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# A subsidiary of the AICPA

## Company Overview

CPA2Biz is a subsidiary of the American Institute of Certified Public Accountants (AICPA), the national professional association of CPAs.

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. [www.cpa2biz.com](http://www.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 United States.

CPA2Biz enables accounting firms nationwide with its Trusted Business Advisor<sup>SM</sup> Solutions program — integrating best-of-breed cloud-based accounting solutions to transform how firms deliver core accounting services. Today, more than half the CPA firms in the United States are leveraging one or more of these solutions or programs to build more collaborative and strategic client relationships.

CPA2Biz is headquartered in New York, N.Y. and has its technology and engineering

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deliver optimal value and the highest quality service to CPAs worldwide.

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**
- **Paperless Tax Workflow Products through Copanion**
- **Payroll, Retirement Planning and HR Services through Paychex**

All supported by **Firm-Branded Client Marketing Tools, White Papers, Case Studies and Educational Materials on the CPA2Biz Portal.**

For more information, please visit [www.cpa2biz.com/BusinessSolutions](http://www.cpa2biz.com/BusinessSolutions).

## **The Changing Landscape**

Technology is now becoming a key differentiator for accounting firms. Leading cloud-based solutions enable firms to dramatically change how they provide client services, providing opportunities to **improve client loyalty, realization rates, employee satisfaction, succession planning capabilities**, and more.

**Rhonda — PYRAMID GRAPHIC HERE**

Many accounting firms are beginning to recognize that client accounting services — at all levels of this value pyramid — can be greatly improved and further automated through advances in technology, such as cloud-based solutions. These new technologies can dramatically improve how firms deliver services to clients to

increase their financial performance and provide more valuable business advice.

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## Customer Support

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. In addition, we provide comprehensive CPE training, webcasts, and the intensive, one-day **AICPA Trusted Business Advisor<sup>SM</sup> Workshops** (in partnership with the AICPA's Private Companies Practice Section – PCPS) in cities nationwide.

Through our online portal, CPAs have access to ready-to-use and customizable marketing materials that their firm can use to engage and educate clients about the benefits and unique business advantages of these new accounting solutions and programs. Sales and marketing collateral CPAs can share with clients include program flyers, PowerPoint slideshows, website ads, pre-formatted client emails, online demos and more — all of which can be personalized with the CPA firm's own logo and contact information.

**Rhonda – Linked In** 

## 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 how they're improving their client accounting practice and delivering on their trusted business advisor status. Search for and join the **AICPA Trusted Business Advisor<sup>SM</sup> Solutions group on LinkedIn®** today.

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