

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

themselves in a changing profession

Nov. 12, 2013

The accounting profession has been greatly defined over the last decade by the rapid change in technologies that have also altered client expectations and resulted in always-on connectivity. That was the starting point of the keynote offered by Jon Baron, managing director, Professional, Tax & Accounting, [Thomson Reuters](#) as he opened the 2013 SYNERGY users' conference in Miami Beach, Florida.

Speaking to an audience of approximately 1,300 attendees, who are primarily tax and accounting professionals, he stressed how a culture where data are available anytime, anywhere, on any device, and on any user interface is reshaping businesses and professionals of all types and forcing the accounting profession to adapt or face potential irrelevance.

Baron's address focused on the necessity of moving beyond after-the-fact and compliance work and adapting to a world where there are more Internet-connected devices than people. He stressed the necessity of creating always-on connections with clients and ushering in a new range of data-driven, value-added consultative services. He said that while changes in technology are massive, sweeping, permanent, and impacting consumer and client behavior in every way, they're creating new opportunities for practitioners that are willing to adapt.

"Firms need to become collaborative, trusted advisors to their clients, and they need to ask themselves whether they're providing services in a way that is aligned with the world of today and meeting the expectations of today's clients. The danger zone for many firms lies in continuing to operate as though the massive and permanent changes in consumer behavior don't exist, in continuing to provide services in a manner more consistent with the world of yesterday," Baron said. "Tax prep and

compliance work are merely the price of entry in today's profession, due to

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

management more automated and efficient. He demonstrated a variety of new CS Professional Suite<sup>®</sup> features and functionality that will help firms do just that, including:

- **New mobile capabilities in NetClient CS<sup>®</sup>** that will enable firm clients to snap photos of source documents with their mobile devices, then upload them directly to NetClient CS for access by the firm. Firm clients will also be able to send documents directly from Dropbox<sup>™</sup> to the firm. Baron also outlined a future vision of increased automation in mobile document handling, including automated OCR data extraction from documents submitted via mobile devices and more.
- **New mobile notifications and functionality for firm clients**, including mobile notifications that alert clients to missing source documents and mobile notifications to the firm when new source documents are available on the portal. Future mobile notifications will include e-file and refund status, mobile client signature capabilities, mobile invoicing and bill pay, and more.
- **New integration between Workpapers CS<sup>™</sup> and NetClient CS** that enables practitioners to drag and drop client source documents directly to the Workpapers CS binder from NetClient CS. Workpapers CS enables practitioners to manage all types of workpapers, perform sophisticated trial balance calculations, and use comprehensive PDF annotations for digital review.
- **New integration between Workpapers CS and the Source Document Processing service** that automatically labels and organizes scanned client source documents, then sorts them into a binder folder structure that mirrors the UltraTax CS input screen folders. Source Document Processing can also use OCR technology to extract data from scanned source documents for automatic transfer to UltraTax CS<sup>®</sup> at tax preparation time.
- **A visual update for iOS 7** that offers a more streamlined interface and an updated look

and feel.

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Fort Lauderdale, Florida in 1981. Over the years, the annual conference has evolved into one of the profession's premiere venues for sharing insights, exchanging ideas, and gaining hands-on experience with the latest technology in the tax and accounting profession.

The conference also offers roundtable discussions and keynote presentations by profession leaders and motivation experts. This year's roster of keynote speakers includes Baron; Rebecca Ryan, owner of Next Generation Consulting, Entrepreneur of the Year, and former pro basketball star; and Anthony Bourke, CEO & founder of Mach 2 Consulting.

Firm Management • Technology

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved