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in San Francisco

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Oct. 23, 2017



Wolters Kluwer

Wolters Kluwer Tax and Accounting, today kicked off its 13th annual **CCH Connections User Conference**, one of the accounting profession's premier educational and peer networking events of the year.

The 4-day event is designed to provide tax professionals with the tools, resources and solutions needed to grow, manage and protect their businesses and their clients' businesses. Attendees will gain valuable insight into Wolters Kluwer Tax and Accounting's newest products and features, learn about the latest tax trends and technologies, and network and share best practices with leaders and peers.

Jason R. Marx, CEO of Wolters Kluwer Tax and Accounting North America will be headlining the #CCHUC17 opening keynote session, and sharing insights on five key trends that are dramatically altering client expectations of professional tax and accounting firms and emerging technology innovations, including:

1. The Smartphone: Whether email, social media or web searching, smartphone

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4. "Always On" Culture: Clients don't expect to break the habit of getting what they want, when they want it and providing 24/7 services, in a secure way is driving higher utilization of enhanced security features, such as multi-factor authentication – a way to protect client information
5. Value in Simplicity: Clients have come to recognize value in simplicity and, specifically, the greater value realized through data integration. The merging and unifying of data not only brings increased potential for accuracy but sets the stage for a competitive advantage. Firms that have the ability to collect, manage and intelligently leverage data have a leg up and utilizing point-to-point solutions through integration is becoming critically important for success

CCH Connections User Conference attendees also received results of the 2017 Wolters Kluwer Tax and Accounting survey and white paper, "*Integrated Cloud Solutions Help Firms Overcome Industry Challenges and Achieve Growth Objective*," which takes a look back at the top concerns and business objectives for firms over the years and examines more recent technology and profitability trends. Over the past decade, tax and accounting firms have reported remarkably consistent business concerns. Although individual issues may shift in where they rank from year to year, there is wide agreement that the top issues facing firms involve:

- Growing the business
- Making use of the best current technology
- Data and information security
- Recruiting and retaining the next generation of talent
- Increasing regulatory compliance and complexity

"The consistency in objectives we see in our year-over-year data is not surprising, but all continue to point to the need for intelligent technology that can help firms be more productive and efficient," said Marx. "This survey confirms what we've been

seeing over the years; combined with documented processes and best practices, the

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demand speaker for organizations from the UCLA School of Management to Fortune 500 companies and The Johnson Foundation to the National Association of Science Teachers.

The event is being held at [The Marriott Marquis San Francisco](#) from Sunday, October 22 through Wednesday, October 25. In addition to informative courses from industry-leading experts, attendees will enjoy a variety of activities that allow them to network and bond with their peers, from relaxing cocktail parties to twilight attractions at the infamous Alcatraz Federal Penitentiary or aboard a classic San Francisco Cable Car tour.

Accounting • Technology

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