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Jun. 01, 2007

As our readers will attest, this magazine has changed considerably over the past few years. Both our print and online presence have continued to evolve to provide you with not only more information regarding technology's impact on the accounting and tax profession, but information that is more easily accessible and filterable by the subject matter in which you are interested.

On our print side, changes have included more cross-referencing of articles, inclusion of "fast fact" boxes and article overviews, a redesigned table of contents, and more consistent formatting of reviews.

But the really big changes have come through our online offerings, which continue to grow as a reflection of the integration of technology into the profession. You have told us that you want information in many different ways — not just online and not just print, but a combination that lets you choose what works best for you. Furthermore, you have told us that diversity in online content gives you more flexibility and convenience. We've listened and have made our website, www.c patechadvis or.com, the most content-rich and dynamic technology information portal for tax and accounting professionals.

With all of the changes and additions we've made over the past few years, I thought a user's guide of sorts would be useful to highlight the options we offer online to help you in your practice.

Magazine Content

All of the independent reviews, features and columns from our print editions are available on our website in categories that make it easy to find the information you

need. We also offer Exclusive Online Content with feature articles, how-tos and other

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needed.

Digital Edition Supplements

We recently added Digital Edition Supplements to our lineup, so in addition to our regularly scheduled print issues, our readers can receive special digital-only supplements by e-mail; they are also stored on our website in an easy-to-read digital format. For 2007, these issues will include Business Building Tips in June, Disaster Recovery & Business Continuity Planning in October, and the 2007 Year in Review in December.

Intersection Live (www.CPATechAdvisor.com/intersection)

One of the most exciting additions to our online arsenal of digital content for tax and accounting professionals is Intersection Live, the hub for our series of Podcasts that can be downloaded to your portable digital music player or listened to from your computer. Podcast programs include the following:

Columnists' Corner – Features audio versions of each of the Dream Team's columns, along with additional insight from the columnist.

On the Road – Audio interviews from various technology tradeshow and conferences.

Tech 2 Go – Accounting industry technology thought leaders participate in a live and interactive monthly roundtable discussion on current technology issues impacting the accounting profession, with listeners able to submit questions.

Special Topics – Periodic special features to discuss specific technologies or services that can benefit accountants and tax professionals in public

practice.

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technology and workflow processes, providing actionable recommendations for improvement. Firms can also find out how they rank against their peers nationally and regionally. Industry surveys show that the average income of firm partners in the upper quartile of accounting firms is nearly 60 percent greater than that of partners in general. So how do you get into the upper quartile? Take the Productivity Survey and work smarter.

Interactive Calendar (www.CPATechAdvisor.com/calendar)

This new tool lets you see at-a-glance all of the accounting and tax technology events coming up, including tradeshow, conferences, professional organization meetings and training seminars. You can also quickly determine the events near you at which our Dream Team columnists will be attending and speaking.

Accountants Video Network (www.CPATechAdvisor.com/video)

Accountants Video Network is the newest addition to our online services, providing you with useful how-to videos, product demonstrations, training sessions and business growth ideas from the technology vendors who serve the profession.

Online Buyer's Guide (www.CPATechAdvisor.com/buyersguide)

The newly redesigned Online Buyer's Guide offers a one-stop information directory that makes it easy to find information on products and services that can help your firm. Organized into common product and service categories, the Online Buyer's Guide features improved search capabilities and functionality.

e-Newsletter (www.CPATechAdvisor.com/Newsletter)

Free to all accounting and tax professionals, our monthly e-Newsletter is delivered to your inbox, giving

you access to exclusive online content as well as a sneak-peek and early access to the

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Technology

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