

TAX TALKS

Australia's Tax News Podcast - The Podcast for Australian Tax Professionals

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169 | Telling Cloud Stories

Cloud stories – the cloud is full of stories. The people in it. The technology. And us as users.

Telling Cloud Stories

Telling stories about the cloud is what Heather Smith does in her popular podcast 'Cloud Stories'. The cloud is all around us. Our practices run on it. So well worth a closer look. So we went and asked Heather for more insights.

Here is what we learned but please listen in as Heather Smith explains all this much better than we ever could.

To listen while you drive, walk or work, just access the episode through a free podcast app on your mobile phone.

The Podcast

The podcast 'Cloud Stories' covers the people who are living in the cloud ecosystem. People who are developing accounting apps. People who are implementing accounting apps. And people who are using accounting apps.

The podcast allows to learn from their different perspectives so everyone can gain a greater understanding. The podcast aims to humanise technology.

The Ecosystem

Australia and New Zealand is leading in the account apps ecosystem. At least that is what Australia and New Zealand think. Maybe the US and Canada as well as Europe think the same about their respective ecosystems.

The People

A lot of accounting apps come from accountants trying to scratch their own itch – MinuteDock is one example. Forget the kid in the garage. It is weathered accountants that are trailing ahead in this space.

The Apps

There are horizontal and vertical apps. Apps are industry agnostic and go wide out without any depth. Vertical apps drill down into one niche and go all the way. The big accounting softwares will never be able to go deep into a niche, hence there will always be room for vertical apps to fill this gap if the niche is large enough.

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