cloudkeeping

taking the books out of bookkeeping

Bookkeeping in the cloud is an affordable, online approach to managing finances for businesses of all sizes. With no need to install software to a designated computer or other device, and offering access to real-time information, online bookkeeping is becoming increasingly popular across the UK.

cloudkeeping is the UK's first and only online bookkeeping software service designed specifically for the Direct Selling Industry and is a trusted Supplier Member of the UK Direct Selling Association.

The company partners with Direct Selling Organisations (DSOs) in a revenue share model to package its software as a 'white label', allowing the DSO to market and sell the software under its own brand to their distributors forming part of their Care of Duty to support distributors in meeting their legal requirements in submitting accounts.

This Information Pack has been created to provide an overview of cloudkeeping, the detail behind the white label partnership and other relevant information for potential partner DSOs.

cloudkeeping: bookkeeping for distributors

cloudkeeping is the UK's first and only cloud-based bookkeeping software service designed specifically for the distributors. It is perfect for those who juggle multiple income streams and require easy access to their finances whatever their location. cloudkeeping helps users to effortlessly manage and share information with their accountant without a spreadsheet or calculator in sight, and also provides access to trusted & qualified accountants to process their self-assessment tax returns if required.

Benefits for distributors

With cloudkeeping, distributors are able to easily keep detailed records of their sales, commission, bonus, income, expenses, receipts, home as office costs and mileage for tax purposes – and most importantly estimate profit. Accessed 24/7 from any web-enabled device, it also allows users to quickly create and send DSO branded receipts on the go, so more time can be spent focusing on building their business.

The bookkeeping features includes:

- Customer Contact Database
- Receipt Generator
- Expense Management Tool with ability to easily upload photographs of receipts
- Mileage & Home As Office Use Calculator
- Multiple Income Stream Management
- Automatic and 'real-time' Tax Calculator
  (bringing an end to tax surprises)

" I have used cloudkeeping for just over a year now. I wish I had found out about it earlier. My financial affairs are all in order now and there is no confusion regarding how much tax I need to pay. A great tool and I look forward to whatever upgrades are added in the future. "
~ Dylan T

DSO Partners

With a simple format specifically designed to support the financial management needs of Direct Sellers, cloudkeeping is quickly becoming the preferred tool in the industry.

cloudkeeping is available as a white label, where DSOs have the opportunity to resell the software service to end customers (distributors) under their own brand. This 'partnership' enables both parties to make money via a revenue-shared model and empowers DSOs to achieve additional income and brand enhancement.

What is a white label and what are the benefits?

The term white label is used to describe a situation where one company creates a fully-supported, unbranded product or service and allows a second company to purchase and resell it under their own brand, logo and identity. This enables the manufacturer to focus on further technical developments without worrying about marketing, whilst the reseller benefits from adding a new product or service to its portfolio without heavy investment in design or development.

Benefits for DSOs

- Software is built and ready for implementation
- Fulfilling a Care of Duty to look after distributors by encouraging them to do the right thing by submitting their accounts
- Additional unlimited Income Revenue Stream via Revenue Share - the more that's put into marketing, the more DSOs get out in revenue
- Brand enhancement
- Additional Service to offer distributors without investment in research or development

What do DSOs get with the cloudkeeping partnership?

- An exact copy of cloudkeeping's software presented in the DSO brand
- Automated emails set up to trigger at appropriate times
- Monthly financial and sign up report
- Domain name purchase and maintenance
- Mobile & tablet optimised website
- Standard website framework setup with About Us, Pricing, Contact Us, Register, Sign In pages
- Website hosting
- Free standard software upgrades/improvements
- Software training
- Online payments
- Access to a regulated accountancy company arranging VAT Returns and offering financial advice
- Opportunity to tailor the software and website further *(additional cost)*

Software and website security

cloudkeeping is proud of the high-level of security offered by the software service.
This includes:

- The deployment of SSL security - the most secured way of transferring data over the internet
- Hourly automated offsite database & file back-up
- Encrypted server disks
- Load balancing
- Database warehousing
- Penetration testing

cloudkeeping DSO Partnership: the investment

cloudkeeping works with our partner DSOs to identify the most suitable pricing model. The DSO will begin to see a return on their investment as soon as they start marketing their new product. The more marketing/sales a DSO undertakes; the sooner a return will be achieved.

cloudkeeping white label is available in two offerings. These include:

1) Standard white label
   - an ongoing Revenue Share for the duration of the partnership
   - £2,500 exc VAT upfront fee to cover initialisation & set up cost
   - Partner DSO will see a return on investment once 150 x Annual Service products have been sold if a 20% revenue share were to be agreed

2) Bespoke white label
   - an ongoing Revenue Share for the duration of the partnership
   - £5,000 exc VAT upfront fee to cover initialisation, set up cost and up to 25 hours of bespoke software build
   - Partner DSO will see a return on investment once 300 x Annual Service products have been sold if a 20% revenue share were to be agreed

Notice period

6 months' written notice to terminate the contract. cloudkeeping reserves the sole right to contact existing users to allow them the option to transfer to cloudkeeping.

Development timeline

Partner DSOs can expect a standard white label to be delivered in approximately 2-4 weeks and a bespoke white label will depend on the brief.

Contact cloudkeeping

cloudkeeping offers a free demonstration and 30 day trial of the software. For this or for any other further information, comments or queries related to this Information Pack please contact us - we welcome the opportunity to discuss options in person.

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" After undertaking a lot of competitor research I transitioned to cloudkeeping from another online bookkeeping company. I chose cloudkeeping as I found the system intuitive and simple to use, which allows me to focus on running my business. "
~ Mark J