

FISKL ROI ANALYSIS

Warady & Davis LLP

Modeled impact of moving 400 SME clients from QuickBooks Online to Fiskl

Objective

Quantify the financial and operational impact of adopting Fiskl across Warady & Davis LLP's SME client base versus continuing on QuickBooks Online (U.S. edition) following the May 2026 Intuit price increase. All figures in USD.

1. Firm Context

Warady & Davis LLP is a Chicago-based CPA firm serving privately held businesses across tax, audit, and advisory, with international reach through MSI Global Alliance. The firm's SME book is concentrated on QuickBooks Online with a mix of micro, growing, and advanced multi-entity clients.

This analysis models a 400-client cohort at steady state: 50% on entry-tier plans, 35% on growing-SME plans, and 15% on advanced multi-entity plans. The same model maps cleanly to any U.S. firm with 1 to 50 staff and a comparable client mix.

2. Key Assumptions

- Blended staff hourly cost: \$75 USD/hour (loaded cost, junior to mid-level)
- Annual revenue per client (ARPC): \$4,500 USD
- 50% redeployment of saved hours (conservative utilization)
- QBO pricing reflects May 2026 list rates after the 15 to 25% Intuit increase
- Fiskl tier discounts reflect steady-state pricing after migration (Titan 40% at 251 to 500 clients)
- Time Value = (Hours Saved x Adoption) x \$75/hr
- New-Client Revenue = (Extra Clients x ARPC) x 50% redeployment
- Scope: subscription, time, and capacity only. Migration, training, and payroll add-ons excluded

3. Pricing Benchmark (Post May 2026 Intuit Increase)

QuickBooks Online list prices rose 15 to 25% on May 1, 2026, with parallel increases on QuickBooks Payroll. Fiskl pricing has held flat, with multi-currency and AI automation included on every tier.

| Tier | Plan | Monthly | Annual | Multi-Currency | AI Automation |
|----------------|--------------|---------|---------|----------------|---------------|
| Fiskl | Solo | \$25 | \$300 | Included | Included |
| Fiskl | Pro | \$45 | \$540 | Included | Included |
| Fiskl | Prime | \$65 | \$780 | Included | Included |
| QBO (May 2026) | Simple Start | \$38 | \$456 | Not included | Not included |
| QBO (May 2026) | Essentials | \$75 | \$900 | Included | Not included |
| QBO (May 2026) | Plus | \$115 | \$1,380 | Included | Not included |
| QBO (May 2026) | Advanced | \$275 | \$3,300 | Included | Limited |

Source: Intuit official pricing as of May 2026. Fiskl 2026 list pricing.

4. Client Mix and Weighted Cost

| Segment | % Clients | Fiskl Tier | QBO Equivalent | Fiskl /client/yr | QBO /client/yr |
|-------------------------|-------------|----------------|----------------|------------------|----------------|
| Micro-businesses | 50% | Solo | Simple Start | \$150 | \$228 |
| Growing SMEs | 35% | Pro | Essentials | \$189 | \$315 |
| Advanced SMEs | 15% | Prime | Plus | \$117 | \$207 |
| Weighted Average | 100% | Blended | Blended | \$456 | \$750 |

After applying the Fiskl Titan partner discount (40% off list at 251 to 500 clients), effective Fiskl cost lands at \$274 per client per year. QBO weighted at \$750 per client per year reflects the May 2026 list rates with no firm-side discount available on the standard SMB plans. Fiskl effective price runs at roughly one-third of QBO at the same client mix.

5. Efficiency Results

All amounts in USD. Time Value and New-Client Revenue represent steady-state impact at 50% adoption and 50% redeployment, not literal cash returns in Year 1.

| Metric | Warady & Davis (400 clients) |
|--|------------------------------|
| Clients in Scope | 400 |
| Competitor Annual (QuickBooks Online) | \$300,000 |
| Fiskl Annual (post Titan 40% discount) | \$109,000 |
| Software Savings | \$191,000 |
| Time Value (\$75/hr, 50% adoption) | \$360,000 |
| New-Client Revenue (50% redeployed) | \$180,000 |

| Metric | Warady & Davis (400 clients) |
|-------------------------------------|------------------------------|
| Total Annual Benefit | \$731,000 |
| Annual Net Benefit | \$622,000 |
| Efficiency Multiple (vs Fiskl Cost) | ~7x |
| Payback Period | ~7 months |

Time Value math: 400 clients x 24 hours saved per year x 50% adoption x \$75/hr = \$360,000. Hours-saved range is conservative against industry benchmarks of 15 to 20 hours per client per month of manual work in QBO-led close cycles.

New-Client Revenue math: ~80 client-equivalents of freed capacity x \$4,500 ARPC x 50% redeployment = \$180,000. Equivalent to roughly 2 FTE accountants of capacity unlock.

6. Three-Year Cumulative Impact

Modeled adoption ramp: 100 clients in Year 1, 250 in Year 2, 400 in Year 3. Partner tier moves from Epic (30% off, 51 to 250) to Titan (40% off, 251 to 500).

| Year | Clients | Discount | Fiskl Cost | QBO Cost (May 2026) |
|---------------------|---------|-------------|------------------|---------------------|
| Year 1 | 100 | Epic (30%) | \$31,920 | \$75,000 |
| Year 2 | 250 | Epic (30%) | \$79,800 | \$187,500 |
| Year 3 | 400 | Titan (40%) | \$109,440 | \$300,000 |
| 3-Year Total | -- | -- | \$221,160 | \$562,500 |

3-Year subscription savings: \$341,340. Excludes time value and new-client revenue, which compound on top.

7. Summary and Impact

- Year 1 ROI on software savings alone: ~175% (return on Fiskl spend)
- Steady-state efficiency: 2x to 7x annual Fiskl investment when capacity unlock is included
- Payback period: ~7 months on subscription savings alone
- 3-year subscription savings: \$341,000 cumulative
- Capacity unlock: equivalent to ~2 FTE accountants redeployed to advisory or new clients
- Feature parity: every Fiskl tier includes multi-currency, AI automation, time and expense tracking. QBO gates these behind Plus or Advanced
- Scalable: gap widens at higher client counts as Titan and beyond tiers compound

8. Partner Program (Atlas + Revenue Share)

Beyond the client-side TCO, the Fiskl Global Partner Program adds firm-side value that QBO Accountant does not match:

- Atlas, the firm command center, is free for the firm. One console covers every client, every currency, every entity
- Revenue share on client Fiskl subscriptions: up to 50%, recurring for 5 years per client
- Tiered firm discounts (Epic 30%, Titan 40%) compound with rev share
- Beta feature access, API access, and access to the Fiskl Advisory Council

9. Assumptions Detail

- Client Base: 400 SME clients, primarily privately held and owner-managed
- Segmentation: 50% micro (1 to 2 users), 35% growing (3 to 10 users), 15% advanced (multi-currency or multi-entity)
- Fiskl Pricing: Solo \$25/mo, Pro \$45/mo, Prime \$65/mo (US list, 2026)
- QBO Pricing: Simple Start \$38/mo, Essentials \$75/mo, Plus \$115/mo, Advanced \$275/mo (US list, post May 2026 Intuit increase)
- Payroll excluded for both platforms (core accounting comparison only)
- Discounts: Epic 30% (Years 1 to 2 at 100 to 250 clients), Titan 40% (Year 3 at 400 clients)
- Currency: All amounts USD, annualized
- Scope: Subscription, time value, and capacity unlock. Migration, training, and one-off services excluded

10. Conclusion

Adopting Fiskl gives Warady & Davis a lower-cost, higher-capability platform that supports an advisory-led model and shields the firm from continued Intuit price escalation. Over three years, the firm reduces subscription expenditure by roughly \$341,000 on software alone. With time savings and capacity unlock layered in, steady-state annual benefit lands near \$622,000, which represents ~7x the Fiskl spend at steady state and roughly 2 FTE worth of redeployable accountant capacity.

The model holds for any U.S. CPA firm with 1 to 50 staff and a similar SME client mix on QBO. The gap widens with multi-currency, multi-entity, or international clients.

Legal Disclaimer

This analysis is an independent illustrative model prepared by Fiskl AI. It is based entirely on publicly available information, including Warady & Davis LLP's public website and public references, publicly listed pricing from Intuit Inc. as of May 2026, publicly listed Fiskl AI pricing as of May 2026, and industry benchmarks drawn from public sources. No confidential, non-public, or proprietary information has been shared by, requested from, or received from Warady & Davis LLP in the preparation of this document.

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