to access the system from fixed locations using Static IP however; one can implement REALBOOKS for large companies as well as working in a distributed environment with lots of concurrent users and a high volume of transactions.

5.2 Reach

REACH is another popular cloud accounting software in India. It is also one of the best cloud-based accounting software in India popularly known for business automation. REACH is one of the easy to use Online Accounting Software ideal for any business willing to implement cloud accounting for Indian Business. This Accounting Software comes with features like the Business Dashboard, CRM, Inventory Management, Billing & Invoicing It also includes Repair Management, Accounting & Tax Management, Mobile App and many more integrated with an ERP system. GST Reports are available in this system.

5.3 Zoho Books

ZOHO BOOKS is a simple, easy-to-use business accounting system help in manage accounts online. It provides highly automated GST accounting software for small business in India. ZOHO comes under free accounting software under GST Scheme launch by Indian Government. So under the GST Free Software Government Scheme ZOHO is officially providing free GST accounting software for India with businesses having the turnover less than 1.5 crores. ZOHO

BOOKS is easy-to-use, online accounting software for small businesses to manage their finances and stay on top of their cash flow. It is ready accounting software that useful in send invoices, reconcile bank transactions, track inventory, generate reports also, a strong GSTN filing system is integrated into the system through an API which allows automated GSTN filing. Apart from these one can manually upload and file GST returns effortlessly as all Reports such as GSTR-1, GSTR-2 and GSTR-3 are tightly integrated with ZOHO BOOKS.

5.4 Quick Books

QUICK BOOKS is a registered trademark and a product of Intuit India Software Solutions Pvt. Ltd. QUICK BOOKS can be used for accounting online, which is known as cloud accounting software. It is a simple online accounting system for business owners to make informed decisions. With the help of QUICK BOOKS, software business can be run anytime and anywhere and get real-time data. One major feature of QUICK BOOKS which distinguish itself from other accounting software is the bank integration. Businesses can connect their bank account to automatically import and categorize transactions. QUICK BOOKS application also provides other API to integrate business with third party apps. Thus it can import bank transactions automatically with online banking. Millions of businesses around the globe love QUICK BOOKS and compliances including GST Reports such as GSTR 1 and GSTR 2 are also available for India.

5.5 Profit Books

PROFIT BOOKS is amazingly simple and fastest among the list of business best accounting software for small businesses. It is one of the fastest business online accounting software. However, PROFIT BOOKS is also best for inventory management to take complete control of inventory also, it helps in create beautiful invoices, track expenses and manage inventory without any accounting background. PROFIT BOOKS provides detailed tax reports on the items sold and purchased. This not only saves time during the tax period but also make tax consultant to take the faster decision. This online accounting software provide platform to the business for streamline the purchase management, faster fulfillment of sales order, manufacturing inventory management, warehouse and customer and supplier management. PROFIT BOOKS is complete solution of inventory and provides insightful reports on inventory workflow. It also provides free trial signup for startups and is a 100% FREE accounting software for a single user. GST Reports are available for easy filing in this online account software.

5.6 Zipbooks

Simplicity is the key to ZIP BOOKS, yet another best cloud-based accounting, and inventory software in India. ZIP BOOKS is the only super simple and easy to use cloud-based accounting software designed specifically for small businesses. It enables to streamline financial operations and increase productivity of business organization. It also provide access to all essential accounting, inventory, sales, purchase and CRM modules and like a full-fledged ERP system. ZIP BOOKS has a complete sales and purchase life cycle that is tightly integrated into the system Order to Cash and Procure to Pay life cycle can seamlessly manage entire

business operation. This enables business to make invoices directly from sales order and/or quotations and much more. Also, GSTR-1 reports are integrated into the system and published for best reporting. ZIP BOOKS does also have an ERP system named Zip ERP, an extended version of ZIPBOOKS. ZipERP is a full-fledged enterprise resource planning system for Micro Enterprise and Small and Medium Business in India.

5.7 Align Books

ALIGN BOOKS is the fastest growing digital disruptor in accounting services that combines ease of use with functionality and compliance. Also, it is an integrated multi-location, multi-language and multi-currency cloud accounting software loaded with rich features and dashboards and ready to use business solutions at unmatched costs with readily available GST Report in the system. With a solid foundation, ALIGNBOOKS also provides key capabilities and several features integrated into the system along with Built-in operational controls. ALIGNBOOKS key modules include sales, purchase, finance, inventory, POS, job work, production, payroll and asset management. Some of the common features include approvals, users' access and privileges, multi-currency, multi-location, dashboards and MIS, Email/SMS notification and user-defined fields and attributes.

Conclusion

The organization and services provided by them discuss above are only well-known organization. There are so many other organizations available in Indian and all over the world that provide the same kind of services. A business organization either small or large can get benefit of these services according to its requirement and budget. The cloud accounting is a new dimension in the field of account and it is the need of present scenario of E-Commerce and digital world. Cloud Accounting makes business management and handling of business transaction easy and handy. One can manage their business, its transaction and information anywhere anytime across the Globe with the help of internet and computer.

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