



Finding Truth in Time:

*Inside CloudCapcha's
Vision for Aspirational
Firms*

CloudCapcha is inviting accounting leaders to rethink not just how time is captured, but what that data can reveal about performance, profitability and firm-wide efficiency. Rather than rebuild a traditional practice management system in a browser, CloudCapcha focused on solving a single, structural challenge: time—reimagined as an intelligent layer that integrates across the entire digital ecosystem of a modern accounting firm.

It's a philosophy shaped for today's reality, where technology stacks shift, teams collaborate inside Microsoft Teams, and leaders need visibility based on truth, not reconstruction.

We sat down with CEO Phil Lowe to explore the ideas behind CloudCapcha's approach.



Putting *time* back where accountants work

Q: You've said CloudCapcha rethought time recording from the ground up. What does that mean in practice?

Phil Lowe: A lot of accounting firms still rely on systems that feel like digitised versions of paper processes: a time screen here, a WIP & Billing ledger screen there, and a ledger at the back. These systems require accountants to step out of their workflow just to track what they were doing.

But where do accountants actually live digitally today? A decade ago it was Outlook. Now, overwhelmingly, it's Microsoft Teams. That's where client queries, collaboration, review cycles, messaging and meetings all take place.

So instead of rebuilding a separate timesheet, we built WorkCapcha as a native Teams application. Time becomes something that fits naturally into the accountant's day. Whether they're responding to a client message, reviewing a file or joining a meeting, WorkCapcha is already there—no extra windows, no extra login, no extra app. And because it runs inside Teams, firms don't need a separate rollout or mobile deployment. If you have Teams, you have WorkCapcha.



From Timesheet to *Truth*: The “DayBook”

Q: Many tools claim to offer automatic time capture. What makes your approach different?

Phil: Most tools only capture a narrow slice of the working day. They may pick up emails or time in Word, but miss browsing in cloud accounting platforms, client portal work, research tools, audit systems or legacy apps.

The result is partial truth - and partial truth still forces accountants to fill in gaps from memory.

We took a different approach. Our “DayBook” is a digital memory of the accountant’s entire working day, capturing activity across:

Microsoft Teams, Outlook, calendars and meetings
Browser-based accounting suites, workflow tools and portals
Desktop and legacy systems, even those running through Citrix or virtual desktops

From there, we use machine learning to propose accurate entries mapped to the right client, engagement and activity code. The accountant remains in control—they can edit or add entries at any time—but they’re not starting or ending the day staring at a blank timesheet.

Agnostic *by Design*: Integration Without Lock-In

Q: You emphasise having an “agnostic API”. Why is that important in the accounting market?

Phil: Accounting firms rarely operate on a single platform. Some teams might be on a legacy PMS, others on a cloud-native system, and acquisitions add further complexity. Telling firms to switch systems just to improve time recording isn't realistic.

So from day one, WorkCapcha was built to sit on top of any practice management system. Our API connects directly to the time and billing layer of multiple PMS platforms. That means firms can modernise time capture without replatforming—and without being locked into one vendor's ecosystem.



Multi-Back-End: Built for M&A and Group Structures

Q: How does CloudCapcha support firms expanding through acquisition or private equity?

Phil: Consolidation is accelerating across the accounting industry. A group may own multiple firms, each running different systems. Historically, they couldn't unify processes or introduce new tools until everyone migrated onto one PMS—a process that can take years.

WorkCapcha eliminates that bottleneck. We built the platform to be multi-back-end, meaning:

Every accountant uses the same Teams-based interface WorkCapcha knows automatically which PMS to post each entry so time can flow into multiple systems from one common front end.

This allows firms to improve realisation, accuracy and operational insight immediately, while system consolidation takes place in parallel.

UK-Based and EU-Friendly: Why Data Location Still *Matters*

Q: How critical is data residency and sovereignty for accounting firms today?

Phil: Extremely. Leaders want to know exactly where data lives and who can access it. We're a UK/EU-based business hosting data in-region, which aligns with the expectations of clients handling sensitive financial information.

Just as important is data ownership. We encourage firms to export their activity data into their own data warehouse so they can model insights across platforms without relying on vendor reporting.



Final Thoughts: What Should Accounting Leaders Be Asking?

Q: If you could give one piece of advice to a managing partner, COO or CFO evaluating time solutions, what would it be?

Phil: Don't stop at "What does it do?" Ask:

Does this meet my accountants where they actually work?

How much of their real activity does it capture?

Can it integrate with my current systems—and future ones?

Where is my data stored, and does that align with client expectations?

Can I access and analyse the data independently?

If a solution can answer those questions, you're not just buying software—you're buying clarity, confidence and strategic headroom.

CloudCapcha exists to help firms find truth in their data and use it to drive exceptional performance.

Find truth.

Be *exceptional.*

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