

DARREN CRAN TO LEAD ACCOUNTSIQ EXPANSION IN THE UK

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LONDON BASED UK OFFICE NEXT STEP IN STRATEGIC GROWTH FOR CLOUD ACCOUNTING SOFTWARE GROUP

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AccountslQ, a leading cloud accounting software supplier specialising in consolidation and business intelligence, has announced the appointment of Darren Cran as Managing Director of its new London based UK headquarters.

Cran's appointment reflects its fast-growing customer reputation and increasing demand for AccountslQ's unique offering in the UK marketplace. His focus is on building a dedicated sales and delivery team to meet that demand with a locally focussed team. The move recognises the growing demand for a scalable cloud accounting solution in organisations that operate across multiple sites, assets, locations and countries. The software is aimed at the UK's progressive and dynamic SME sector and is noted for its advanced consolidation and business intelligence capability.

AccountslQ is targeting businesses that need an affordable 'enterprise level' financial solution delivered via the cloud. As next generation cloud software, AccountslQ's application means that fast-growing small to medium sized companies can access much broader functionality on a single platform without significant upfront cost and effort, which underpins the digital transformation plans of growing UK businesses.

Cran has over 20 years' experience in accountancy practices, initially training as a chartered accountant with KPMG, followed by senior finance roles in technology and service industries. Throughout this career, Darren has implemented and used numerous finance and business systems, typically being tasked with harnessing these technologies to deliver first class financial reporting and system integration solutions.

The new AccountslQ HQ is based in St Pancras, London and will act as a growth hub for the company's UK expansion. Already growing at a rate of over 50% per annum, the UK office will offer pre and post-sales support to new clients, building on its reputation for delivering successful outcomes with customer support at the heart of its values.

Speaking about his new role Cran said "I am delighted to lead our growing team in the UK. We already have a strong user base here with customers such as PwC, BDO and French Duncan as practice partners, leading independent schools through our iSAMS partnership such as Royal Ballet School, City of London Boys School, Kingsworth International School and Bellevue School, financial services companies such as Salamanca Merchant Bank, IFX International and Government agencies including HESA, the General Medical Council and Hampshire Cultural Trust."

Cran continues "Clearly, from the level of enquiries we're getting, there is huge demand for a mid-market cloud accounting software solution that offers significant value for money and no upfront capital cost. Our pricing is very transparent and this means companies can easily transition from lower

end on premise software that they may have outgrown.”

The provision and demand for business services through Cloud based solutions is now reaching a level of maturity previously predicted by Gartner. AccountsIQ continues to develop innovative ways to solve the more complex business requirements and is setting the pace in the development of integrated, flexible Cloud based features such as consolidation, custom reporting, expense management, integrated banking, business intelligence, document management and data capture, delivering secure cloud solutions that will scale and grow with the organisation's needs.

AccountsIQ's pioneering history of integrating with other leading apps means the needs of a wide range of businesses can be met. Working with complementary, best-of-breed, sector-specific applications to merge vital data means that organisations get a seamless solution for their finance needs.

Tony Connolly, CEO of AccountsIQ, commented “Darren's appointment is a natural progression after some five years with us. It was important that the UK team is led by someone with extensive knowledge of the product and our company values. As previous director of client services Darren has demonstrated clear capability to lead the company's expansion in the UK. AccountsIQ has been servicing UK clients for over 8 years and we feel it's the right time to invest in a UK office and expand our UK presence. I am confident that we have established a strong new team in the UK HQ that will drive our ambitious growth plans.”

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About AccountsIQ

Built for the cloud, accounting software from AccountsIQ makes advanced financial analysis affordable for mid-sized organisations worldwide. Its unique way of producing consolidation reports in real time makes AccountsIQ an obvious choice for multi-company businesses.

AccountsIQ's ability to integrate with other applications allows customers to join up processes and information business-wide.

Launched in 2008, AccountsIQ now supports over 20,000 users in over 40 countries. This year, AccountsIQ celebrated ranking 18th in the Deloitte Fast 50 high growth index. Headquartered in Dublin, Ireland, AccountsIQ's main commercial office is in London with a services team spanning Europe, the Americas and Australia. www.AccountsIQ.com

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