



PAYROLL

Services = Good Fortune

NOVEMBER 2008
A SUPPLEMENT TO
ACCOUNTING TODAY
ACCOUNTING TECHNOLOGY
PRACTICAL ACCOUNTANT



Payroll as Profit Center

Accountants have long offered payroll services to their small business clients. The reasons are compelling. When you “cut the check” on your clients’ behalf, you meet a critical need while extending your relationship beyond the tax filing season.

Nevertheless, many accountants have provided these services only reluctantly, regarding payroll as a loss leader that requires hours of work and constant vigilance. Payroll can require accountants to field an ongoing barrage of client questions, make more in-person visits, keep ahead of unforgiving deadlines, and keep up with ever-changing regulations and tax tables.

Internet Connected

The advent of *online* payroll solutions has virtually eliminated all of these headaches. The Internet lets you work untethered—you can issue payroll from any Internet-connected computer anywhere in the world. You can field questions by phone while your client remotely looks at the same screen and views the same information. Direct deposit has eliminated the need to deliver checks by

mail or in person. Regulations are tracked and tax tables updated automatically. In addition, many online payroll solutions now support e-pay and e-file at the federal and state levels, eliminating the need to grapple directly with these services on your own.

Online Payroll Expertise

A few remaining concerns about online payroll are fading. For example, some

intuit.

accountants and clients have worried about storing their data on remote servers. But as people move more of life’s activities—from banking to shopping—online, they are growing more comfortable with online payroll, as well. Using the expertise gained from serving the payroll needs of more than one million small business customers, Intuit created Intuit Online Payroll, a Web-based payroll solution that gives

small businesses a reliable way to pay employees easily and confidently.

Transferring Intuit Online Payroll data to QuickBooks is done directly, without having to juggle an exported data file. We have reduced the possibility of error by letting accounting professionals select directly from the chart of accounts in QuickBooks and map transactions to those selections. And we check to make sure that transactions are not entered more than once into QuickBooks. At every turn, our aim is to guide you and your client away from the small mistakes that can lead to big accounting headaches.

Online payroll services are safe, easy, and reliable—and a loss leader no more. That means you can not only provide clients with a crucial service, but also stay engaged with them throughout the year, giving you more opportunities to offer more services. **SR**

Miriam Vu is group product manager for Intuit, whose payroll products and services can be found at www.payroll.intuit.com.