



**Featuring Marie-Madeleine Locket, CPA CA**  
A professional accounting services consultant  
helps small businesses focus on growth and success



## About Marie-Madeleine Locket, professional services consultant

Marie-Madeleine Locket has been a French accounting expert since 1992 and a Canadian Chartered Professional Accountant since 2008. She believes that *"The human is at the heart of my practice because behind the numbers there are ideas, know-how, and professionals who evolve and progress,"* and coaches companies from a variety of different industries to help them to grow, structure their accounting, and implement management tools.

Locket decided to make a change to her accounting consulting practice, asking herself, *"How can I help small businesses be more efficient with their invoice and payments processing so they have more time to make strategic decisions, grow their business, and be successful?"* She adopted Yooz AP automation in her own firm and began presenting this technologically advanced solution to her clients, asking them, *"What if I could automate all of your invoice processing and improve your supplier relationships?"* It was an exciting prospect!



## How Yooz Helps MMCA Provide the Best Client Services

*"My clients and I have a collaborative relationship. They are entrepreneurs who want to grow their businesses. And they truly want to understand their financial statements in order to make more informed decisions."*

One of the services that Locket provides is booking entries (bookkeeping). Because the Yooz solution reduces the time she spends on the invoice and payment process, she is able to reduce her fees to her clients. But that doesn't mean her revenues decrease. Earning the trust of her clients, they refer others to MMCA, so her practice is growing. As she receives more work and the volume of documents to process increases, Yooz scales with her.

And for those clients that want to do their own AP, Locket recommends the Yooz solution and demonstrates how it will increase the business's efficiencies. Yooz integrates with more than 200 financial legacy systems/ERPs—including Sage 50 used at MMCA—making it a viable option for anyone.



As an account herself, Locket truly appreciates how the Yooz solution benefits her clients. *"Accounting professionals are very precise when it comes to managing budgets and calculating taxes. Yooz helps accountants be very exact and complete when doing their jobs."*

## MMCA's Business Challenges

- Wanted to be more technologically advanced and help clients do the same.
- Works with different types of businesses, each with a different ERP.
- Clients didn't have insight or understanding into their finances, including payables.



## > It's all About the Results <

Most of Locket's small business clients are excited to embrace technology. They are open to learning about AI and other advanced technologies and eager to embrace a solution like Yooz that will allow them to automate. Plus, the mobile capabilities are attractive to her younger clients that tend to be comfortable using their mobile device for business functions.



*"With Yooz's advanced technology, like AI, it reads data and populates fields that all used to be done manually. Now the information is much more accurate."* Marie-Madeleine Locket, professional accounting services consultant