



# Paro Experts

VS

## Automated Accounting Software

Your time is your money. Automation frees you and your team to focus on driving growth, but that doesn't mean you can go on autopilot. See how outsourced bookkeeping and accounting can serve as an automation tool and why the human touch should augment your software.



VS



### Automated Accounting Software

### Paro Expert

#### WHICH ONE WORKS FASTER?

Software is fast. Cloud-based automation can reduce accounts payable tasks alone by **70-80%\***.

Software deployment and optimization eat up time for inexperienced users.

Paro experts **reduce the time you spend learning your software.**

#### WHICH ONE IS MORE ACCURATE?

Automation greatly reduces errors that result from manual transaction processing, but it's not infallible.

A professional reconciles and ensures transactions are categorized correctly in the software as **volume & complexity grow.**

#### WHICH ONE IS MORE COST EFFECTIVE FOR SMALL BUSINESSES?

Owners can perform simple, repetitive tasks themselves cheaply, but complex tasks can incur costs in undetected errors, lost time & more.

At an affordable hourly rate, a fractional CPA can detect costly errors, manage complex tasks quickly & find opportunities to reduce costs.

#### WHICH ONE PROVIDES BETTER INSIGHTS?

Software can create **instant financial reports** to show you your up-to-date metrics & financial health.

Paro experts go beyond reporting to offer deeper analysis & advice backed by experience in **77 industries & the Big 4.**

#### WHICH ONE IS A BETTER PARTNER FOR COMMUNICATION?

Automated software can often sync between disparate systems, but it **can't build relationships** with you, your team, your vendors & other important stakeholders.

Paro experts build long-term relationships with their clients—some over **6 years.** Your expert gets to know your business, your stakeholders & how to navigate each relationship.

#### TOGETHER, THEY'RE STRONGER



**Automation** is critical to your business, but the **people behind the software** are the true value creators. Together, they achieve more effective automation.

### Over 160 Different Softwares

Paro experts are already trained in countless software tools to help you automate your accounting. How can they optimize automation for your business?

Learn more about Paro's accounting solutions at [paro.ai](https://paro.ai).

\*Source: Goldman Sachs, Equity Research, September 16, 2018.