



Acclipse Business Advisor

Step beyond compliance and diversify your revenue base

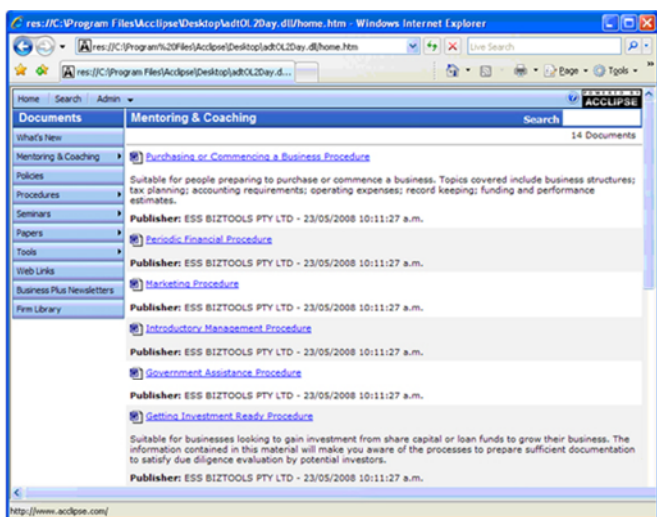
The Accountant's role in servicing SME's is changing dramatically. SME's are looking to their Accountant continually for assistance in financial planning, cashflow budgeting and advice in business decisions and development. They need their Accountant to be their trusted advisor.

Gearing up to provide these additional services is no easy task. It consumes an enormous amount of time and resources – two things you probably don't have a lot of! With Acclipse Business Advisor the hard work is already done for you!

We want accounting firms to grow their business, step beyond compliance and diversify their revenue base. That's why, in partnership with ESS BIZTOOLS we have created Acclipse Business Advisor.

What is Acclipse Business Advisor?

Acclipse Business Advisor is a central, searchable system of great business mentoring content. It's presented in a web browser so everyone in the office has the information at their fingertips. Over 400 papers on a range of subjects, business coaching documents, seminar content, PowerPoint slides, forms, checklists, workbooks and spreadsheets are included. There are also Business+ newsletters ready for you to add your firm logo and distribute them to your clients.



Who created the content?

Prepared by Accountants for Accountants...

ESS BIZTOOLS was founded by Peter Towers, an Accountant with 23 years experience as a principal of an accounting firm and 10 years in commerce.

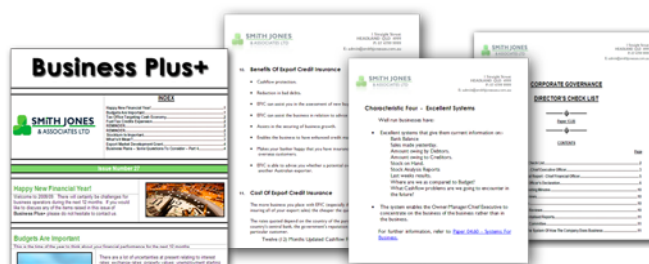
Peter developed the content in ESS BIZTOOLS out of what he calls "the total frustration at the lack of information available to Accountants to enable them to offer sound business advice to their clients".

What's the benefit to your firm?

- **Reduce time & cost** - no need to research and prepare of your own material. The content is updated regularly for you to keep pace with the changing needs of your clients.
- **Create an ongoing revenue stream** – Provide your clients with ongoing business development services to help them thrive.
- **Set yourself apart from competitors** – Put your firm's "brand" on all material and promote your expertise.
- **Ease of use** – It's Web browser based so it's simple to search, retrieve and customise all content. Add your firm's own Intellectual Property.
- **Grow the knowledge within your firm** – Use internally for staff training of business coaching strategies.
- **Keep in regular contact with your clients** – Customise and distribute the monthly client newsletter, plus 2 budget and year end tax special editions.
- **Become experts** – Offer advice that is suitable for all clients whatever their management skills.

What type of documents are available?

Acclipse Business Advisor includes hundreds of documents which are ready for you to start using immediately. These documents include; Client Support Papers, Practice Development Papers, Mentoring & Coaching, Seminars, Monthly Client Newsletters and much, much more!



What other Accountants are saying...

"Acclipse Business Advisor, incorporating ESS BIZTOOLS' papers, seminars, mentoring and coaching and BusinessPlus+ Newsletters, is a great resource for accountants to use with their SME clients. You would spend a lot of time trying to create this material...the ESS BIZTOOLS component within Acclipse Business Advisor makes it easy."

Andrew Geddes, Managing Director – FMRC Smithink

"It gives the client something tangible and an idea of what our firm does, as well as giving us other potential products and services to offer in our portfolio."

Steven Stone, Business Analyst - WHK-TCM Smiths