

CURRENT STATE AND TRENDS OF INFORMATION SYSTEM DEVELOPMENT IN ACCOUNTING AND TAXATION

In dynamic conditions of management at enterprises of all forms of ownership, organization and sphere of activity there is an urgent need to automate routine processes and operations in order to maximize the efficiency of labor and minimize unproductive time costs for auxiliary operations, interim calculations, etc.

Nowadays, the market of information systems and technologies is presented by a wide range of software products that allow you to automate any business processes of the enterprise in all areas of activity. In particular, it is extremely rare for enterprises to have software for automating bookkeeping and tax accounting, as well as for electronic reporting to supervisory authorities.

The most well-known and widespread programs that enable you to automate accounting, tax and management accounting are typical, industry and specialized solutions like «1C: Enterprise 8.3» [1], software products «PARUS» [2] for budget institutions, small and medium-sized businesses, solution for the state accounting, private sector and specialized sectoral decisions like «MASTER: Accounting» [3].

Software product «1C: Enterprise 7» from the company «1C» first appeared on the market in 1995 and designed to automate the company activities. In 2008 the updated product «1C: Enterprise 8» with a wide functionality and capabilities was made to meet the program users' needs and the organization management [1]. This software is the most common and used in enterprises for all types of accounting automation, has powerful information and technology support and systematic updates in accordance with changes in the current legislation. In addition, «1C: Enterprise 8» offers the widest range of industry and specialized solutions for all areas and activities.

The first sale of «Parus» software dates back to 1991 made by the company «Parus», which today positions itself on the market as a software developer for enterprise management and budget institutions and organizations, a provider of related software (ORACLE, MICROSOFT), various trading equipment (ECC, ICS, MINI, Datecs, Samsung, etc.), POS equipment (Posiflex, Flytech, JIVA, IBM, Aura, EPSON, TYSSO, etc.), access control systems (CARD SYSTEMS) and CCTV [2].

The MASTER software program and the MASTER software are the development of the Ukrainian IT-Enterprise company, which has 30 years of experience in implementing IT technologies. However, the first software «MASTER: Accounting» for small and medium-sized businesses was presented relatively recently on the Ukrainian market, namely – in September 2017 [3]. In spite of this, the product quickly began to gain popularity.

Table 1 gives a comparative description of the product line of the most well-known and commonly used software systems and automation systems for all types of accounting and business processes.

**Comparative characteristics of software products
from automation of accounting**

AIC	Products	Line of program products
«1C: Enterprise 8.3» [1]	Typical products	<ul style="list-style-type: none"> - 1C: Accounting 8 - 1C: Salary and personnel management - 1C: Trade Management - 1C: Management of a trading enterprise - 1C: Management of a production enterprise - 1C: Managing a small firm - 1C: Retail - 1C: Integrated accounting for budgetary institutions - 1C: Documentation of the CORP - 1C: Enterprise 8. ERP 2 (beta version)
	Sectoral and specialized products	Software products for automation: <ul style="list-style-type: none"> - fuel and energy complex production; - engineering data management and research institute (PDM, MDM); - repair management (CMM, EAM); - agriculture; - project and portfolio management (PM, EPM); - trade, warehouse, logistics and transport; - Customer Relationship Management (CRM); - management and financial accounting; - beauty salons, SPA, fitness clubs; - construction, housing and communal services; - Information Technology Management
«PARUS» [2]	Program products	<ul style="list-style-type: none"> - PARUS-Budget – for budget organizations and government agencies - ERP PARUS-Enterprise 8.xx – system for large enterprises - PARUS-Enterprise 7 – Solution for Small and Medium Business - CRM-system «PARUS – Management and Marketing» – an automation tool for CRM-strategy
«MASTER: accounting» [3]	Public sector	<ul style="list-style-type: none"> - MASTER: Budgetary institutions - MASTER: Documentation
	Private sector	<ul style="list-style-type: none"> - MASTER: Accounting - MASTER: Documentation - MASTER: salary and frames - MASTER: IFRS
	Sectoral decisions	<ul style="list-style-type: none"> - MASTER: Horeca – a solution for hotel and restaurant business - MASTER: AGRO – for accounting of agribusinesses - MASTER: housing and communal services – for accounting of enterprises providing utilities - MASTER: RETAIL – for accounting of trading enterprise

Source: formed by the author on the basis of [1-3]

Each of the listed software complexes in Table 1 occupy its place in the market and modern conditions of economic activity, create a fairly tight competition between IT developers to automate accounting and management activities. This, in its turn, stimulates the latest to continuously refine and update the software to meet the most demanding user needs, and position and challenge the benefits of their own product from existing ones.

In addition to automated software systems for accounting and management activities, there is software for automated electronic reporting to control bodies that are presented on the market both on a fee and on a free basis.

The free electronic reporting software is provided by the State Tax Service of Ukraine and includes: «Electronic Taxpayer», «Single Window for Electronic Reporting», «OPZ». However, the disadvantages of free programs are that they have either limited functionality or there is the possibility of reporting only to the tax («OPZ»). Another free development is also known as «FreeZvit» which, unfortunately, also has a limited number of reports for delivery to regulatory agencies.

Software for reporting on a paid basis has a wide functionality, provides electronic reporting to all supervisors and the most popular programs on the Ukrainian market, such as «M.E.Doc IS», «Art report plus», «iFin», «Fredo Report», «Sonata», «Taxer».

Each of the programs has its advantages and disadvantages, and the availability of advanced and additional functionality depends on the price of the software product. That is, the principle of «price – quality» is maintained. However, absolutely all e-reporting software developers try to maximize their software to increase the number of customers and users for further service.

Regarding this, most electronic reporting programs have a pleasant and intuitive interface which makes it easy to perceive the program and its own development, the most advanced functionalities implemented by the availability of different modules for work with individual reporting and taxes, integration with accounting automation systems, loyalty programs for regular customers, discounts, promotions, etc.

Thus, according to the results of the study, we can draw the following conclusions:

- firstly, market conditions require the automation of all processes in the activities of any enterprise, which stimulates the emergence of new IT products for automation of accounting, taxation and management;
- secondly, competition between IT product manufacturers stimulates the constant upgrade of existing products and the development of new, more modern, universal or highly specialized for the needs of each consumer user;
- thirdly, the benefit for users of software products is a variety of loyalty programs, promotions and demos that allow you to try different IT programs free of charge, test them for the needs of your own business and make informed choices in favor of one and the most suitable of the market offerings software products.

References:

1. Software products «1C: Enterprise 8.3» [Electronic resource]. – Access mode: <http://1c.ua/ua/v8/products.php>.
2. Products of the automation system «Parus» [Electronic resource]. – Access mode: <http://parus.ua/ua/138/>.
3. Software products «MASTER: Accounting» [Electronic resource]. –Access mode: <https://masterbuh.com/producti/derzhavnij-sektor>.