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April 30, 2013 — The American Institute of CPAs technology subsidiary, [CPA2Biz](#), has announced that [Avecetra](#), a provider of software and services for associations and nonprofits, has been added to its lineup of cloud-based solutions for the accounting profession.

The two companies announced their partnership at the Information Technology Alliance Spring Collaborative here. Avecetra will become the preferred provider of constituent management software and services for associations and charitable organizations through [AICPA Trusted Business Advisor Solutions](#), a collection of leading cloud services from such strategic CPA2Biz partners as Bill.com, Intacct and Paychex.

One of the trends taking root across the profession is the drive from generalization to specialization, according to tech strategist and business bestseller Geoffrey Moore, who recently, along with CPA2Biz, studied opportunities for CPA firms in outsourced accounting services. Firms that develop deep industry expertise can help deliver tailored solutions of greater strategic value to their clients. One sector that can benefit the most from these services is nonprofit organizations, which face increased reporting requirements and a need to devote their full attention and resources to members and causes, not back-office operations.

“CPA firms that are most successful with accounting services are those that have developed expertise in specialized markets and industries,” said Michael Cerami, vice president of corporate alliances for CPA2Biz. “This deepens their advisory value to clients. Avecetra is a strong addition to our lineup because it is a key vertical solution for firms specializing in accounting services to associations and charitable organizations.”

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The two companies will work together over the next few months to refine a product set and price points for the accounting profession.

“Our software is a great tool for the accounting profession to offer to clients,” said Richard Davis, chairman and CEO of Avecetra. “As trusted advisors, CPAs can play a pivotal role in helping associations and charitable organizations embrace the benefits of technology. This partnership has a lot to offer everyone.”

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