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Taija Sparkman • Dec. 05, 2012

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Many CPAs are starting to realize and embrace the role they play in helping their clients adopt technology, according to a recent survey by the [American Institute of CPAs](#). The survey also found that nearly 40 percent of CPAs identify themselves as catalysts for innovation.

The AICPA released the survey results today at its Digital CPA: 2012 CPA2Biz Cloud User Conference. Hosted by CPA2Biz, the conference aims to help firms provide accounting and back office services and operations by leveraging the cloud.

“We’re at a defining moment in the accounting profession,” said Erik Asgeirsson, President and CEO of CPA2Biz. “It’s now possible for small- and medium-sized businesses to tap powerful technologies that make them more productive and offer

faster, better insight into financial decision-making. But most of these companies

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Security issues, change management and general apprehension about the effectiveness of cloud technology remain the top obstacles preventing cloud adoption for many CPAs and firms. The survey also found that, according to respondents, the biggest benefits of adopting cloud technology are, in order:

1. Ability to work virtually and expand geographic reach
2. No worries about software updates, maintenance or troubleshooting
3. Confidence in business continuity and recover during a disaster
4. Improved productivity
5. New service options for clients
6. Increased visibility into CPA firm and client finances

The conference kicked off with an economic outlook discussion by William Dunkelberg, Chief Economist of the National Federation of Independent Business, and a post-election analysis by George Will, political commentator. The conference will continue with keynote speeches by Asgeirsson, AICPA President and CEO Barry Melancon, CPA, GCMA and Geoffrey A. Moore, business strategist and author of "Crossing the Chasm."

Technology

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