



**THE GLOBAL VILLAGE**

**WHERE BOUNDARIES ARE**

**A BY-GONE ERA**

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## WELCOME TO A NEW WORLD

In 1998, two of the SAASU founders sat in a Café in Victoria Street Darlinghurst and asked a simple question;

How can we take accounting software to the online world – as they say the rest is history.

At this defining moment, little did Marc Lehmann and Grant Young know they were about to embark on a road less travelled that would truly propel them into the world of pioneering genius.

In 1998 the IT bubble was nearing the top of it's cycle and outrageous amounts of investor funds were being pushed into businesses that did little more than create blue sky concepts that never came to fruition. The path was being paved for true pioneers to venture into an unknown and untested landscape.

For two years, SAASU was developed and fine tuned until it was launched in production in the year 2000 (right at the time the bubble burst). Perseverance, patience and sheer determination has positioned SAASU as one of the world's leading online accounting software companies.

Today SAASU boasts a client base of over 11,000 in 50 countries around the world. The product uptake has been occurring at a phenomenal rate and includes SME businesses through to enterprise size clients.

The tyranny of distance is no longer an issue – if you have web access, you have access to your financial data in real time from anywhere in the world, 24 hours a day, 365 days a year.

Sitting across an SQL Database and written in ASP.NET, SAASU exploits the latest security protocols using 128 bit Secure Socket Layering (SSL) for data transfer.

It is reassuring to know your data is housed in the finest global facilities hosted by Amazon Web Services. The cloud has truly come to online accounting. When you need sharp bursts of bandwidth technology, the cloud allows your search instruction to return in the fastest possible time. The result is faster data processing, faster search queries and highly efficient finance teams.

Never before has real time access to real time information been more accessible. SAASU has been designed to scale rapidly based on your organisations needs. You no longer have to transmit data files between site offices and regional head quarters. Staff across the world can work in the same data file and update financial transactions in real time. Business Intelligence is heightened and the CFO or business owner now has access to data to make informed and timely decisions.

The uptake of cloud computing at the corporate level has been prolific in recent years. Cloud computing is now widely researched and discussed in the public domain. In an attempt to strip costs out of businesses and make systems more accessible, businesses are moving their information infrastructure to the cloud.

The pioneers are no longer that – cloud computing has become mainstream and SAASU were the true pioneers in the online accounting space.

Some of the key defining SAASU attributes include;

- Over 11,000 global customers in 50 countries
- A client retention rate of between 98% and 99%
- A community customer base that continues to grow exponentially every day
- A prolific uptake of product use across industry sectors
- Long term strategic partner relationships with key contributors to the SAASU story

### SAASU Just Works

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## TIMELINE OF KEY EVENTS





















With the advent of time, SAASU has continued to grow and evolve into an even better product company. Continued development in 2010 and beyond will see feature rich functionality released to improve business processes.

The wider network of SAASU partners has generated further product and solution focus and Partners are a key component of the SAASU story. SAASU partners can assist with;

- implementation and training
- migration from other accounting systems
- connectors to integrate front of house ecommerce sites to the back office accounting system
- business intelligence tools to extract meaningful information out of SAASU

## WHEN DID SOFTWARE AS A SERVICE BECOME MAINSTREAM?

Application	Usage	Launched
	Email and calendar	May 2003
	Photos	February 2004
	Travel	2000
		2007
		2006
	Project management	2004
	CRM and contacts	March 2007
	Accounting	1998!!!
	Time tracking	2006
	Presentations	2006
	Video	2005
	Contacts and CV	2003
	To do list (integrates with Google)	2007
	Events	2003
	Events and tracking	2004
	Tracking, problem solving	July 2006
	Lifestreaming	2006
	Location awareness	2008

Software As A Service by definition has been around for over ten years. It was not until the six years ago, that some of the world's largest names launched and put their mark on the world. Google was not launched until 2003, YouTube first hit the web in 2005, LinkedIn was brought to life in 2003.

One of the few SAAS online products to launch at the time of SAASU was Trip Advisor in 2000. The above table demonstrates how SAASU has been and will continue to be a serial pioneer in the true sense of the word.

It would be difficult to find any other SAAS companies in existence today, that had the pioneering spirit and thought leadership demonstrated by the founders of SAASU prior to the turn of the century.

Today we see many media outlets reporting on and promoting cloud computing. Corporations of significant size are running SAAS products such as Salesforce.com and the impact to traditional software vendors is significant. The landscape is changing and software vendors must now "move with the times" in order to meet customer demand.

## BEWARE OF THE MASQUERADE

As you scan the market place for true online SAAS solutions, you will stumble across software vendors "masquerading" as providing internet based solutions.

There are numerous mainstream accounting software vendors both in Australia and overseas who simply take a copy of your data file, place it on a server and provide you with a frame relay link to access your data. Their spin doctors and marketing machines describe this as internet accounting. It is not internet accounting, as you rely on the frame relay link being available to run your application.

Internet accounting by definition means running an accounting system that has been developed in a language common to web based applications. This generally means languages such as ASP.NET or 2.0 Net. It does not mean a copy of your data file accessed via a frame relay link.

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## SAASU AS A VERY REAL OPTION

Every CFO, Finance Manager or business owner faces the same eternal problem – getting access to real time financial data so as to make real time informed business decisions.

Most organisations with geographic operations outside of their corporate head office will have a number of different accounting software packages operating throughout the business. This poses very real problems and integration challenges. Accessibility and visibility into financials is often not known until the month end “file” is submitted to head office. Forecasts and Budgets are only validated against actual data after month end.

- What would happen if CFO’s could access financial data at any point in time from any location around the world to aid in real time decision making
- How much faster could month end closes be delivered if the CFO did not have to wait for file submission from regional offices
- What cost savings could be implemented by using one vendor across the organisation for subsidiary offices

SAASU can answer these and many more questions about implementing one solution for many operations. We understand the corporate head office may use a large scale ERP for the Parent Company operations. We also understand the large scale ERP solutions are not always appropriate for subsidiary operations. That is where SAASU moves into a league of its own.

Written across and SQL Database in ASP.NET, SAASU offers a rapidly scalable solution without impact to performance across many users. Understanding that accounting software is mission critical to any organisation, SAASU have taken great lengths to ensure data integrity and protection of security protocols. SAASU utilises the latest security technology available. All data transmission and transfers occurs across the 128 bit Secure Socket Layering (SSL) protocol. This is the same internationally recognised security defence mechanisms used by many of the worlds leading banks for internet banking.

Until 2009, SAASU was housed in Australia in one of the countries leading data centres. Security and data protection was second to none. With the advent of cloud computing, SAASU saw the opportunity to elevate the product even further and truly lift performance to never before recognised levels.

In July 2009, SAASU moved its infrastructure to Amazon.com – the worlds leading cloud computing specialist provider. This was an auspicious occasion for SAASU and has been the most significant upgrade in the products history. Moving infrastructure providers for a business with in excess of 10,000 clients was a task never to be underestimated. The infrastructure was relocated without fan faire and in fact clients only knew when they next logged on and the system was literally moving at faster than the speed of sound.

The result is a cloud based SAAS product that delivers results to users at lightening speed. Since moving to the ‘cloud’, there has been a prolific increase in the number of international clients. Having the infrastructure sitting in the cloud, means that user demands on the system are prioritised based upon pipe availability around the internet. When a call is made to generate a report or transaction in SAASU, the cloud looks for available bandwidth pipeline and allocates the user the spare pipeline to return results in the fastest most efficient manner possible.

The cloud is truly contributing to more efficient, results generating businesses.

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## PRODUCT SET AND FEATURES

The SAASU module set includes the following features:

- Contacts including Suppliers, Customers and Employees
- Purchases and Accounts Payable
- Sales and Accounts Receivable
- Inventory Management including Combo Items and Location attributes (up to Global Version)
- Inventory management including serialisation for Batch/Lot, Expiry Date, Location (ERP Version)
- Creation of Combination Items (finished goods consisting of raw components)
- Fully integrated payroll and auto generate functionality
- Automated Sales and Purchases transactions
- Full reporting from Trial Balance to Balance Sheet inside the application
- Business Intelligence Tools that sit above the application for data interrogation and dashboard reporting
- Integration through the API with external systems for data entry imports
- Cash Flow Reporting
- Customisation of Templates for Sales and Purchases
- General Ledger Module for journal entry
- Batch payment processing
- Creation of bank load files(Australia only)
- Import bank transactions directly from banking system or via CSV import file
- Profit & Loss tracking by Job or Cost/Profit Centre
- Lock down accounting period after month end close
- Multi Currency
- Released with tax customisation for 50 countries
- Customisation of Tax Codes for local jurisdiction
- Email invoices directly to clients out of SAASU
- Generate Statements and month end activity reports in PDF to email to clients
- Integration with Content Management Systems (CMS) for transaction flow automation
- Fully integrated payroll system
- Integration with social networking sites including Facebook, Linked In, Google maps for fast lookup and find

## INDUSTRY SOLUTIONS

SAASU has gained interest across many varying industry sectors over the last ten years. The product set was primarily used by technology savvy businesses who conceptually understood web based accounting.

In the early pioneering days, web based accounting and cloud computing was met with a great deal of scepticism. Today web based accounting is mainstream and gaining further momentum each and every day.

As has time passed, the level of interest across different industry sectors has also increased. A small snapshot into the world of accounting has been provided to showcase the possibilities with SAASU.

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### **Global IT Company in Supply Chain Software**

When the parent company was divesting its business interests, our client was searching for a solution to service their operations across the United States, Australia, Singapore, United Kingdom and Hong Kong. They were previously using SAP as their ERP system and the smaller spin off could no longer afford the incredibly high license fees. The newly formed company would have a staff of 70 spread across five countries. They would have finance staff in the US, UK and Australia providing shared services to other parts of the world.

The solution was simple – to find an accounting system that could be accessed by the Venture Capitalists, Finance Staff, Senior Management and any other users they needed. The solution had to be scalable without any impact on performance based on the number of users accessing the system at any one point in time.

Our client needed to record Sales based on product categories for reporting purposes which was driven by the Chart of Accounts and TAG reporting. This gave them greater visibility into the business to understand where business was actually taking place.

Against a line up of Tier One software vendors, SAASU was the preferred choice for speed to implement, ease of use, return on investment, global access, internal controls and partitioning of user access levels.

### **Ecommerce Retailer**

For any SME business, keeping up to date with Bookkeeping is a hellish experience that detracts from the core business. What if the ecommerce transactions from your website, could be fed directly into your accounting system?

SAASU does exactly that – it takes your daily sales as either single transaction or batch entry and feeds the transactions via the Application Programme Interface (API) directly into SAASU.

You no longer have to “do your books” – well to some extent. Most SME retailers have a large volume of sales transactions every day. If your CMS has an API, then it will be able to feed directly into SAASU saving the retailer time and money on accounting fees.

Depending on your Content Management System (CMS) Shopping Cart, the stock management system will most likely be retained within the CMS and send feeds to SAASU via the API.

The two systems can be connected using the API so that your CMS and Financials are kept up to date in real time.

Business owners now have the potential to know what is happening, when it is happening and how it is happening.

Never before have businesses operated in such a high tech age. With the appropriate investment in infrastructure and technology, access to business intelligence is truly in real time.

### **US Global Health Care Provider**

Our client was looking to take back an Exclusive Distributor arrangement that had been in place for a number of years in one of their Asian operations. The decision to take control of the business operations was decisive and military in execution.

Our client needed a solution that could be implemented within a matter of weeks. This was a tall ask for any solution provider. SAASU and MYCFO set about designing a solution that could meet our client’s needs within the tight timeframe. There were very specific needs around inventory management. Being the health care sector, our client is subject to strict certification and controls. The same rigours and demands were placed on SAASU and the product passed certification testing under CERT 21 Part 11 – a requirement of the Federal Drug Administration in the United States.

The result was a complete overhaul of the Inventory Management system in SAASU which resulted in attribute tracking including Lot/Batch Numbers, Expiry Dates, Stock Location and Serial Numbers.

The solution was implemented on time and on budget whilst exceeding the client’s expectations.

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### **Restaurateur & Beer Brewer**

As a boutique beer brewer and equally famous restaurateur, the client needed a solution that their Accountant & Bookkeeper could access remotely. Based in the Yarra Valley, the thought of transferring their MYOB file back and forth to their Accountant just did not appeal. They needed a solution that would allow them to capture time for payroll based on casual shift workers and penalty rates.

The manufacturing process is attributed to many components making an end product. Work In Progress accounting was critical to the client and they needed a solution that was scalable and flexible.

The choice was obvious – SAASU provided them with a flexible payroll solution that fitted the casual nature of their workers, they were able to record Work in Progress to generate accurate Profit & Loss Statements and their Accountant could perform his role in the data file – without the need to send the file back and forth.

## **SECURITY AND DATA PROTECTION**

One of the questions constantly posed to SAAS software vendors is around data security – and rightly so.

SAASU sits across an SQL Database and is written in ASP.Net. This allows for a scalable solution without impact to system performance.

Your financial data is very important to you and protecting it has been central to our business success for nearly 10 years.

### **Software Security vs. Online Accounting Security**

#### **SOFTWARE ACCOUNTING**

» An employee can take a copy of a software accounting file from your site without a trace.

» A computer with an accounting software file on it if stolen potentially creates a large privacy, security and recovery issue.

» A computer is vulnerable to viruses, botnets, trojans and other malicious attacks that read, take or corrupt data and applications stored on your computer

» People often store credit card numbers in accounting software files which is a major security issue if all the appropriate best practises aren't followed (including PCI compliance)

#### **ONLINE ACCOUNTING**

» Saasu tracks employee access and logs activity to help you understand what employees do.

» Saasu doesn't store your data on your C:drive so all you need to do is to get/borrow or sign into another computer and you are up and running again.

» When you access Saasu you are using a web browser which reads data on our servers.

» Saasu can process card payments with a gateway without storing the card number on your computer.

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## Application Access

We use SSL (Secure Socket Layer) just like online banking services to encrypt the information passing between the browser and the server to stop any potential hackers from accessing your data in transit. Access is username/password protected. Password resets can only be processed after identification check or via a reset email delivered to the users email address. Once logged into the system, the user can only access information that they have permission to view.

The Role based access system allows the file administrator complete control of access to your information.

Only a few admin level staff have the ability to access or reset your file access at anytime. When you compare this to thousand's of personnel in banks having access to your bank account information. We employ various checks and techniques that ensure URL manipulation, session management and other security issues risks are reduced. Files can also be locked on request. When you compare this laptop theft or typical desktop software viruses we believe we are substantially safer than most on-premise software implementations.

## Server Security

Firewalls are managed by security specialists and deployed in a private IP space, while servers and routers are segregated in a Virtual Local Area Network (VLAN). Network security features also include multi-level privileges, OS lock downs, centralised authentication and device change logs.

Security Patching is performed by constantly updating our security systems. This ensures optimum protection for our subscribers. Monitoring and addressing emerging threats, and quickly processing and applying new security patches is standard procedure.

The server manager is constantly engaged in threat analysis. They work on identifying and addressing security weaknesses in Web-oriented servers, applications and activities.

A security testing laboratory ensures all high level security devices are subjected to full security testing before they are deployed including the installation and configuration of the Operating System, the disabling of vulnerable or unneeded services, and advanced vulnerability tests.

For the latest Whitepaper on the Amazon.com Cloud Computing environment go to:

[http://s3.amazonaws.com/aws\\_blog/AWS\\_Security\\_Whitepaper\\_2008\\_09.pdf](http://s3.amazonaws.com/aws_blog/AWS_Security_Whitepaper_2008_09.pdf)

## Technical Security Personnel

Security specialists have earned Certified Information System Security Professional certifications (ISO/IEC 17024) and we have working relationships with other security response teams.

To ensure a fast response to a security event, qualified personnel are available 24x7x365.

## Transactional and File level Security

Employee fraud comes in many forms and is difficult for any business to contain because many procedural factors are involved. Software and Web Access are just one aspect. Security has to be looked at holistically.

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In theory employees can access trial or free version of most accounting products to produce fake documentation. They can also digitally modify existing documents like payslips or invoices. Online accounting applications have the benefit of real-time traceability of user activity while software may not.

Saasu can help generate some extra comfort through tracking user activity and making this information available to the Subscriber on request. For security reasons we don't disclose what is available in the public domain. Please contact us for more information.

Saasu Roles allow you to control access levels of your users. The default settings for your initial subscription allow for full access to all areas. However you are in control of the access levels of each user and accordingly the access to areas such as Settings which include features like invoice/email templates and the locking of transactions around date ranges.

Security features include:

- User roles which disallow access to defined areas in Saasu. The Subscriber/Admin level has control of user roles. Go to MySaasu > Manage Subscription > click on each employee to control their Role (access level). You can create your own custom Roles in this area.
- Lockable transaction settings down to same day. Go to Settings > Transactions.
- Tracking of Users who created, modified and deleted a transaction.\*
- User Signin Audit Trail report including IP address tracking. Go to Reports > Security > User Signin Audit Trail report
- Last modified information at the bottom of Sales and Purchase transactions amongst others.
- Email activity log files

## BACKING UP YOUR DATA

Your financial data is important and needs to be backed up and securely stored to ensure it is always available to you. Saasu has 7 backup processes across 4 locations and offers you 2 more optional steps you can take – just for you to use if you wish to use them.

- **Mass Data Storage (Site A)**  
Saasu uses a high end relational database server to store your transactions and related data. Every time the database does an update it also writes the data to a separate log for roll forward recovery if required
- **Intraday Backup (Site A)**  
Every 15 minutes we take an incremental log snapshot of the activity during that period
- **Daily Same Site Full Database Backup (Site A)**  
An automatic backup process of all data using network area storage. To reduce the risk of data loss and to ensure storage capacity remains adequate we do this in a scalable cloud based server environment. These storage systems accommodate multiple hard disks and are fault tolerant. In the event of a single hard disk failure, the system will keep working with no data loss
- **Daily Off Site Backup To (Site B)**  
Transaction Logs from the last 24 hours
- **Weekly Off Site Full Backup To (Site B)**  
Full backup of databases
- **Weekly Off Site Full Backup To (Site C)**  
Saasu also backs up data at least each week at a completely different site. This is done to further protect your data in the extremely unlikely event that all our other servers and backups are lost due to disaster. We also use different processes for this backup to that used for Site A and B so additional protection through technology and process diversity is provided
- **Monthly Off Site Diverse Backup (Site D)**  
As per above however the backup is stored in a fourth location at least monthly (typically weekly).

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- Regular/Irregular Self Backup Manually via CSV/PDF Download (Site E+)  
Want more? You can keep your own backups too. You are able to save your selected files for General Ledger, Client list, Employee List, Supplier List and some other information to a CSV (comma separated values also known as spreadsheet) file. This file, in conjunction with paper (or electronic PDF) copies of your invoices issued, provides you with a complete record of you core transaction data on your own premises and even send copies to another person or site if you wish
  - Regular Self Backup Automatically Via Web Services (Site E+)  
Still need more? Technically capable people can also program a custom extraction routine if they wish used our [connectors](#) and save the information in any form that suits you including multiple premises but that is entirely up to you. You just need to register as a [Technical Partner](#) with us first.

### **FUTURE PRODUCT RELEASES**

SAASU as an organisation has been evolving and developing for over ten years. There are product enhancements and upgrades released at least every five to six weeks.

We have been working very hard to customise our Enterprise Version to meet the needs of our larger clients and look forward to releasing the following additional features over the next 3 months;

- Inventory Tracking by location (in production live)
- Batch, Serial and Expiry (in production and live)
- USB device security encryption (in production and live)
- Smart Files enabling consolidated accounting of multiple entities (Q4 2010)
- Business Analytics and Business Intelligence (in production and live)
- Automatic Bank Feeds from your bank account directly into SAASU (Q4 2010)
- Point of Sale Integration to SAASU capturing real time transactions (in production live)
- Budgets (Q4 2010)
- Inventory Tiered Pricing (Q4 2010 & Q1 2011)
- KPI Reporting (Q4 2010)
- iPhone & iPad applications (Q4 2010)

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