



Media Release

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Reckon and Zapier Partner to Dramatically Reduce Small Business Admin through Automation

Reckon One customers can now link their accounting software to over 1,000 cutting edge apps on Zapier to streamline processes, reduce repetitive admin and save time.

SYDNEY, Australia – 11 September, 2018 - Australian accounting software provider Reckon (ASX:RKN) has today announced a partnership with online automation tool Zapier, aimed at bolstering small business productivity. The move will enable Reckon One customers to automate repetitive admin, whilst streamlining workflows and processes, without the need for deep technical skills.

Zapier enables users to connect the apps they use to easily automate daily tasks, all without the need for any coding know-how. Through the creation of triggers and actions, known as Zaps, it monitors data changes in one application to trigger actions in another. Through these, Reckon One can now be linked to over 1,000 commonly used cloud applications across eCommerce, CRM, inventory, project management and beyond. Reckon One was previously synchronised with a limited number add-on apps.

To get users started, Reckon One has created over ten templates for some of the most common multi-app tasks, covering integrations with Gmail, Shopify, Stripe, Infusionsoft and Cyfe. Whether they want to update Reckon One with Shopify sales, Stripe charges, or Infusionsoft contacts, customers can now do this quickly and easily to streamline repetitive tasks and focus on more important work.

Furthermore, anyone can build their own custom workflows. These can be created with a few clicks, making it simple to build code-free workflows that save many hours per week.

Sam Allert CEO of Reckon commented, "Today's small business owners use an array of applications to manage their work. While these tools are essential, moving information from

one source to another takes time that would be better spent on creating growth. Automation once required complex programming, but Zapier and Reckon have made it possible for any small business to significantly reduce its admin.”

The modular design of Reckon One means Zapier can be used to combine single functions such as task scheduling with tools from an external app, to create a bespoke business solution at an affordable cost. For example, customers can use the Reckon One Projects module or choose to use Trello as a project management tool — thereby saving money while getting the optimum combination of features.

Allert added, “As a progressive technology company, we recognise customers would benefit by combining our best in class accounting solution with other productivity tools on the market. The modular structure of Reckon One allows small businesses to only pay for what they need, offering the best value around. Every business has different needs, and our Zapier integration further allows owners to build a solution tailored to them.”

Reckon One is listed as ‘Free Forever’ on Zapier, allowing Reckon customers to create two-step zaps with other free tools on the platform at no cost. The plan offers up to 100 tasks per month and allows five actions, searches or triggers to be live at any time. Additional price plans can be viewed on the Zapier website. For Reckon customers, Zapier is now available on the Reckon add-on marketplace.

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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