



THE QUICKBOOKS ACCOUNTING SOFTWARE: FROM TRADITIONAL LEDGERS TO CLOUD COMPUTING

Soufyane Benkendidah 


Laboratory: Population, Entrepreneurship, and Sustainable Development in the Digital Age,
University of El Tarf, El Tarf, Algeria
<https://orcid.org/0009-0005-4528-4208>

Imene Meriche 

Laboratory of Sustainable Local Development, Agriculture, Rural Development, and Ecotourism,
University of El Tarf, El Tarf, Algeria
<https://orcid.org/0009-0004-5458-6120>

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ABSTRACT

This study aimed to identify the most prominent global digital accounting software that has enabled the automation of accounting processes and facilitated the transition from traditional ledgers to modern cloud-based and AI-driven accounting systems, with a particular focus on QuickBooks as a case study. Employing a descriptive-analytical approach, the study provides a concise overview of the software's key features and tools, along with an evaluation of its advantages and disadvantages based on user feedback, as well as a comparative analysis with other similar accounting software. The study concluded that QuickBooks enjoys widespread global adoption, being used by over 7 million businesses worldwide. It offers an inspiring model for conducting all accounting operations from anywhere in the world through cloud storage, effectively meeting the demands of the contemporary global accounting market. It demonstrates that the language of numbers, when facilitated by appropriate technology, can genuinely become a universal language that transcends all borders. Despite its numerous advantages and services, and its superiority over many comparable digital accounting solutions, QuickBooks has faced considerable criticism from users, particularly in light of the developments shaping the accounting profession worldwide, as well as the major and ever-evolving challenges that necessitate swift and continuous updates.

Address of the corresponding author:
Soufyane Benkendidah
benkendidah-soufyane@univ-eltarf.dz

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1 INTRODUCTION

The global business environment is characterized by rapid and consecutive changes. With the advent of the Fourth Industrial Revolution, it has become imperative for institutions to keep pace with the requirements of digital transformation to integrate into the increasingly competitive global economy. This has necessitated that accounting be influenced by these developments. Hence, the importance of studying the impact of digital technological transformation on accounting has emerged, as modernizing accounting has become a necessary and inevitable imperative. This requires a shift from traditional accounting, which uses methods that waste time and effort, to fast and accurate electronic accounting that employs modern programs and tools to organize and process data. This modern accounting derives its updates from numerous virtual world technologies, most notably cloud computing and artificial intelligence.

Several accounting programs based on cloud computing and AI have emerged, aiming to digitize accounting and facilitate access to accounting data to save time, effort, and cost. These programs have gained significant popularity among users due to the accounting services they provide, which match or surpass those offered by traditional accounting, while providing several additional advantages on all fronts. Competition among companies developing these programs has opened a new market based on the program's alignment with global accounting changes and the congruence of its performance with its price. Among the most popular accounting programs is "QuickBooks," which we will briefly review in this study.

Based on the foregoing, the following question can be raised: What are the features and services provided by the QuickBooks accounting software?

Significance of the Study: The study's significance lies in addressing a topic that represents an imposed global trend, namely digital accounting, which most institutions are rushing to implement due to the advantages it offers on all fronts, especially with the release of several cloud-based accounting programs that allow access to and editing of the institution's information and documents from anywhere in the world with an internet connection via a phone, computer, or any other device.

Study Objectives: The study aims to achieve a set of points, summarized as follows:

- Comprehending theoretical aspects related to digital technological transformation and its various tools;
- Identifying the most important global cloud-based and AI-driven accounting software;
- Providing a brief presentation of the "QuickBooks" accounting software;
- Shedding light on the advantages and disadvantages of the "QuickBooks" accounting software.

Methodology Used: A descriptive approach was adopted to present the content of the study, supplemented by a comparative discussion of selected digital accounting software competing with QuickBooks. The study was structured around three main sections: the first presents a theoretical literature review on digital technology in accounting as an introduction to the topic; the second provides a brief overview of the QuickBooks accounting software; and the third comprises a descriptive review in which a comparison was conducted between QuickBooks and four competing accounting software solutions across multiple dimensions, with an identification of the strengths and weaknesses of each.

2 THEORETICAL LITERATURE ON DIGITAL TECHNOLOGY IN ACCOUNTING

Digital technology has become one of the modern tools associated with achieving digital transformation to bring about a radical change in work methods and serve beneficiaries faster and better. Contemporary digital transformation has encompassed various aspects of social and economic life, including accounting, which has witnessed a significant shift towards digital technology. From an accounting perspective, digital transformation can be defined as a radical change in the accounting business model using modern technologies to develop the work of the accountant and access more accurate and reliable information that can be relied upon in making strategic decisions for the business organization. (Mehiout, 2024)

Digital transformation is considered a product of the Fourth Industrial Revolution, which emerged from the revolutionary integration of a vast array of inventions across various branches of human



knowledge, especially in digital technology and artificial intelligence, blending intelligent technologies in a way that diminishes the boundaries between the technological, physical, and biological realms. (Drar, 2024)

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brought about a significant shift in ideas and applications related to IT services, especially in the accounting field. AI, with its various tools, has allowed for the development of digital accounting, and cloud computing has contributed to storing and organizing information and accounting outputs. Blockchain technology has also played a prominent role in developing accounting techniques. Therefore, the application of digital technology tools has had benefits for digital accounting, alongside several challenges, as shown in Table 1.

Table 1. Advantages and Challenges of Applying Digital Technology Tools to the Accounting Profession

Tool	Purpose	Expected Outcomes	Key Challenges Faced by Accountants
Robotic Process Automation (RPA)	Its main purpose is to streamline processes by automating rule-based, repetitive work tasks. Thus, RPA has the potential to replace business outsourcing activities.	Cost reduction, error reduction, and decreased outsourcing; also enables employees to spend time on higher-value tasks and serve more clients without increasing working hours.	Accountants must engage in digital upskilling to train robots and identify automation opportunities. Additionally, new security risks emerge.
Blockchain Technology (BT)	BT provides secure technology for storing and distributing information. Implementing BT in accounting means companies will record their financial transactions in their ledgers, and information will be updated and posted independently to the shared ledger.	Using BT will provide a triple-entry ledger that can replace third-party verifications. This technology would improve the quality of accounting information, enhance transparency, and increase trust.	Organizations increasingly need experienced professionals. BT implementation may also lead to loss of control over data, and one of the main risks is cybercrime.
Cloud Computing	Cloud computing refers to flexible infrastructure and the use of shared off-site servers to store, process, and manage data instead of performing similar procedures locally; thus, business is conducted online.	Using cloud computing allows accountants to access software and data regardless of physical location and time; services and software can be scaled to suit the organization's needs.	Besides regulatory, legal, and security issues, the threat for accountants lies in the elimination or reduction of the need to hire traditional accountants.
Artificial Intelligence (AI)	AI aims to mimic human intelligence to perform even complex tasks. In business, it automates business processes, gains insights through data analysis, and interacts with customers and employees.	AI has the potential to reduce labor costs, enhance accuracy, and reduce conflicts of interest. As technology advances, AI has a greater opportunity to evolve and penetrate the accounting field.	AI implementation is still in the experimental stage, and the implications for the accounting profession are largely unknown, except for its impact of replacing human labor and ultimately causing job losses.

Source: (Mehiout, 2024)



Table 1 clarifies the key digital technology tools used in accounting. Each tool has its own applications and specific software. Initially, the digital transformation in accounting relies on using automation software that removes the significant burden of routine and repetitive tasks. This software allows tasks to be executed at high speed and with near-zero errors. Then, various other tools come into play to complete the accounting process, including blockchain, cloud computing, and artificial intelligence. Perhaps the most widely used tools are cloud computing and AI.

Cloud computing is considered the new generation of computing, as institutions are moving towards equipping information systems to convert them into cloud systems. Institutions have found this technology a suitable solution aligned with their competitive goals, despite the drawbacks and risks associated with this modern technology. Despite variations in conceptualizing cloud computing, they agree on the core content: cloud computing is a concept referring to computer systems and integrated resources without being tied to local resources, aiming to facilitate the user. Among these resources are data storage space, backup, and self-synchronization; it also includes capabilities for processing, programming, task scheduling, email service, and remote printing. Once connected to the network, the user can control these resources through a simple programming interface that simplifies and ignores many internal details and operations. (Chergui & Bourkiaib, 2022)

This cloud computing has enabled digital transformation in accounting by storing various financial transaction processes in the cloud, allowing the completion and storage of records and financial statements remotely. This represents a real revolution in the world of numbers and finance, reshaping the concepts of traditional accounting work and heralding a new era of efficiency and accuracy. This transformation is not merely a change in the tools used but a radical rethinking of how financial data is managed and analyzed.

The shift towards artificial intelligence has also reinforced the transformation towards digital accounting. AI expresses the ability of

programmable technology to perform operations carried out by the human brain. AI is a key component of the modern technology sector and a vital field in computer science, representing the ability of digital devices and computers to perform processes that mimic those performed by humans, such as thinking and acquiring knowledge through experience, relying on learning and understanding to provide a range of accurate and fast services. The relationship between AI and accounting is evident through the following key points (Toumi, 2024):

- Return and Benefit: Accounting is linked to AI in terms of return and benefit because, when comparing traditional methods used in accounting (like transferring information, communication, storage, protection, etc.) with more advanced methods using AI, the latter achieves returns and benefits for all concerned parties.
- Cost and Burdens: Comparing the benefits achieved from adopting AI methods and forms with the costs and burdens, they achieve the required economic feasibility, especially considering the reduced error rate, increased objectivity, and speed of accessing information in a timely manner.
- Flexibility: The fact that financial and non-financial information reflects results immediately after using one of the methods or forms of AI.
- Risk Control: Reduced exposure to risks associated with information and data faced by traditional methods of handling them, such as retrieval, preservation, and other aspects.
- Characteristics of Accounting Information: A correlational relationship between introducing AI methods and the quality of accounting information, specifically through a set of characteristics.
- Quality of Financial Reports: This is evident in the ease and simplicity of presenting and disclosing financial reports published electronically on the accounting entities' websites. This relationship itself aligns with the previous aspects, as each works to achieve the quality of financial reports.

Table 2 highlights the most prominent accounting software based on artificial intelligence:

Table 2. Prominent Accounting Software Based on Artificial Intelligence

Software	Characteristics
QuickBooks	QuickBooks uses AI to analyze accounting data and provide useful recommendations for users to make sound financial decisions.
XERO	A platform founded in 2006, headquartered in New Zealand; it is software that performs many accounting and bookkeeping tasks, has over 3 million subscribers worldwide. Xero uses AI to analyze financial data and provide useful recommendations.
SAP Business	Part of the SAP family, a leader in expense management; an integrated platform for managing expenses and invoices. The software is committed to simplifying daily expenses and automating these daily processes. About 700 institutions use this software to improve their management system.
WAVELET	Software can accelerate the decision-making process and integrate different systems in real-time, allowing business process management. Currently, there are 51,000 users.
FINANCIO	Developed software for small business owners in Malaysia. The software's AI feature was translated to meet the requirements of the Malaysian market. Designed for smart businesses, it automates and simplifies accounting tasks. Currently, they have approximately 25,700 users.
BECON Systems	Accounting software designed to be as simple as possible, created using automation and AI. The company currently has 35,000 clients.
ZOHO	A platform headquartered in India, possessing a suite of software that can automate an organization's processes. The company has 50 million users worldwide.
ESKER	Known for its AI-based software; process automation software designed for companies seeking digital transformation, covering purchases, accounts payable, and accounts receivable. It has over 600,000 users in more than 50 countries.
Automation Anywhere	A leading institution in developing robotic process automation operations and AI-based software; its RPA software is designed for the accounting field. Headquartered in the USA and present in over 90 countries.
E FLOW AND Medius	Medius is cloud-based software that automates invoice processing and purchase orders. It provides the ability to automatically capture data for all incoming information, managing and integrating it seamlessly thanks to strong and flexible connectivity with (ERP) systems.
E-Invoice	E-invoicing software is a service provided by OZEDI for businesses and the software industry in Australia and New Zealand, to help promote the adoption of e-invoicing, i.e.
Kofax RPA	Also known as Kapow, is a system that allows setting up robots and software. Kofax RPA can automate data capture, coding, and invoice verification processes, to creating approval processes and routing this data to ERP systems.

Source: (Ben Hamada & Said, 2022)

Table 2 shows the most famous accounting software aimed at digitizing accounting and facilitating access to accounting data to save time, effort, and cost. Among the most famous accounting software is "QuickBooks," which we will detail further in this study.

AI applications help develop and improve the accounting industry, as evident from the following points: (Toumi, 2024)

Enhancing Efficiency and Accuracy: AI streamlines and automates time-consuming manual tasks like data entry, reconciliations, and invoice processing, ensuring high accuracy.



Faster Data Analysis: Can provide real-time analysis of large datasets, giving stakeholders a clear picture for making sound and strategic decisions.

Increased Financial Security: AI plays an important role in protecting financial assets and ensuring their integrity. Using AI-based solutions, organizations can proactively identify and address potential threats.

Improved Customer Experience: Companies like HSBC use chatbots to handle customer inquiries without needing to contact a call center.

Reduced Costs: Integrating AI into accounting helps save money, as AI automates simple tasks like data entry and transaction verification.

Despite the aforementioned benefits, AI in the accounting market faces several challenges, such as a lack of trust in automated systems, the high cost of implementing AI technologies, in addition to a shortage of skilled labor, not to mention various regulatory constraints and security concerns.

3 A BRIEF OVERVIEW OF "QUICKBOOKS" ACCOUNTING SOFTWARE

Digital technologies, led by artificial intelligence, have contributed to the digitization of accounting and accounting tasks through the advanced applications and accounting software these technologies have provided. They have achieved great success in organizing the accounting business sector, given the success of all their users, making them safer and more trustworthy than before by transitioning to a different, 100% digital accounting world.

Among the globally and regionally (especially in Egypt and Saudi Arabia) circulated accounting software is "QuickBooks," developed by the American global company "Intuit," headquartered in Mountain View, California. The company specializes in financial software and is concerned with providing financial technology solutions. The software was first released in 1992 and is primarily targeted at small and medium-sized enterprises (SMEs) and startups. It offers both on-premise accounting applications and cloud-based versions that allow accepting business payments, managing and paying invoices, and payroll functions.

"QuickBooks" provides a wide range of reports to fully display the financial data of business activities with customized details. It is software certified by accountants for small and medium enterprises. It helps track expenses, customize invoices, generate reports, and much more, all in one place. It also provides solutions for managing personal, business, and tax financial affairs. The software is available as a desktop application for Windows, with multiple versions. You can also choose a Mac version, online, or via phone. (The official website of the Wise banking institution)

The software/application features an easy-to-use interface, whether via computer or phone, as shown in Figure 1.

Some of the software's characteristics are listed in Table 3.

The software comes in two main versions, subdivided into several packages, which we summarize in Table 4.

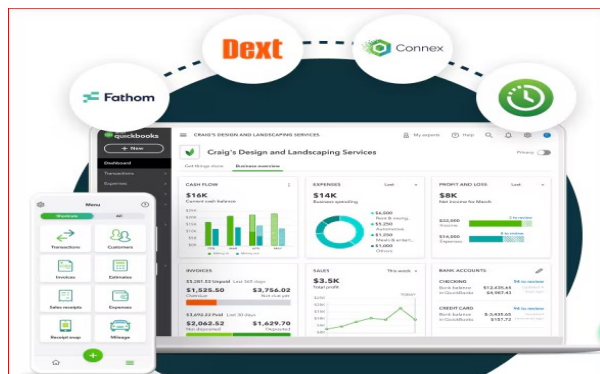


Figure 1. QuickBooks software interface

Source: (The official website of the respective software)



Table 3. Characteristics of "QuickBooks" Accounting Software

Attribute	Description
Manufacturer	Intuit
Official Website	https://www.intuit.com
Software Name	QuickBooks
Official Website	https://quickbooks.intuit.com
Software Nature	Integrated financial accounting software based on cloud computing and AI
Available Types	QuickBooks Desktop: Designed to work with Windows. It offers most of the key accounting software features and provides 03 main packages. QuickBooks Online: A cloud-based subscription service that allows you to access the software from anywhere. You can use any internet-connected device to log into your account, offering convenience and several other features.
Software Language	Supports 11 languages, including Arabic.
Target Audience	Small and Medium Enterprises (SMEs), Startups.
Available Versions	For QuickBooks Desktop, the latest version was in 2024. For QuickBooks Online, it is a cloud-based system receiving continuous updates and new features throughout the year.
Availability	Free for 30 days only for trial. After the trial period, there is a pricing table that varies by type and version.
Support Means	Via computer, it supports all Windows and Mac versions; also available via the electronic app for phones with over 05 million downloads.
Integration	Integrates with many other software packages and applications. This includes those managing scheduling, time tracking, document management, payment processing, inventory management, charitable donations, etc.
Relation to Quicken	Quicken is personal financial software for individuals and families looking to track their finances. QuickBooks is accounting software designed for business owners.

Source: Prepared by the authors based on various sources

Table 4. Versions and Packages of "QuickBooks" Accounting Software

Version Type	QuickBooks Desktop	QuickBooks Online	
Nature of Operation	Designed specifically for computer	Operates with cloud storage	
License Types	Single-User License (Includes one package)	Multi-User License (Contains 03 packages)	
	Allows installation on two devices, but only one user can access the software at a time.	<i>Pro Plus</i> : Allows up to 3 users to access one company file simultaneously.	Subscription-based plan (Contains 04 packages)
		<i>Premier</i> : Supports up to 5 concurrent users.	<i>Simple Start</i> : One active user (plus two accountants)
		<i>Enterprise</i> : Supports from 5 to 30 users.	<i>Essentials</i> : Up to 3 active users (plus two accountants)
		Licenses can be increased in batches of 5 users upon request.	<i>Plus</i> : Up to 5 active users (plus two accountants).
		<i>Advanced</i> : Up to 25 active users + 3 inactive users.	

Source: (Prepared by the researcher based on various sources)



Based on the presented versions and package structure, the Simple Start and Essentials packages are suitable for the limited budgets of small companies, while for medium-sized companies, the Plus and Advanced packages offer advanced features like inventory accounting and project management.

4 COMPARATIVE ANALYSIS OF QUICKBOOKS AND COMPETING ACCOUNTING SOFTWARE

In this section, we conduct a comparative analysis between QuickBooks and four other leading competing software solutions, namely: Xero, SAP Business One, Zoho Books, and Odoo. The comparison is based on ease of use, integration capabilities with other programs and services, subscription costs, and dedicated packages, as well as the suitability of each software for different business sizes and types. We also identify the strengths and limitations of each software. (Prepared by the authors based on the official websites of the respective software)

4.1. Comparison between QuickBooks and Xero

Xero is considered one of the most widely used accounting software solutions worldwide, employing artificial intelligence in various accounting and bookkeeping tasks. It features a simple and user-friendly interface, similar to QuickBooks. Both platforms allow integration with a very large number of third-party applications, which constitutes a strength for both. Therefore, QuickBooks is considered ideal for companies with complex operations, while Xero is ideal for start-ups. With the advancement of artificial intelligence, both programs have a promising future, which is a strength for both, with a relative advantage for QuickBooks, which has proven its effectiveness in complex operations, especially with the transition of many organizations from traditional manual and paper-based ledgers to cloud storage.

4.2. Comparison between QuickBooks and SAP Business One

SAP Business One is an Enterprise Resource Planning (ERP) solution used in managing small to medium-sized enterprises, covering accounting and finance, purchasing, inventory, sales,

customer relationships, as well as reporting and analytics.

SAP Business One relies on a somewhat traditional interface compared to QuickBooks. One of the strengths of both programs is that they both allow integration with a very large number of other applications; SAP Business One includes several integrative functions covering finance, inventory, production, sales, and customer relations within a single system, thus offering strong integration capabilities, as does QuickBooks, which connects with various other services. Both programs are considered ideal for medium-sized enterprises. SAP Business One provides comprehensive Enterprise Resource Planning (ERP) coverage in addition to accounting, while QuickBooks focuses primarily on accounting and related functions, offering supportive administrative services. Its primary specialization in the accounting field has enabled it to provide in-depth accounting solutions that have attracted many organizations.

4.3. Comparison between QuickBooks and Zoho

Zoho offers a suite of digital applications for business management across various fields, including accounting. It features an easy-to-use and flexible interface, similar to QuickBooks, and both allow strong integration with other applications. Consequently, Zoho is considered ideal for small and medium-sized enterprises and those with low revenues. However, it does not focus on accounting as a primary function but rather includes it among the services it provides, which may be viewed by many organizations as a limitation. QuickBooks, on the other hand, focuses primarily on accounting and offers advanced processing specifically for complex accounting operations, which represents a strength for the latter.

4.4. Comparison between QuickBooks and Odoo

Like SAP Business One, Odoo provides a suite of digital applications for Enterprise Resource Planning (ERP), including accounting. It is designed with an easy and flexible interface and allows integration with a very large number of third-party applications, with several integrative functions covering finance, inventory, production,

sales, and customer relations within a single system. This strong integration capability is a key strength, and the same applies to QuickBooks, which focuses on accounting and includes additional services. Both programs are considered ideal for medium-sized enterprises. Odoo is a comprehensive program offering complete ERP coverage, including accounting, while QuickBooks focuses primarily on accounting and provides various other services, distinguished by greater accounting accuracy, which is one of its strengths.

From the above comparison between QuickBooks and its competitors, it becomes clear that despite intense competition in the digital accounting field, QuickBooks has managed to secure a significant market share. This is due to its accuracy in recordings, reports, and various other services, as well as its multiple package offerings, unlike some competing solutions. The subscription costs are reasonable, though not the lowest on the market, as some competing programs are more affordable, which poses a threat. QuickBooks is well-suited for medium-sized and even small enterprises and can be applied in start-ups, while competing solutions are more suitable for micro-enterprises and very large corporations. Furthermore, QuickBooks focuses primarily on accounting and does not provide a fully integrated Enterprise Resource Planning (ERP) system like SAP Business One and Odoo. Consequently, it may lose a portion of the market consisting of enterprises seeking a comprehensive ERP system rather than an accounting-focused solution with some additional services. Nevertheless, QuickBooks remains highly sought after in the accounting field and enjoys significant popularity despite the challenges and some criticism it has faced from certain users.

So "QuickBooks" is considered important accounting software for small and medium-sized companies, used by many companies worldwide, including service and human resources companies, such as recruitment companies that use it to manage invoices, expenses, and payroll, as well as technology and development companies, such as software development companies that use it for basic financial and accounting management. In general, QuickBooks software is considered very positive, especially for small and medium enterprises, as it is one of the best cloud-based accounting solutions in terms of

popularity and features. However, it may not be the ideal choice for large companies or those with complex operations, as it is an excellent and balanced option in terms of cost versus features.

QuickBooks offers its clients many financial features, each helping small and medium business owners manage their company accounts efficiently, including: (Prepared by the researchers based on the official website of the respective program).

- QuickBooks Online can be a hub for a paperless office. Document images integrated into accounting data eliminate the need for filing and storing papers.
- Thanks to integrated applications, QuickBooks Online brings all your administrative tasks together.
- Your accountant can access the data at any time to prepare reports, record year-end adjustments, and file your company's taxes. All this is done remotely and instantly.
- No need to install or update any software.
- No need to verify or reconstruct data. Nor is there a need to take copies of your data file to provide or send to your accountant. Everything is done using the same software and data that everyone views.
- Provides a very accurate audit trail, showing who made changes and when. Additionally, backup software that allows data to be restored to a previous state is recommended to facilitate recovery from accidental deletions or unintended modifications.
- International versions of QuickBooks Online are available. Furthermore, you can select the local currency in which you conduct your business, present your financial reports, and file your taxes with the government.
- Automates the invoicing process. The software also allows setting up and scheduling recurring invoices so the recipient receives them on your timeline. Moreover, you can also set the software to send automatic reminders if your customers are late in payment.
- QuickBooks enables paying bills online using credit and debit cards. It also enables contactless payment via the mobile app and card readers. QuickBooks also facilitates payment via ACH and eCheck. Thus, the customer can pay using their preferred method.



- The software allows you to track employees and their benefits and manage your payroll taxes entirely. Using the software will alleviate any tax pressures, as it will calculate, file, and pay taxes (for countries that offer remote payment features).
- *Cumulative Cost:* With the addition of more users or additional services (like payroll), the monthly cost can become high.
- *Other Application Reviews:* Some users request complex custom reports and address the issue of increased transaction volume, causing performance slowdowns.

According to the opinions of some users and their comments, the QuickBooks software faces several criticisms from those interested in the accounting field, which we summarize as follows:

- *Reporting Issues:* Some reports have limited customization in the online version.
- *User Limits:* Even the "Advanced" package does not support more than 25 active users, while the "Enterprise" package supports up to 40 users, but is a costly and on-premise system, prompting users to demand an increase in the allowed number.
- *Lack of Sales Orders:* This is considered a major drawback for companies operating in wholesale or distribution, forcing them to seek alternative solutions or stick to the desktop version.
- *Limited Security Concerns:* Some opinions mentioned the existence of "gaps" in the Audit Trail that sometimes allow modification of some data without leaving a trace, which could pose a risk if there are no strong internal controls.
- *For Large Companies or Those with Complex Operations:* They are likely to outgrow QuickBooks' capabilities due to the limitations of its services for this type of company, which may require transitioning to a dedicated, integrated ERP system like NetSuite, SAP, or Odoo, among other software that supports the requirements of large companies.

Like other electronic software, QuickBooks has advantages and disadvantages and requires continuous improvement and keeping up with everything new, especially since accounting is constantly renewing itself. Therefore, the software has introduced several AI tools that have contributed to and facilitated accounting work. In the near future, according to some estimates, accounting will evolve further thanks to these accounting software, cloud computing, and AI technologies.

According to a specialized report in the field published on February 15, 2024, the size of AI in the global accounting market is estimated as illustrated in Figure 2.

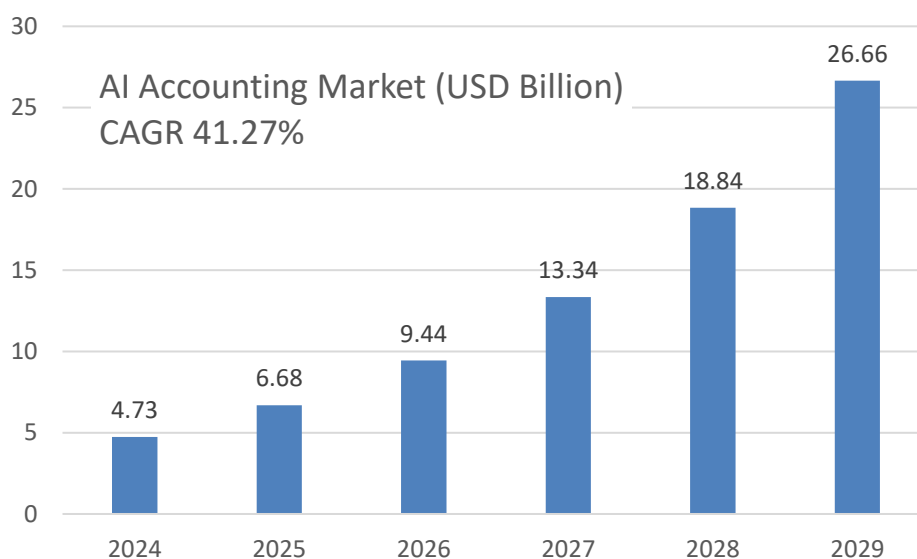


Figure 2. Forecasted Growth of AI in the Accounting Market (2024-2029)

Source: Adapted by the authors from Mehiout (2024)

The estimates shown in the figure below indicate that the use of AI in the accounting field was estimated at approximately \$4.73 billion USD in 2024 and is expected to reach \$26.66 billion USD



by 2029, with a compound annual growth rate (CAGR) of 41.27% during the forecast period (2024-2029). This is due to the significant uptake by institutions of its various technologies, given the substantial benefits they provide, especially if the challenges facing it are overcome.

5 CONCLUSION

The study addressed the topic of global digital accounting software and its transition from ledgers to cloud computing, relying on the "QuickBooks" accounting software as a case study. The accelerated growth and development of modern technologies have pushed institutions and companies of all types to race towards digital transformation in their operations by adopting various technologies based on cloud computing and artificial intelligence, which have significantly helped automate processes that were complex and burdensome, particularly in the accounting field. Thanks to these technologies, recording and processing accounting operations have become simpler than before, contributing to the development of accounting and financial auditing processes, and the work delivered in this field has become of high quality and credibility. Several global accounting software have thus emerged, including "QuickBooks."

In conclusion, the global proliferation of accounting software like "QuickBooks" does not merely represent a commercial success story but is a vivid reflection of a fundamental shift in the very philosophy of the accounting profession itself. It has moved from being a traditional, routine, isolated function to becoming an active strategic partner in decision-making processes, fundamentally reliant on digitalization, intelligence, and flexibility. QuickBooks presents an inspiring model of how software can align with the diverse requirements of the global market, by adapting its interfaces, tax standards, and reports, proving that the language of numbers, when facilitated by appropriate technology, can truly become a unified global language transcending all borders. With future developments in AI and predictive analytics, the lessons of flexibility and adaptation offered by "QuickBooks" will remain the fundamental reference for any ambitious software seeking to make its mark on the global accounting landscape.

Based on the foregoing, the following findings can be reached:

- Digital technology has contributed to updating and automating accounting recording and classification, facilitated the work of tax administration and the compliance of taxpayers with their obligations, and developed and improved auditing work.
- Numerous software and applications used in modern accounting have emerged, the most important of which are: QuickBooks, XERO, SAP CONCUR, Zoho Books, and other modern programs that allow the preparation of financial statements and provide invoicing services, inventory management, electronic payment, and many other services.
- The smart software and applications used in the accounting field have saved time and effort for all their users, and processing has become instantaneous with just one click.
- "QuickBooks" software is one of the most important modern global accounting software programs, primarily targeted at small and medium enterprises and startups. It offers on-premise accounting applications in addition to cloud-based versions that allow users to accept business payments, manage invoices, and process payroll, among other functions.
- "QuickBooks" software is used by seven million institutions and provides a wide range of reports to fully display the financial and accounting data of business activities with customized details. It is software certified by accountants.
- The electronic application of "QuickBooks" software has garnered interest from small and medium enterprises, with over five million downloads. It allows providing the same software services through a flexible, comprehensive interface for the various operations needed by the institutions concerned. It also receives high ratings on various global platforms, with several positive comments.
- "QuickBooks" software comes in multiple versions and packages that suit users' needs, with each package having its own prices and the possibility of a free 30-day trial. From the presented prices, the Simple Start and Essentials packages are suitable for the limited budgets of small companies, while for

medium-sized companies, the Plus and Advanced packages offer better advanced features.

- * Despite the many features and significant advantages of "QuickBooks" software, according to the opinions of some users and their comments, the software faces several criticisms, such as the limited number of users, cumulative cost due to increased services, its unsuitability for large companies, and, not to mention, some security concerns.

Finally, the following recommendations can be made:

- The necessity of updating systems and laws in Algeria to align with technological developments in the accounting field.
- Enhancing training and qualifying accountants to deal with modern technology and use global accounting software.
- It is advisable to establish clear and updated internal policies for companies regarding how

to integrate global accounting software as a replacement for traditional accounting processes.

- Given the availability of several global accounting software, the institution should choose what suits it according to the nature of its activity and size. Among the most important available options is "QuickBooks" software, which provides distinguished services.
- The shortcomings in "QuickBooks" software must be addressed, negative user reviews studied, malfunctions rectified, and various challenges confronted, especially in light of fierce competition among several global companies specializing in issuing modern accounting software.
- "QuickBooks" software must work on ensuring data protection and the confidentiality of accounting information by adopting modern cybersecurity techniques.

Conflict of Interest Statement

The authors declare that they have no commercial, financial, or personal relationships that could be construed as a potential conflict of interest in relation to this study. The manuscript represents an independent academic analysis of QuickBooks software, and the authors have no affiliation with, or financial support from, Intuit Inc. or any organization associated with the development or marketing of the software discussed in this article.

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