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enhance the services they provide to their clients.

Taija Sparkman • Aug. 14, 2012



Concur, provider of integrated travel and expense management services, has experienced remarkable success the past year with its [Advisor Program](#). Since launching last spring, more than 3,000 accounting professionals and small business consultants have enrolled in the program aimed at helping professionals deliver more valuable services to their clients.

The Concur Advisor Program is open to all accountants and gives professionals the resources they need to serve as advisors beyond the standard tax and bookkeeping

role. Professionals can help their clients efficiently reduce time spent on tasks,

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account to use for training purposes. In addition, a dedicated specialist will help professionals and their clients maximize their use of the software. Advisors can offer exclusive discounts on Concur Small Business Edition and any advisor that refers their first client by October 1 will be able to offer that client an additional three months of Concur Small Business Edition for free.

Concur is a recipient of the 2012 *CPA Practice Advisor* Annual Tax & Accounting Technology Innovation Awards. Recent updates the company has made include:

- **Intuit Anywhere Integration** – Data can now be imported securely and simply from QuickBooks into the Concur web or mobile app.
- **New resources on Advisor Portal** – New resources include online training, client tracking, webinars and events and email templates.
- **Enhanced Advisor Program Website** – New features such as new video and a case study about the program.

“With QuickBooks integration via Intuit Anywhere, businesses using Concur will benefit from an even more foolproof way to pull data into each application,” says Michelle Long, CPA and author of *Successful QuickBooks Consulting*. “This integration virtually eliminates manual data entry, which saves everyone time and eliminates headaches. In bringing this solution to their clients, accountants and SMB consultants increase their value as trusted business advisors.”

Technology

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