

WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

AICPA Trusted Business AdvisorSM Solutions

Transforming Client Services through Cloud-Based Solutions



A subsidiary of the AICPA

PROFESSIONAL ASSOCIATION

CPA2Biz, Inc.

Address:

1211 Avenue of the Americas,
19th Floor
New York, NY 10036

Phone:

1-855-855-5CPA

Website:

www.cpa2biz.com and
www.cpa.com

Number of employees:

75

Year Founded:

2001



GET LINKEDIN TO YOUR PEERS

Join our new LinkedIn group today and become part of a growing community of accounting and financial professionals who are sharing their ideas and best practices on technology and practice development strategies and how they're delivering on their trusted business advisor status. Search for and join the AICPA Trusted Business Advisor Solutions group on LinkedIn® today.

COMPANY OVERVIEW:

CPA2Biz is a subsidiary of the American Institute of Certified Public Accountants (AICPA), the world's largest organization serving the accounting profession.

CPA2Biz is the exclusive marketing arm for AICPA products and services—including publications, webcasts, conferences, continuing professional education and member benefits programs -- for CPAs and financial professionals nationwide. CPA2Biz.com is the leading e-commerce site for the accounting profession and is ranked by Internet Retailer as one of the top five hundred e-commerce sites in the US.

CPA2Biz enables accounting firms nationwide with its Trusted Business AdvisorSM Solutions program—integrating best-of-breed cloud-based accounting solutions to transform how firms deliver the core services of tax, audit, and client accounting. Today, more than half the CPA firms in the US are leveraging one or more of these solutions to build more collaborative and strategic client relationships.

CPA2Biz is headquartered in New York City and has its technology and engineering offices in California's Silicon Valley.

PRODUCTS:

Innovative cloud computing applications, coupled with effective practice development and firm workflow strategies, are transforming the way accounting firms operate and serve clients. CPA2Biz solutions serve core accounting functions that can be easily integrated into other leading applications.

CPA2Biz Trusted Business Advisor Solutions include –

- Paperless Bill Management through Bill.com
- Financial Management and Accounting Applications through Intacct
- Firm-Wide Workflow Solutions through XCM
- Payroll and Retirement Planning through Paychex
- Online Audit Confirmations through Confirmation.com
- Firm Data Backup Services via CPA.com
- Individual and Firm-Branded Email Services via CPA.com

All of these programs are supported by Firm-Branded Client Marketing Tools, White Papers, Case Studies and Educational Materials on CPA.com.

For more information, please visit CPA.com.

THE CHANGING LANDSCAPE

Technology is transforming the way accounting firms and their clients conduct business. Leading cloud-based solutions enable firms to dramatically change the scope of services they

provide to clients, with broader capabilities available in bill management, financial reporting analysis, cash flow management, payroll, firm-wide workflow processes and more.

At Digital CPA: CPA2Biz 2012 Cloud User Conference, taking place October 28-30, 2012 in Washington, DC, firms can learn to provide value-added Business Process Outsourcing and Virtual CFO services via a cloud-based platform. This conference combines cloud and mobile technology with practice development strategies and hands-on software training to help firms obtain the tools and training they need to create new profit centers, specialize in client industry verticals, attract new clients, address staffing needs, and enhance your role as your clients' most trusted business advisor.

To learn more, visit cpa2biz.com/DigitalCPA



2012 CPA2Biz
Cloud User Conference

Transforming the Practice of Accounting

October 28-30, 2012

Washington, DC

MARKETS SERVED:

Accounting firms of all sizes, from sole practitioners to small-mid-sized firms to large firms with multiple offices.

PRACTICE DEVELOPMENT TRAINING:

CPA2Biz provides accounting firms with affordable, easy-to-learn and use, web-based accounting solutions that help CPAs reduce costs, boost productivity, increase revenue, and enhance their value as their clients' most trusted business advisor. For firms interested in pursuing these benefits, we offer two-day Client Accounting Practice Leader Workshops that provide a detailed roadmap for profitably moving your client accounting services practice to the cloud. Firms receive tools and training here related to pricing engagements, performing client needs assessments, staffing best practices and leveraging client engagement letter and marketing plan templates. Dates and location available at www.cpa2biz.com/Workshop2012

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The building blocks for growth, profit, and success.

Forward-thinking accounting firms are literally transforming the way they do business by leveraging the many benefits of cloud-based technologies. The Trusted Business Advisor SolutionsSM program from CPA2Biz provides best-of-breed accounting solutions, along with a full array of practice development, client assessment, and marketing tools that support your efforts, guide you through the process of understanding clients' needs, and help educate clients on how cloud computing solutions can transform the way they work. All of which will help position your firm as a leader and enhance your status as a trusted business advisor.

To learn more call **1.855.855.5CPA**,
or visit **CPA.com**



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