



OATS

Success Story

accountsIQ 
intelligent accounting online

At a Glance:

- **Company**
Based in India, a provider of outsourced accounting and finance functions UK, India and the USA
www.Oats.co.in
- **Location**
India
- **Industry**
Business Process Outsourcing
- **Challenges**
Providing a real time service, transacting in multi-locations and multi-currency, whilst maintaining the “we are just next door” feeling
- **Solution**
Online accounting solution allowing collaboration, that meets the needs of clients who demand instant access to their accounts, reports and analysis
- **Results**
Increased client visibility
Extensive reporting capabilities, including dashboards and KPI’s
Pay as you use, no large up front expenditure for us or the clients



“Our clients are most impressed with having access to their accounting information and extensive reporting and analysis 24-7 from any internet connection. The system saves a lot of time on both client and practice sides of the business”

Anant Govande, CEO, OATS

OATS makes the move towards the Cloud

Business Profile

Outsource Accounting and Taxation Services (OATS) is a BPO service provider based in India focused on offering outsourced accounting and finance functions to clients in India, the UK and the USA. OATS clients can choose a full-outsourcing solution or “off-shore” any part of their finance function. OATS has a qualified team of accountants who can handle business processes from sales order processing through to production and analysis of monthly management accounts from their low cost base in India.

Challenges

With clients operating in multiple countries and transacting in multiple currencies, the challenge was to find the most efficient way to allow us to provide the service from India but make the client feel like their finance function was next door. We needed to find a solution that could be put this in place without significant upfront investment and yet gave 24-7 access to our international clients.

Solution

AccountsIQ allowed us to harness the power of the Internet, allowing both practice staff and our clients to collaborate on the same data and work together in real-time. We can give clients on-demand access to their accounts, reports or analysis. We evaluated a number of systems before trialling accountsIQ with one client and found it easy and intuitive to use. We then moved other clients over on a phased basis. We didn’t need much support but when it was required we found it very responsive

Key Benefits

- Allowed OATS take on more clients without increasing headcount
- It frees up practice staff to focus on more value-added activity
- Our services generate savings of over 30% versus carrying out these activities in-house
- Increases the client’s visibility of the quality of service they are getting. They can see daily progress on their accounts not just end of month
- Has extensive reporting and analysis capabilities allowing us to produce powerful management information (including graphs and Key Performance Indicators)
- As we only pay as we use, accountsIQ is very cost effective. We were considering a network system and server set up which would have cost in excess of \$30,000. With AccountsIQ there was no upfront investment for us or our clients

“AccountsIQ was the flexible multicurrency system we needed to be able to offer a fully outsourced finance function to our international clients from our base in India”

Avant Govande, CEO, OATS