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Isaac M. O'Bannon • Jun. 05, 2012



## Awards Honor Technologies That Help Tax & Accounting Pros

LOS ANGELES – June 4, 2012 – SaaS is more than just a buzz word, it's now critical to tax and accounting professionals and their clients, providing the benefits of anywhere, anytime access to critical data. The ninth annual Tax & Accounting

Technology Innovation Awards reflected this growing trend, and for the first time all

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The awards are designed to honor new or recently enhanced technologies that benefit professionals and their client relationships by streamlining workflow, providing increased accessibility, improving client collaboration and other means. *CPA Practice Advisor* is a national print and digital media outlet, providing practice resources, technology reviews, interactive tools and additional content geared toward helping professionals achieve greater productivity.

“The fact that all of this year’s Innovation Award winners are web-based products or apps underscores the growing importance of SaaS solutions for accounting and tax professionals,” said *CPA Practice Advisor* Executive Editor, M. Darren Root, a Certified Public Accountant (CPA), who also holds the AICPA’s Certified Information Technology Professional (CITP) credential.

“From remote access tools and mobile apps that extend a professional’s reach to virtually anywhere they are, to programs for payroll, tax, accounting or other tasks that are designed specifically for web-based use, these technologies are increasingly being adapted in forward thinking firms who see the advantages they offer for increasing productivity and maintaining a positive work-life balance.” Root is also the managing partner of the Bloomington, Indiana, accounting firm Root & Associates, LLC, and CEO of the technology consultancy RootWorks, LLC.

Winners are selected by *CPA Practice Advisor*’s editorial advisory board and awards committee, which include thought leaders within the profession and accounting and tax professionals from across the country. The publication, along with its digital content and interactive media, is the leading independent source of practice management resources and technology information for tax and accounting professionals in public practice.

**About *CPA Practice Advisor***

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