## **CPA** Practice **Advisor**

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RIVERWOODS, Ill. — Now, there's a fresh, intuitive way to connect to the comprehensive, authoritative content of CCH: IntelliConnect, an innovative evolution of CCH's research platform, Tax Research NetWork. It's intelligent tax and accounting information, connected to the way professionals search and use information and workflow tools.

Built from the ground up based on thousands of hours of customer interviews, IntelliConnect is something completely different in professional research because it's intuitive and easy to use. It doesn't require the user to be an experienced researcher, or take a lot of training.

IntelliConnect simplifies the search process and offers the same ease of use as some of today's most popular consumer web search engines. The difference is, you're searching on CCH's premiere, authoritative content. It also offers seamless integration with CCH's award-winning workflow tools, such as CCH@Hand and SmartCharts.

"IntelliConnect changes the game for research. CCH has placed its award-winning content and applications on a highly intuitive search engine that takes just minutes to learn how to use," said Mike Sabbatis, President of CCH, a Wolters Kluwer business, and a leading provider of tax information, software and services. "There's no easier solution to find answers and nothing else like it in professional research for tax and accounting professionals."

IntelliConnect is designed to be the central information portal for users' daily work, changing the way research is conducted and delivering workflow benefits

and efficiencies that extend beyond research results.

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