As I write this column for the March issue, I am returning from a trip to NY where I spent time with accountants, firms, and vendors discussing how to move the accounting profession into the cloud faster. My guess is that as you read this, it is the

farthest thing from your mind. You are in the middle of tax season and are probably

At the core, all the vendors in the session were building on the cloud and when we looked around at the folks that weren't in the room, we realized that they too were building their new applications for the profession in the cloud. If the technologists have switched development platforms from desktop to the cloud, then it is only a matter of time before customers will **have** to follow.

I could go into all the reasons why vendors and developers have switched their development platforms over to the cloud, but I am more interested in understanding the resistance to customer adoption. Granted some of the applications are new and less well-known but that hasn't stopped folks from adopting the likes of Facebook or Zynga. So here is the list of reasons I heard as possible explanations: lack of trust combined with confusion, laziness and not enough time.

Trust: People continue to worry about the security of the data in the cloud. While I can't speak for all cloud developers, I believe that when the cloud is done right, it is more secure than any alternative. Data is backed up and locked down with passwords and user names that are unique to each user. You cannot say the same for filing cabinets, checkbooks and desktop applications.

Confusion: Often this is voiced as a lack of confidence that the new technology is going to "stick around." Based on all the developers I know and talk to, it is here to stay until something better comes around in a decade or two. Mostly though, I think the confusion stems from the sheer number of new products on the market. Even for someone in the technology business like me, it is hard to keep track. My advice is to focus on **one** part of your practice and see how you can adapt that to the cloud. The sooner you understand it, the more likely you are to be successful with it for your entire practice.

Laziness: Let's face it; we are all lazy. Learning new stuff is hard. But it is not impossible. One of the great things about the cloud is that many of the products

leverage the technology to provide better service. Service thru chat, email or phone is

make the switch, you'll soon have more time to grow your business or even be a little lazier.

Technology

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