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**Isaac M. O'Bannon** • Jun. 28, 2012

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As a professional, your firm likely has many unique needs that are based on many factors, including the types of clients you serve and the needs of your staff. Finding the solutions and the right tools to help you work where, when and how you want, can be just as critical to your productivity as developing the best workflow processes and finding the right team to work with you, but with the constantly changing nature of technology, it can be a challenge.

The same challenges are faced by your clients, who are looking for ways to increase their own productivity and to be better able to compete in today's economy. Where do they turn when they have questions about their financial capabilities? As their accountant, they likely turn to you, their most trusted advisor. When it comes to business and tax strategies, professionals already have the knowledge and resources necessary to help their clients succeed.

These same clients, however, may also ask for technology advice related to their business management, workflow and internal accounting processes. With the diversity of small businesses and high net worth individuals in the United States, the best tools for one client may not be the best fit for another, but they expect their financial experts to provide guidance in finding and implementing solutions that can help them work more efficiently and profitably.

Helping them work smarter not only strengthens your relationship, but also can help

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The guide features categorized listings for firm and client-side software, online programs, services and other technologies. This is just one of the resources that *CPA Practice Advisor* and *NSA Practice Advisor* offers as your source for the technology information you need to help your clients and your own firm be more productive and profitable.

Technology

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