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## Jan Goodman Takes Accounting Software Consulting to a New Level

By Scott H. Cytron, ABC

This month's Ideas in Motion focuses on Jan Goodman of Arxis Technology, Inc. An award-winning partner of Sage ACCPAC International's End-to-End Business Management Applications, Jan has more than 25 years' experience as a recognized leader, delivering software and services to the SMB market. Previously, she was president of Xcelerate, LLC, and in 2006, sold that practice to the newly named Arxis Technology, formerly ITG. Prior to that, she was founder and vice president of Forepoint, Inc., a VAR firm focusing on ACCPAC products and consulting services. She was instrumental in growing these practices to multi-million dollar organizations.

**Scott H. Cytron:** *You handle business development for Arxis. What are a few of the techniques you use to "close" business given our difficult economy?*

**Jan Goodman:** It's all about presenting value, which is the same regardless of the economy. I provide the assurance that I understand the strategic business issues facing companies with the means to create, execute and support a relationship for the long term.

**SC:** *Of the different positions you've held and businesses owned, what kinds of leadership qualities have you tried to impart?*

**JG:** The role of empowering others, and teaching and guiding, so that as a whole, we are strong – not just top down. This provides an environment for growth, creativity and respect.

**SC:** *If I asked your best friend for three adjectives that describe you, what would he/she say?*

**JG:** Generous, Passionate and Loyal/Dependable. They all probably would say "Intelligent" for a few brownie points!

**SC:** *You have worked in accounting software solutions for a long time. Tell me three ways in which the accounting software industry has changed over the last five years, and explain each one.*

**JG:** First, how information is presented and how fast it changes. End users are selecting at least their second solution, if not the third or fourth. They are smarter, and younger, than they were before, and demand expertise and immediate response. This is supported by the growth in the Web vs. in-person. Most everything is available on the Web. Consider, for example, trade shows. Many that were well attended are significantly down or no longer exist.

Second, successful solutions providers are not box-pushers any longer. Our messaging is not about "just accounting." The "whole" business solution is what we discuss and provide now, inclusive of customer relationship management, business intelligence, ecommerce, human resources and other areas.

Third, Software as a Service is being more embraced by end users and solution providers. Solution Providers, if not totally across the board, then for specialty areas, such as sales tax, and eCommerce.

**SC:** *I know you work with company CFOs on installations and development. How knowledgeable is today's CFO on issues related to accounting technology? What are some of the ways you educate this group on efficiencies gained through smarter uses of technology?*

**JG:** I think all the "C" level are more technology-savvy in today's environment. Our main focus for continuing education is accomplished through ongoing customer events, user conferences and Web seminars. I also participate in local and national networking events in and around the CPA communities.


**SC:** *Many companies are using Social Media to push out their messages. In what ways is Arxis using social media?*

**JG:** We are in the process of implementing an Arxis blog, as well as delivering content via Web, video and other platforms. We are all LinkedIn individually and in various LinkedIn groups, and evaluating some of the other options, such as Twitter, for business use.

**SC:** *If you were stranded on a desert island with access to only one kind/piece of technology, what would it be and why?*

**JG:** LOL! It would have to be the Internet and all the options that brings along. And, of course, I would need a computer with wireless access.

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