

FOR IMMEDIATE RELEASE

Gem Accounts Launches in Australia - Sets Sights On Global Rollout

Launched July 2013

Medium and Large Australian Businesses and their Accountants can now implement a Cloud based Accounting Software solution designed specifically for them with the July 2013 launch of Gem Accounts.

Gem's David Wilson says "We are extremely proud to be bringing real choice to medium and large businesses wanting to embrace the benefits of Cloud Accounting. Prior to our launch the choices were limited to software with a small business focus or to very expensive enterprise systems. Now with Gem Accounts, all that has changed due to the fact that in the global market of Cloud Accounting software, only Gem Accounts has the in depth feature set that companies need at a compelling price."

Although originally due to launch in May, Gem decided to delay by 2 months to make Gem Accounts even better than expected. Many early signups and beta testers requested that we add a few extra features to make Gem Accounts an even more powerful tool for medium & large business. So the following major functionality has been added:

- Enhanced Payroll - includes preloaded Australian tax tables (other countries to come soon)
- Partner and Reseller Portal
- Recurring Transaction Manager - make virtually any transaction in Gem recurring
- Serialised Stock
- Project Tracking and Billing - including Timesheets

Unlike desktop based software or other Cloud Accounting packages in a live environment, Gem was able to get these changes developed, tested and released extremely quickly giving Gem Accounts even more advantages over almost all other Cloud Accounting systems.

Gem Accounts has been generating strong interest internationally and the focus is now moving to finishing off the internationalisation for some of the most active countries being the UK, New Zealand, Canada and the USA.

David says "The interest from companies in several countries has been very strong since we first announced the release of Gem Accounts. We have partners joining us from many parts of the world and our goal now is to have the support for these countries finished in the next few weeks. All the hard work is done in making Gem Accounts an international system, all we need do now is apply what we call language and chart of accounts packs which displays to the individual user their standardised COA, preferred language and the local use of general terms, for example switching the terms ABN for Australian Clients with SARL (Société à Responsabilité Limitée) in France.

"In addition today we have released the Gem Accounts Partner Program and portal where accounting partners can manage their clients accounts and where value added resellers, and referrers can manage their leads & sales. Accounting partners have the flexibility to make Gem Accounts a revenue base for their practice, or to bundle the cost in with their practice fees to effectively provide the software for free."

Gem is encouraging accountants and other value add partners to take a look at the Gem Accounts Partner Program to see if its is of value to them and their clients - to learn more visit: <http://www.gemaccounts.com/partners/>

About Gem Accounts

Gem Accounts has been designed from the ground up to deliver a fully featured, scalable Cloud Accounting Software system for Medium, Large and rapidly growing Small Businesses with all the features you would expect in a serious financial package at the price of a simple desktop package.

Gem is fast and functional for all sized businesses with all the features expected in a serious accounting system:

- Unlimited Transactions & Users
- Audit Control
- Integrated Payroll
- Quick & Easy Migration from Other Software
- Multi Currency
- Full Stock & Inventory
- Consolidated Reporting
- Full API for integration with third party software

Gem Accounts launched in July 2013, please visit www.gemaccounts.com.

For enquiries please contact: media@gemaccounts.com