BATTLE CARD

Product Name: ERPLY Books

Pricing

ERPLY Books offers three price structures for small business and four plans for accounting bureaux.

Businesses:
- Small - 5 EUR/month - 1 user, 1 company, accounting, sales and purchases (max 10 invoices per month), bank imports, support provided via email;
- Medium - 10 EUR/month - max 2 users (additional user 10 EUR/month), 1 company, accounting, sales and purchases (max 1000 invoices per month), bank imports, assets, document templates, quotations, basic KPIs, projects, support provided via phone and email;
- Large - 50 EUR/month - in addition to Medium, Large offers max 5 users, unlimited invoices, automatic customer statements and automatic purchase invoice booking (dedicated e-mail address for purchase inbox and PDF parser).

Accounting Bureaux:
Accounting bureau packages have a basic fee of 20 EUR/month for 10 micro or 2 small companies, to which the plans have to be added. The plans start from 2 EUR/month for 1 micro, but ERPLY Books do not publish rates beyond that. Max 2 users allowed.

Swedbank and ERPLY both provide customer support. This makes the product very competitive and trustworthy.
Support is provided depending on the payment plan, email or phone.

ERPLY Books customers in the Baltics can rely on several certified partners as well as the Swedbank special support team and ERPLY's own support. Consultancy and training fees - 50 EUR per hour.

Also, ERPLY offers implementation packages (depending on data migration, number of users, and previous technology). The price is 100 EUR/hour. Accounting bureaux are offered up to 2 hours of free software training.

14 days' trial available to all users, irrespective of plan.

Web-based.

Number of customers: more than 10.000 (2017)

Marketing Visibility

ERPLY will be promoted by one of the largest banks in Scandinavia and the Baltics - Swedbank. The partnership between ERPLY Books and Swedbank was highlighted in recent major articles in business news portals about cooperation, safety and integration.

The product is advertised in several areas of Swedbank's website (for example, the small business page and the online banking section), on ERPLY's Books site in Estonia, Latvia and Lithuania, on Facebook and on Capterra site.

ERPLY Books competes with Xero, FreshBooks and other small business accounting software.

Verticals & Localizations

ERPLY Books can be integrated with other ERPLY products, such as ERPLY POS, ERPLY Inventory and different ERPLY retail solutions. KPI's with charts and Report Generator are available at additional cost.

The direct integration with Swedbank, allowing the automation of up to 95% of payments if a customer has a Swedbank bank account, can be considered the main advantage.

Access to API - allowing connections to different software.

Integrations with Maventa - e-invoicing system, OpusCapita - purchase-to-pay and order-to-cash solutions, Actual reports - cloud-based document generation platform, Omniva - e-invoicing system, Toggl - time tracker and employee timesheet software, Insly - insurance software.

Officially, 3 countries are localized (LIT/LAT/EST). Unofficially, 12 more languages are supported (translated by Google Translate). ERPLY Books supports all EU, US, AU, ZA, CA banks and some other banks (including PayPal) around the world.

HANSAWORLD

Product Name: ERPLY Books

Product Comparison

ERPLY Books

PROS

- Customisable according to customer's needs (extra costs);
- Automated bank exports/ imports;
- Direct bank integrations;
- Dedicated inbox for purchase invoices;
- Integrated PDF Parser for automated booking of purchase invoices;
- Easy import of any data;
- Additional support by the bank team;
- Easy API integrations;
- Special plans for Accounting bureaus;

CONS

- The client performance is dependant on web browsers;
- Localized in only 3 countries;
- Pricing is not flexible;
- Personalised document templates can be created only by certified consultants;
- Does not support document management (storing records and external files against any other record).

Standard Accounts

PROS

- Multi-country - localized in 20+ countries;
- Flexible pricing and scalability starting from a free basic package;
- Reliable database;
- Both cloud and local installations are available;
- Multi-platform with native clients for all platforms;
- Strong analysis on financial transactions (tags) and on static data (customer and item classifications);
- Integrated CRM and POS;
- Drill Down Reporting;
- Customer self-service portal MyStandard;

HANSAWORLD