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better reflect the most important and distinctive benefits it provides to accountants.

Isaac M. O'Bannon • Nov. 14, 2013

AccountantsWorld has changed the name of its flagship accounting solution to better reflect the most important and distinctive benefits it provides to accountants. Accounting Power, previously named Accounting Relief, is a cloud-based professional accounting system that also connects firms to their clients for day-to-day small business operations.

The name change reflects AccountantsWorld's focus on providing accountants with tools to help their clients better manage their business finances and make their services more relevant to their clients' needs.

“The primary mission of Accounting Power is to help accountants regain the prominence within client accounting that they’ve lost over the past decade,” said Chandra Bhansali, CEO of AccountantsWorld. “Almost all other accounting solutions providers focus on selling ‘do-it-yourself’ systems directly to small business clients and bypassing the accountant, which naturally undermines the accounting profession. The cloud-based Accounting Power has always been designed to support our Accountants First™ position, in which accountants and clients work in true collaboration under the accountants’ direction.”

Accounting Power includes bookkeeping, trial balance, write-up, and financial reporting, all in one integrated system. Because the system is fully integrated, after clients have entered transactions, accountants automatically have that data available to perform trial balance work and prepare fully customizable financial statements.

Accountants can also customize the system for each client, to limit access only to the

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