

Accounting White Paper



COMPARISON

300code, Quickbooks Online, Sage, Xero



2023

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Introduction

Introducing Accounting offers available today

Historically, accounting has been considered as a dull and unexciting aspect of business. Nonetheless, as a business evolves, the accounting department will become arguably one of the most important components for its success. This is why providing the accounting team with the tools they need in order to monitor these factors effectively is critical for the financial health of the organization.

Many accounting software options are available on the market, offering numerous features and reporting functions that accountants require, but how does one decide which is best? The ideal solution is accounting software that can be integrated with other commercial solutions. This will result in significant time and resource savings for the organization.

In this white paper, we have chosen to compare the biggest players on the market, namely 300code, Quickbooks, Sage, and Xero. For a balanced comparison of the most widely used accounting solutions, we have compiled a table outlining the essential features an accounting software should encompass. The categories are as follows: General Accounting, Accounts Receivable, Accounts Payable, Bank and Cash, Extras, and Reporting. These categories encompass almost everything a company needs to manage its finances. We have also included a comprehensive list of the pricing conditions and usability analysis for each solution.

***But first, let's discover
the different solutions*** 



Accounting Software

300code

300code is a cloud ERP for small and mid-sized companies, built on the Odoo platform, which we run and extend as an Odoo partner. The accounting app is fully integrated with the rest of the suite, so a business keeps one set of records however many apps it switches on. We offer it as a hosted service only — there is no on-premise edition.



Amazing employees deserve
amazing software.



24/5

support included



1

hosted platform



0

hidden fees



2

backup continents

Sage

Created in 1981, Sage was initially designed as a stand-alone accounting software solution. Since its inception, Sage has been significantly expanded to include a greater scope of both accounting and general business management features. Today, Sage offers a range of business management software products for businesses of all sizes. It has two editions: Sage One

Quickbooks

Quickbooks, developed by the financial software company Intuit in 1994, is an accounting software solution for small and medium businesses. In 2014, the software was divided and industry-specific were incorporated into separate options to enhance its appeal. Quickbooks is now seen as one of the most widely used accounting software in the US. Quickbooks is available in two versions: Enterprise and Online. The Enterprise version is available online via additional hosting or locally. In this comparison, we will showcase Quickbooks using Online Essentials.



Smarter business tools for the world's
hardest workers



4,5 million

monthly users



300 +

apps



5,000 +

professional advisors



18,000 +

employees

Accountant Edition, tailored for freelance accountants and bookkeepers, and Sage Online Edition, specifically designed for SMBs. In this comparison, we chose to compare the features of the Sage Business Cloud Accounting.



*Bookkeeping essentials
for business owners*

Xero

Xero originated in New Zealand in 2006 and was co-founded in 2006 by a business manager and an accountant. Dissatisfied with the traditional desktop accounting software, they decided to develop their own web-based solution. Since then, Xero has grown to accommodate both the European and US markets, while also expanding its features and mobile functionality. In 2014, Xero was featured on the Forbes 100 Most Innovative Growth Companies. Xero is available only through their SaaS offer. In this comparison, we chose the Standard Plan of Xero.



Beautiful accounting software



**6,1
million**
monthly users



40,000 +
partners



4,000 +
apps



11,000 +
employees



3 million +
monthly users



10,000 +
partners



400 +
apps



5,000 +
employees



General Accounting

Feature Comparison

Accounting is the language of business.

General Scope

Multi-currency	✓
Consolidation	✓ ¹
Multi-User	✓
Multiple Journals	✓
Number of Languages	85
Supported Countries ²	80+

Access Rights

Access Rights per Screen	✓
Access Rights per Field	✓
Customizable Validation Steps	✓

Third-Party Integration

Availability of an API	✓
Spreadsheet Integration	✓ ³
Import: Excel or CSV	✓
Expert: Excel or CSV	✓
Customer Portal	✓

1. 300code Consolidation is available on testing.

2. Quickbooks is dedicated to the U.S. market. Xero is supported in 5 countries: Australia, New Zealand, US, South Africa, and the UK. Sage Business Cloud Accounting is available in 15 countries: Australia, Botswana, Brazil, Canada, Germany, Ireland, Kenya, Malaysia, Morocco, Namibia, Nigeria, South Africa, Switzerland, UK, and the U.S.

3. Available with 300code Studio (extra price).

✓	✓	✓
✗	✗	✗
✓	✓	✓
✓	✓	✗
5	10	1
1	15	5

✓	✓	✗
✓	✓	✗
✗	✗	✗

✓	✓	✓
✗ ⁴	✓	✗
✓	✓	✓
✓	✓	✓
✓ ⁵	✓	✗

4. Integrated with MS Excel.

5. Add-on required for this feature.



Accounts Receivable

Feature Comparison

Accounts receivable is the lifeblood of any business.

Customer Invoice

Proforma Invoices	✓
Multiple Taxes per Line	✓
Advanced Taxes (fixed, tax of taxes, etc.)	✓
Discounts	✓
Pricelists	✓
Multi-Step Payments Terms	✓
Cash Discounts	✓
Outstanding Payments Reconciliation	✓
Emails Discussion as Attachment	✓
Configurable Email Templates	✓

Send Invoices

Generate a PDF Invoice	✓
Batch Send Invoices by Email	✓
Post Invoices by Standard Mail	✓

Online Payments

Credit Cards	✓
PayPal	✓
SEPA Direct Debit	✓

✓	✓	✗
✗	✓	✗
✗	✓	✗
✓	✓	✓
✓	✓	✗
✗	✓	✗
✗	✗	✗
✓	✓	✓
✗	✗	✗
✓	✓	✓

✓	✓	✓
✗	✓	✓
✓	✗	✗

✓ ₁	✓	✓
✓	✓	✓
✗	✓	✗

1. Included for an additional fee.

300code

Customer Statements

Aged Receivable Balance	✓
Customer Statements	✓
Automated Follow-up Letters	✓
Automated Follow-up Actions	✓
Unpaid Fees and Penalties	✓ ₁
Third-Party Debits Recovery	✗ ₁

Recurring Revenues

Automated Recurring Invoices	✓
Subscription Upsell / Renewal	✓
KPIs: Churn, MRR, Upsells, etc ²	✓
Alerts for Contract Renewal	✓

Miscellaneous

Automated COGS Entries	✓
Automated Deferred Revenue	✓

1. Included.

2. Such as MRR, Churn, CAC Ratio, CLTV, etc. It's about recurring KPI, not custom KPI.

Quickbooks Online

Sage

Xero

✓	✓	✓
✓	✓	✓
✗	✗	✓
✓	✗	✓
✓	✗	✗
✗	✓	✓

✓	✓	✓
✓	✗	✗
✗	✗	✗
✗	✓	✗

✓	✗	✗
✗	✗	✗



Accounts Payable

Feature Comparison

Accounts payable is like a teenager: it's perpetually hungry and often finds itself in troublesome situations.

Vendor Bills

Billing Control (Purchase Orders / Receptions)	✓
Multiple Taxes per Line	✓
Purchase Agreements	✓
Multi-Step Payment Terms	✓
Fleet Bills & Disallow Expenses	✓
Peppol / UBL Support	✓

Artificial Intelligence

Bills OCR Recognition	✓
Learning Intelligence	✓
Payment Data from OCR	✓
Realtime OCR (<10 minutes)	✓

Vendor Payments

Aged Payable Report	✓
Print Checks	✓
Automate Wire Transfer (SEPA)	✓
ACH Transfers	✓

✓	✗	✗ ₁
✗	✗	✗ ₁
✗	✗	✗
✗	✓	✗
✗	✓	✗
✗	✓	✗

✓	✓	✗
✗	✗	✗
✗	✗	✗
✗	✗	✗

✓	✓	✓
✓	✗	✓
✗	✓	✗
✗ ₂	✗	✗ ₁

1. Available with add-on.

2. Available with Quickbooks Payments.

Expenses

Employee Expenses Report	✓
Expenses Validation Flow	✓
Mobile App for Expenses	✓

Miscellaneous

Assets Management	✓
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Bank & Cash

Bank Interfaces	✓
Import Statements: QIF	✓
Import Statements: OFX	✓
Import Statements: CSV	✓
Import Statements: Coda	✓
Import Statements: Camt.053	✓
Deposit Tickets	✓

Efficiency

Reconcile while Matching	✓
Misc. Operations while Matching	✓
Automated Rules	✓
Bank Reconciliation Reports	✓
Automated Currencies Rate Update	✓

✗ ¹	✗	✓
✗	✗	✓
✓	✗	✓

✓	✓	✓
---	---	---

✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✗	✗	✗
✗	✗	✗
✓	✓	✓

✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓

1. Available with QuickBooks Online Payroll.



Feature Comparison

Budgeting has only one rule: don't go over budget!

Analytic Accounting / Grouping

Analytic / Cost Accounting	✓
Multi-Level Analytic Accounting	✓
Multiple Plans	✓

Budgets

General Budgets	✓
Analytic Budgets	✓

Payroll

Payroll	✓ ¹
---------	----------------

Valuation

Standard Price	✓
Average Price	✓
FIFO	✓
Perpetual Inventory Valuation	✓

1. 300code includes a payroll engine, but not useable out-of-the-box as it requires heavy configurations.

✓	✓	✓
✗	✗	✗
✗	✗	✗

✓	✓	✓
✓	✗	✓

✓ ¹	✓	✓
----------------	---	---

✓	✓	✗ ²
✓	✓	✓
✗ ³	✗	✗ ²
✗ ³	✗	✗

1. 1. Quickbooks offers import of payroll tax tables for an additional fee.
 2. Available with add-on.
 3. Available with Quickbooks Online PLUS.



Reporting

Feature Comparison

Life is like accounting: everything must be balanced.

Legal Statements

Profit & Loss	✓
Balance Sheet	✓
Cashflow Statement	✓
General Ledger	✓
Tax Reports	✓
Tax Audit Report	✓

Reports

Pivot Table on Multiple Dimensions	✓
Customizable Reports	✓
Customizable Dashboards	✓
Annotate Reports	✓
Customizable KPI's	✓
Predefined Executive Summary	✓
Perpetual Fiscal Year Closing	✓

✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✗	✓

✓	✓	✗
✓	✗	✓
✓	✓	✓
✗	✗	✓
✗	✗	✓
✓	✗	✓
✗	✗	✓



Usability, Pricing & Conditions

Feature Comparison

300code

UI

Full Web Interface	✓
Mobile App	✓
Android App	✓
iPhone App	✓

Market Place

App Store / Add-ons	✓
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Other (integrated) solutions

eCommerce	✓
Expenses	✓
Inventory	✓
Manufacturing	✓
Operations (project, timesheet, etc.)	✓
Human Resources	✓
Document Management	✓
Subscriptions	✓
Point of Sale	✓
Purchase	✓
Sales	✓

Quickbooks Online

Sage

Xero

✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓

✓	✓	✓
---	---	---

✗ ¹	✗	✗
✓	✗	✓
✓	✓	✓
✗	✓	✗
✓	✗	✓
✗	✓	✗
✗	✗	✓
✗	✗	✗
✓	✗	✗
✓	✓	✓
✓	✓	✓

1. Integrated with Shopify and WooCommerce.

300code

Subjective Ratings

Navigation and Search	5 / 5
Data Entry	5 / 5
Reconciliation Tool	5 / 5
Mobile App	4 / 5
Reports Flexibility	4 / 5

Pricing and Conditions

Monthly Pricing	24.90€ / user ¹
Number of Users	Unlimited
Contract Duration	Monthly
Free Trial	✓

1. 300code Online includes every app, Accounting among them, for 24.90€/user/month, with a free trial and no add-on licences.

Quickbooks Online

Sage

Xero

27\$	10\$	30\$ ¹
3 ²	Unlimited	5 ³
Yearly	Monthly	Monthly
✓	✓	✓

1. Xero costs \$70 per month if you need multiple currencies. Available with Quickbooks Payments.
 2. +2 accountant users.
 3. +1\$/month for each additional user.

User Interface

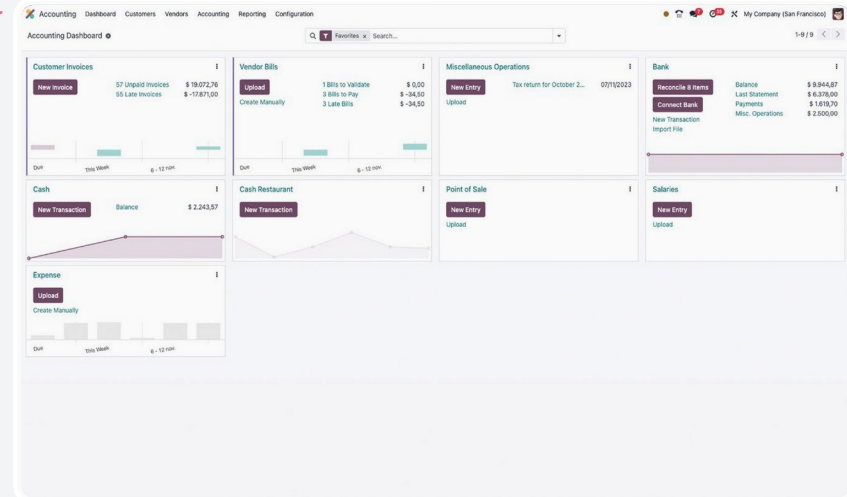


Regarding efficiency and end-user satisfaction, fine-tuned usability is one of the most important factors in any software platform. This is especially true for accounting software, given that users often dedicate the majority of their time working within the application. To provide functionality, speed, and convenience to an accounting team, a software solution must maintain a balance between ease of use and a robust set of features. A strong functional design is then critical in providing a positive user experience and optimizing user efficiency.

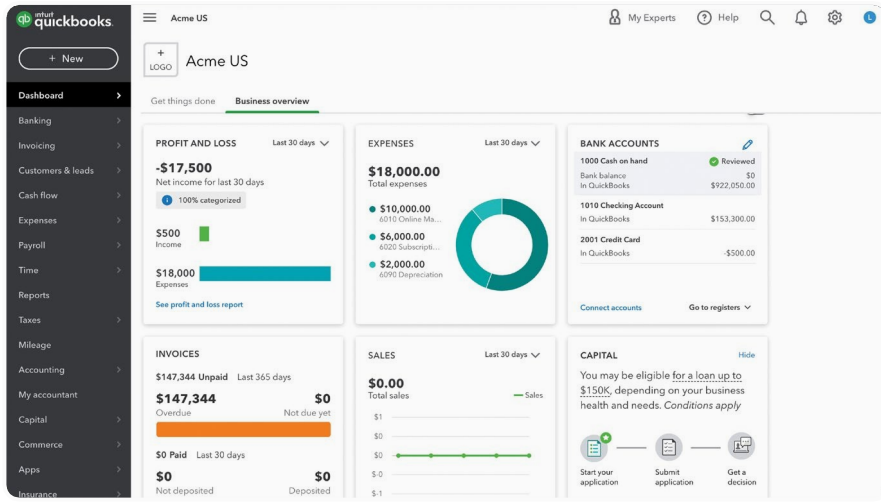
Usability is qualitatively measured as the ability to anticipate a user's potential actions and needs. This includes ensuring that all the elements in the interface are easy to access, understand, and use. Well-designed software establishes familiarity by maintaining a consistent interface and predictable interactions, so users feel comfortable with the system, which will allow them to complete their desired tasks quickly. This aids users in executing actions swiftly and enhances their overall efficiency in their daily tasks. Best practices also include having a simple and consistent interface (common elements), as well as a page layout based on hierarchical importance and flow.

In the next section, we will take a look at screenshots of the back-ends of these four products to compare the layouts of their Dashboards and Bank Reconciliation interfaces.

300code



Quickbooks



DATE	CHK #	PAYEE	AMOUNT
10/18/2022	1118	258 Board of Water and...	1,985.21
11/30/2022	1137	Jim Adams	1,797.23
11/30/2022	1138	Nancy Ford	786.70
11/30/2022	1139	Ray Kramer	2,765.38
12/07/2022	1140	260 First Security Insur...	575.00
12/12/2022	1141	253 Chicago Office Su...	7,367.00
12/13/2022	1142	258 Worldwide Manage...	4,800.00
12/13/2022	1143	259 Board of Water an...	1,360.25
12/13/2022	1144	255 Interstate Motor Fr...	778.75
12/13/2022	E-53430	252 Velocity Sporting G...	35,392.70
12/14/2022	1145	258 Internal Revenue S...	3,066.32
12/14/2022	1146	258 Internal Revenue S...	10.30
12/14/2022	1147	257 State of Illinois	60.96
12/15/2022	1148	257 State of Illinois	590.86
12/15/2022	1149	Jim Adams	1,740.90
12/15/2022	1150	Nancy Ford	1,297.32
12/15/2022	1151	Ray Kramer	2,765.38
12/20/2022	1152	260 First Security Insur...	1,710.00
12/27/2022	1153	254 University Athletic ...	1,590.00
12/28/2022	1154	255 Interstate Motor Fr...	738.15
12/29/2022	E-53431	252 Velocity Sporting G...	22,064.70
12/31/2022	1155	Jim Adams	1,746.85
12/31/2022	1156	Nancy Ford	1,504.32

ring Balance 77,087.72

you have marked cleared 114,842.36

Deposits and Other Credits 60,355.05

Checks and Payments 25.50

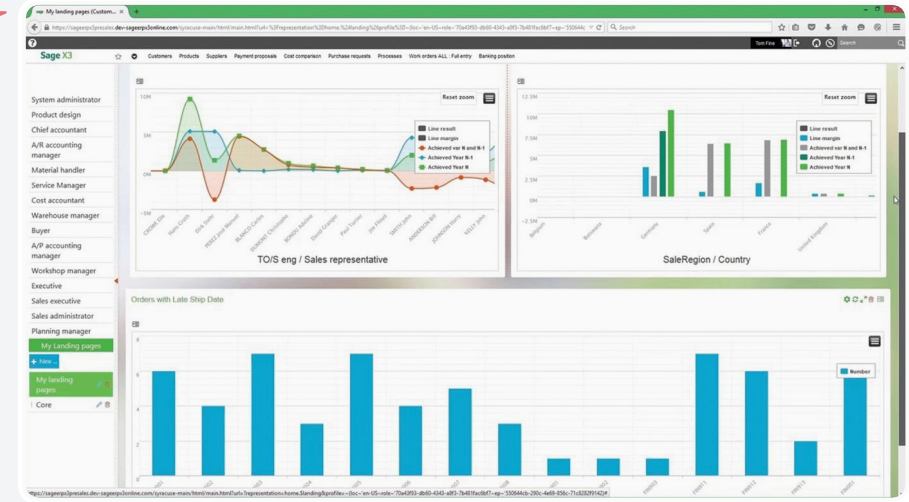
Service Charge 0.00

Interest Earned 110,366.82

Ending Balance 131,549.53

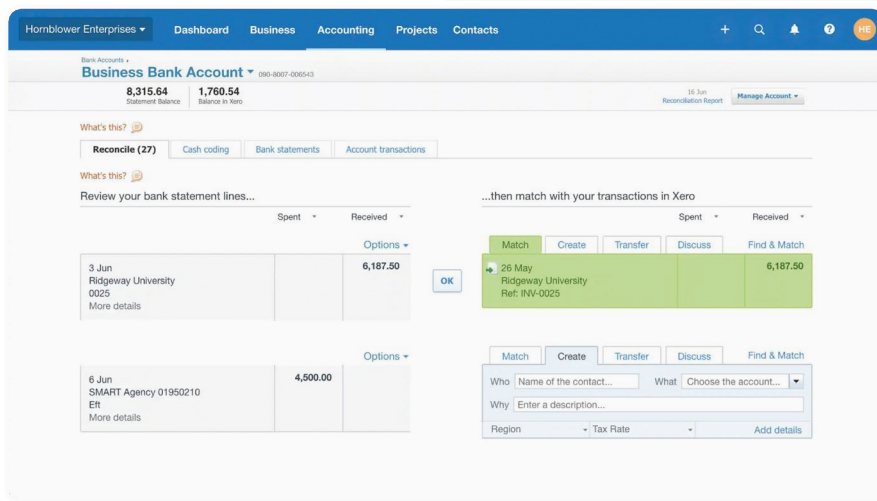
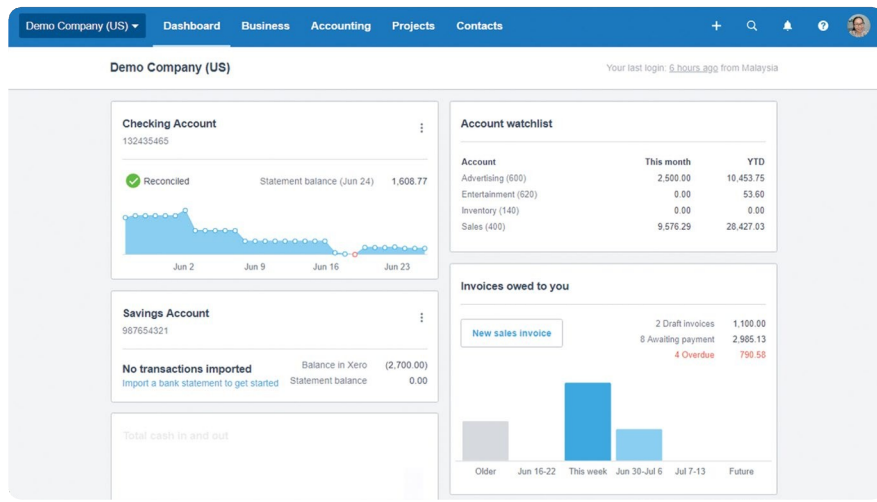
Cleared Balance Difference -21,162.71

Sage



Status	Reference	Deposit/Bank Credit	Check/Bank Debit	Date	Payee/Description
✓	10122	7,578.42		Jan 1, 2020	Teesdale Real Estate
✓	10122	10,970.42		Jan 1, 2020	Armstrong Landscaping
✓	10209	3,550.68		Jan 1, 2020	Cummings Construction
✓	10321	27,030.00		Jan 1, 2020	Holland Properties, Inc.
✓	10202	1,907.58		Jan 4, 2020	Cummings Construction
✓	10124	2,383.94		Jan 9, 2020	Armstrong Landscaping
✓	10110	890.36		Jan 15, 2020	Mosley Country Club
✓	10117	4,565.83		Jan 18, 2020	Saia's Neighborhood Nursery
✓	10111	858.53		Jan 26, 2020	Holland Properties, Inc.
✓	10112	77.22		Jan 26, 2020	Retail (Cash) Sales
✓	10119	9,645.26		Jan 26, 2020	Armstrong Landscaping
✓	10209	7,102.00		Jan 26, 2020	Snowden Interior Design
✓	10113	645.72		Jan 28, 2020	Williams Industries
✓	10114	1,801.48		Jan 29, 2020	Retail (Cash) Sales
✓	10115	173.01		Jan 29, 2020	Retail (Cash) Sales
✓	10120	4,281.47		Jan 29, 2020	Archer Scapes and Ponds
✓	10121	2,329.67		Jan 29, 2020	Saia's Neighborhood Nursery
✓	10217	358.02		Jan 30, 2020	Retail (Cash) Sales
✓	10116	6,942.91		Jan 31, 2020	McKay Construction
✓	10123	19,077.88		Jan 31, 2020	Archer Scapes and Ponds
✓	10322	1,292.10		Jan 31, 2020	Dash Business Systems
✓	10201	494.87		Feb 3, 2020	Snowden Interior Design

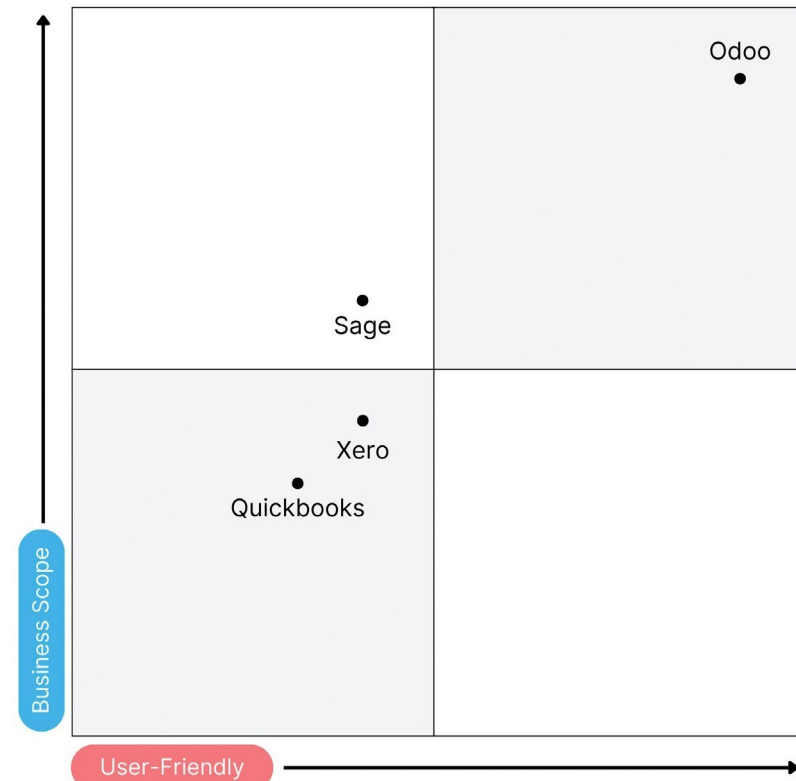
Xero



Different solutions, Different needs

When choosing the right software for your business, it is important to assess several criteria based on your specific needs.

Business Scope and User-friendliness





Business Scope measures a software's capacity to meet your business needs comprehensively through its features and its flexibility in customizability and integration with other tools.

User-Friendliness measures how straightforward and user-friendly a software solution is for your team to navigate, requiring minimal training or complex procedures. Additionally, it evaluates how hassle-free the software is to set up, considering factors like time, effort, and resource requirements for initial configuration within your organization.

300code addresses a wide range of business needs, extending beyond accounting functions. It is designed to streamline operations and replace the need for disjointed, non-integrated software. Built on the Odoo platform, it is highly customizable and all-in-one, with a multitude of applications and a large ecosystem of add-ons behind it. Compared to the competitors here, which lack certain crucial features, 300code provides a high-quality bill management solution.

Sage provides a comprehensive solution with advanced accounting features but may encounter limitations in terms of customization. Additionally, Sage offers a wide range of other business solutions, including payroll, people management, and more. In the realm of integration, Sage offers robust inventory reporting, which facilitates efficient tracking and management. This capability aids your business in controlling asset value and making informed decisions.

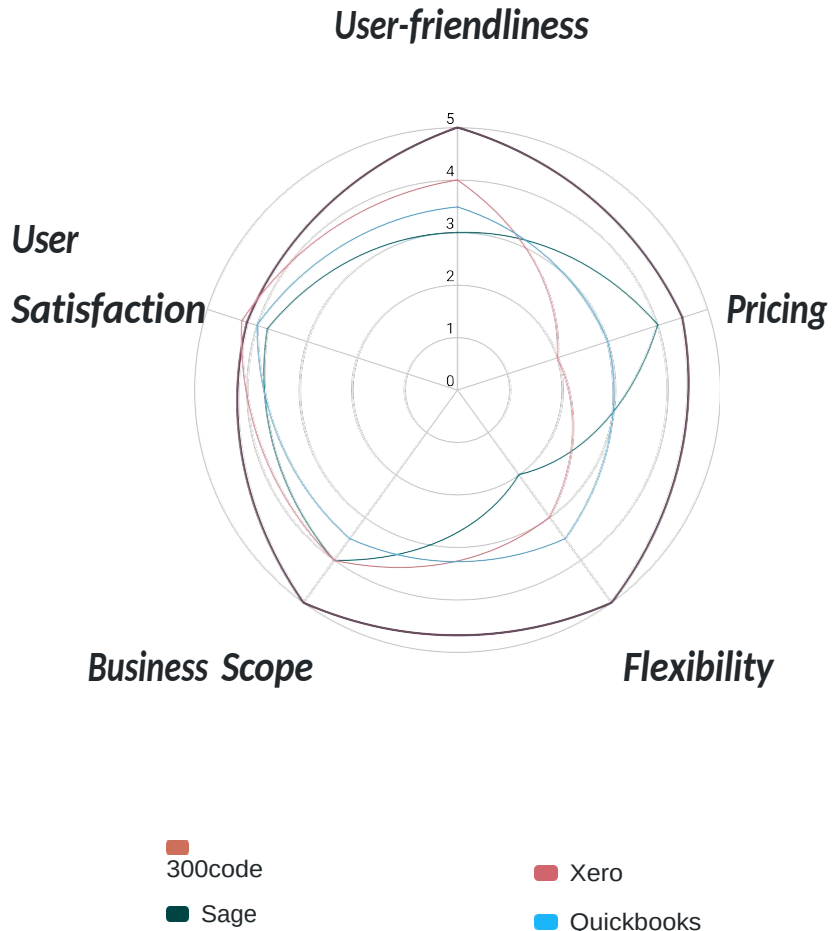
Xero and Quickbooks are considered out-of-the-box solutions. Both solutions offer specialized accounting software but are lacking more advanced features. They don't provide an all-in-one solution for businesses aiming to extend beyond accounting. However, Xero offers comprehensive estimating and invoicing, allowing users to quickly generate precise invoices, improving cash flow management and billing processes.

In terms of user-friendliness, 300code provides intuitive interfaces, making it suitable for users with diverse technical backgrounds. The straightforward setup ensures a hassle-free experience for every business.

Quickbooks, Sage, and Xero, on the other hand, are considered less user-friendly and can be challenging to set up. Their interfaces might require more time and effort for users to become familiar with them. Sage's system might be difficult for non-accountants to navigate the system, while Quickbooks suffers from a lack of direct professional support and system crashes, making the product hard to use for daily operations.

This is why it's important to consider the specific needs and scale of your business when assessing which solution is the best fit, as the ease of use and setup can vary significantly among these options.

Value Proposition



Conclusion

Ultimately, the choice depends on your organization's unique needs, scale, and the balance needed between customization, ease of use, and setup.

If you are in search of a specialized accounting solution, then 300code, Xero, Sage, and Quickbooks could be a good fit. With their advanced accounting features, these systems are particularly well-suited for complex accounting environments and provide efficient solutions for every accounting needs.

If you have more extensive requirements, you may find 300code as the most appealing solution. Its advanced features can accommodate any process. The possibilities in terms of customization and the extensive suite of integrated business applications make it the best solution for businesses with requirements beyond accounting. Furthermore, 300code excels in user-friendliness and ease of setup, making it a suitable choice for small and medium-sized businesses.

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whitepapers@300code.com This comparison is adapted by 300code from the Accounting White Paper published by Odoo SA (2023), whose platform 300code builds on as an Odoo partner. The feature and pricing data are carried over from that document unchanged. If you find mistakes or missing features, please report it to whitepapers@300code.com and we will keep this comparison accurate and up to date.