

## Who is MYOB Essentials for?

Businesses come in all shapes and sizes which makes it difficult to know which accounting solution is best suited to their needs. And as many businesses rely on their accounting professional to recommend the best solution, it's important you have the information to make that call.

To help you in this area, outlined below is a guide to the type of businesses that are well suited for MYOB Essentials.



### Small with simple processes

MYOB Essentials has been designed for sole traders and smaller businesses. These businesses will typically have simple business processes and therefore only need a simple accounting solution. MYOB Essentials is ideal for them.



### Businesses that want anytime, anywhere access

Many clients using MYOB Essentials today love that they can access their accounts and payroll anywhere they can get on the internet. They're comfortable having their business data online, accessible anytime.



### Businesses with little accounting knowledge

MYOB Essentials has been designed for business owners who don't know their debits from their credits – and like it that way. They want something easy to use, without all the accounting jargon, so they can focus on running their business. They're not interested in tailoring reports and manipulating data.



### Businesses that don't like software updates and backups

Many small businesses find the process of installing and updating their software then backing up their data stressful. MYOB Essentials removes that burden as it's done automatically for them.



### New to accounting software

Because it's so easy to use, MYOB Essentials is ideal for smaller businesses that may have been getting by using Excel or keeping an eye on a pile of invoices and expenses to manage their business. They may even feel they're not big enough to use an accounting package. MYOB Essentials is a great place for them to start.

## Who is MYOB Essentials NOT for?

Conversely, let's look at the types of businesses MYOB Essentials is unlikely to suit.



### Large businesses with sophisticated needs

MYOB Essentials has been designed for sole traders, startups and smaller businesses so it doesn't have the sophisticated functionality to cater for requirements like multiple locations, multi-currency, etc. MYOB has other solutions for these businesses.



### Lots of manual transactions

MYOB Essentials isn't designed for having hundreds of manual transactions keyed into it every day. This is simply because it's provided online which means the system needs to refresh each time a transaction is keyed in. MYOB has desktop solutions that cater for businesses with a high volume of manual transactions.



### Businesses that need to track stock

MYOB Essentials doesn't track stock or inventory so isn't suitable for businesses that need to keep an eye on what stock is coming in and going out of their business. MYOB has their own solutions for these businesses.



### Businesses that like to slice and dice their data

MYOB Essentials has been designed for businesses with little need or desire to tailor the system or manipulate their data. MYOB Essentials is not suitable for businesses that like to export their data to Excel to further review, tailor their reports, or link to other 3rd party solutions. MYOB has other solutions to cater for these business needs.