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Letter From The Editor



Dear Readers,

Taxes are more than just a legal obligation for organizations – be it small entities or large enterprises, and although you might not think of summer as traditional “tax season,” there are actually various important tax aspects that you can fine-tune during this time of the year along with sorting out all those tasks that you have been putting on hold. Indeed, utilizing the summer slump to reassess and plan your financial strategy is a great way to prepare for the upcoming tax season, which eventually helps in minimizing the chances of those last-minute hassles.

I, along with my team at Fizzfx, did comprehensive research regarding how the summer slowdown impacts owners of SMBs and accounting professionals. Most of them stressed about the lack of enough work during the summer months and were looking for innovative ways to keep themselves motivated.

In this September Edition of Fizzfx - A Sagenext Publishing, we have presented a detailed write-up regarding how small business owners and accounting professionals can strategize their off-season and peak-season game plans and make the most of their operations during the summer slowdown. In addition to this, we have compiled an informative piece that emphasizes how modern accountants and tax practitioners can keep themselves motivated during the busiest times of the year. Also, we have put forward a write-up about Artificial Intelligence (AI) and how it is going to shape the business world of tomorrow.

At last, I would like to extend sincere gratitude to you on behalf of my team for appreciating our efforts. I assure you that we will be coming up with more interesting and informative content in our upcoming issues.

Have a happy read!

Ehtesham Haque

is the Chief Executive Officer of Sagenext Infotech and one of the Directors of The Sagenext Group. As a leader, he has been heralding Sagenext's transition into an all-round IT hosting company, pushing its cloud infrastructure and hosting solutions to counteract the mounting demand of CPAs, accounting professionals and small and mid-sized businesses across the world.

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Simple Steps For Choosing The Right QuickBooks Hosting Provider

Analyze your needs

Make a checklist of the needs that you wish to fulfill by hosting your software on the cloud. As different cloud vendors will have their own set of specializations, finding the one who meets your requirements will be advantageous for you.



Set Your budget and go for affordable pricing



As most of the businesses that go for hosting services are small and medium-sized, choosing a hosting provider that offers hosting services at affordable prices will be an added advantage for you business.

Standards of Data Centers

Affordability is essential, but for the safety of your critical business data, you also need to ensure that your chosen hosting provider is following required compliances.



Number of Customers They Have Served

Experienced hosting providers will be capable of recognizing your business calls and therefore, will provide legitimate solutions to your hosting related queries.

Scalable Solution

Every business needs a competent hosting provider who provides them the flexibility to scale their hosting plan up and down based on the business needs.

Customer Support

Verify whether your hosting provider offers 24*7 availability, do they have expert and certified support, and check their average resolution time of answering a query.

Advanced Data Security

If you are planning to hosting your software and store your data on the cloud, you need to investigate whether the hosting provider is meeting security compliance or not.

Avail The Free Trial

Many QuickBooks cloud providers offer free trial services and to make an informed decision, you must take advantage.

Make The Most Out Of The Summer Slowdown This Year

For accountants, particularly the independent ones, summer may not be the best time of the year. No, we are not talking about the good, happy, sunny days when you head directly to the beach. And, certainly not about the warm evenings you like to spend with your family, sipping on iced tea. We, here, are talking about the slowdown that comes in the accounting industry as summer arrives. It is that time of the year when the tax season is finally over, your clients are away holidaying, and you find yourself waiting for them to return and resume the work.

So, do you think the summer slowdown is bad?

If yes, it is time to rethink. A lot of accountants stress about not having much work to do during the summer months, i.e. June, July, and August. Whereas, the opportunist who is always looking out for a learning moment, treats summer as the time to absorb as much knowledge as he can. Since you find yourself with more time at hand and a freer mind, it is a perfect time for you to hone your skills, catch up with your people, or even go on a vacation yourself, because, why not?

[Here's how you can make the most out of your summer months when your accounting practice takes a bit of a dip.](#)

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How To Keep Your Accountants Motivated When Deadlines Are Approaching?

Accounting can be highly demanding at times, particularly when the tax season is on. There are a ton of deadlines to meet- from paying taxes to filing returns, and managing the clients' accounts, the list doesn't end.

And, when a single accountant is handling multiple numbers of clients, the duties tend to multiply. So, with deadlines approaching and stress piling up, a lack of motivation can be commonly seen in accountants.

However, with careful planning and a change in the work culture, accountants can be pumped up with the motivation to handle pressure without affecting their productivity at work. But, how will that happen?

The Unforgiving Deadline Culture

Coming from a culture where the constant motivation for accountants is to meet with deadlines, managing stress can be a tough nut to crack. But, this nowhere specifies that firms need to let their accountants work without inspiration. There are a few simple hacks to keep accountants motivated, even when the pressure is unbearable and the stress is reaching the peaks. For instance, a change in the work culture can do wonders.

But, Why Do We Need A Culture Change?

Up until now, accountants have always been deadline-driven. But, following the traditional culture of working to meet deadlines has its own share of harms. There are many reasons why the deadline culture is degrading the productivity of accountants. From bearing heavy

finances to staying up late in the office and taking the thrash from the clients, accounting has often been more of a challenge than a job to enjoy. Although smart software solutions such as accounting software and practice management tools have entered the market for good, the work-pressure has simultaneously multiplied.



How Can You Keep Your Accountants Motivated?

Whether your team is dealing with the tax season blues or if you are suddenly experiencing a boom of clients, one thing is common that the work pressure is soaring. To deal with challenging situations like these, you can take the following steps to motivate your accountants:

Encourage Your Employees To Learn

Motivation does not always have to be deadline-driven. Sometimes, it is necessary to motivate your employees to learn things outside of your day-to-day practice. For instance, if you are introducing new accounting software into practice, such as Sage, or migrating into the cloud with QuickBooks hosting, your employees must develop the skills to work on the software with complete

efficiency. Although working on accounting software may not be much of a challenge for a tech-savvy accountant, little training is still required to troubleshoot when needed.

Soft-skills Are Important Too

Most accountants or rather most professionals end up focusing and grilling on their technical skills to move ahead in their career graph. But, this is a mistake you need to stop your employees from making. Clients do not need robots to handle their accounts. That's where soft-skills become important. An ideal accountant must know how to deliver bad news, how to welcome new clients, how to talk to them and make them feel comfortable, and how to make them understand the technicalities. Trust your employees to manage a team, give them short lessons on how to deal with difficult situations, and let them learn from situations.

Learn How to Develop A Business

Business development should start from the start. It is nowhere justified to give your business a decade and then wonder- 'why we didn't grow'. On the contrary, businesses must involve talented professionals on the floor in helping them grow. The graph of business growth must always go up and if there is something lacking, firms need to hire people who know how it should be done. Suggestions from employees should be sought, implemented, and encouraged at all steps. **Need more tips?** [Click here](#)

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Artificial Intelligence: Are We Heading Towards an Era of Massive Unemployment?

In generic terms, Artificial Intelligence (AI) means infusing human intelligence in machines. It is the conglomeration of automation with machinery by humans to invent various thoughtful technologies such as self-driving cars, impersonate humans, robots, and more.

The classic definition of AI can be elucidated as machines developed by humans that can mimic human behavior. On the other hand, machine learning, a subset of artificial intelligence, can be described as maneuvering statistical techniques and algorithms by computer systems to skillfully perform a specific task without much human interference. In simple words, AI can easily complete a repetitive task, without getting distracted as humans do.

Do We Really Need to Worry About AI Replacing Humans?

According to reports, it is estimated that artificial intelligence will be acquiring more capabilities and will hence take up more jobs and will supplant more people in the process. However, when it comes to finding out the ground reality, we need to dig deeper. AI will surely acquire the jobs, but it will also open doors for various contemporary opportunities. Artificial Intelligence will perform tasks that are repetitive in nature, and therefore, will replace the monotonous tasks to emancipate humans to undertake the more challenging ones.

Take the example of accounting. On one hand, accountants and accounting firms are using software such as QuickBooks,

Sage, etc. to fulfill the role of accountants. While, on the other, the scene is quite the opposite. For example, if you are a prodigious or mushrooming company, you need to make decisions on a frequent basis. For which, you will need an expert accountant to complement your hosted accounting software. Thus, even though the imperative but monotonous tasks will be taken care of by the software, the more challenging ones that involve the power of decision making will still be done by humans.



So, Is Artificial Intelligence A Friend?

As already specified, artificial intelligence is capable of carrying a slew of tasks that humans find otherwise boring or time-consuming. But, when it comes to seeking reliable advice or adding a human touch to day-to-day decision making, AI still has a long way to go. For those worried that artificial intelligence will take up their jobs, there is a long time for that to happen. Technology is powerless unless humans allow it to be, and that gives humans the edge over machines. There are countless reasons why AI is more of a friend than a foe for us. Let's see how:

Robots Do Not Get Tired

Robots can perform laborious tasks without getting tired, sick and feeling low. They can endure a hostile environment, without getting affected by it. With the help of the set programs in their system, they can

efficiently perform tasks while freeing humans to do more productive and important tasks.

AI Is Changing Work Dynamics

AI helps to save our time, which we can then utilize to do more competitive tasks, such as developing new services that can further assist to enhance our overall productivity.

A Machine's Work Outcome Is Based On Algorithm

We are compelled to be intercepted by our emotions, which is a hindrance to constructive decision making. Whereas, machines can think logically, and can make practical decisions without feeding into emotions. Hence, it will do what is needed without being biased.

How Machines Work?

Unlike humans, machines do not require regular intervals to recharge. AI can do repetitive and monotonous tasks more actively with a negligible chance of errors, that too without getting bored.

The Bigger Picture: Can AI Really Replace Humans?

Finally, the question arises whether 'AI will replace humans'. Well, the answer is still controversial. To know the answer, [click here](#).

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