



Media Release

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Reckon & IPA announce Industry First Cloud Accounting Partnership

Partnership aimed at accelerating businesses' migration to the cloud and boosting SME productivity

SYDNEY, Australia – 1 August, 2018 - Accounting software provider [Reckon](#) (ASX:RKN) has today joined forces with the Institute of Public Accountants (IPA), to launch a member first cloud accounting solution. The unique, first of its kind industry partnership will empower small to medium sized enterprises (SME) to deliver a greater customer experience by leveraging the cloud to bolster productivity and fuel growth.

Launched following in-depth feedback from members, the strategic move will see the introduction of IPA Books+, a white labelled version of Reckon's flagship cloud accounting solution Reckon One. Over 35,000 members of IPA, who are mostly either servicing SMEs or small businesses in their own right, will now have access to simple and affordable online accounting software to make running their business easier.

"Moving to the cloud is a key focus for many of our members and their clients over the coming year, as they look to tackle the next phase of business growth," said IPA chief executive officer, Andrew Conway.

"The partnership with Reckon is an exciting one. It will enable a myriad of benefits including remote working and the ability to access real-time business-critical data such as cash flow at anytime, anywhere."

"As recent reports from the Australian Small Business and Family Enterprise Ombudsman has revealed, a staggering 45 per cent of small businesses are yet to adopt online accounting solutions. With the advent of Single Touch Payroll, the time has come for IPA Books+, a single, reliable, comprehensive solution," said Mr Conway.

Sam Allert, CEO of Reckon, said, "The cloud accounting partnership is an exciting industry first, as we align our business' strategic priorities and continue to better support SME's across Australia.

By taking the powerful technology of Reckon One and partnering with a leading member focused organisation, we are delivering a unique solution that goes beyond technology to include training, development, events and support.”

“The transition to the cloud will enable IPA members to automate a great deal of administrative work. This frees them up to focus on higher value tasks such as advisory services, which will no doubt open new revenue streams and growth opportunities,” Allert added.

As with all Reckon products, IPA Books+ is also enabled for the Australian Taxation Office’s Single Touch Payroll reporting requirement. Allert noted that with over 600,000 small businesses with 19 or less employees looking to get compliant come 1 July 2019, this presents a massive opportunity for both organisations.

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For further information, please contact:

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About Reckon

Reckon is an ASX listed and Australian owned company with over 30 years’ experience delivering market leading solutions to accountants and bookkeepers, legal professionals and small to medium sized businesses. Reckon’s software services are designed to make accounting faster, easier and more productive. Find out more at www.reckon.com