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# CPA Practice Advisor



Bloomberg BNA, a wholly owned subsidiary of Bloomberg L.P., offers an online

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such as mileage rates and tax rate schedules. This app is free for anyone to download and use, even those who are not Tax and Accounting subscribers.

### **Basic System Functions – 4.5 Stars**

The Tax and Accounting Banner appears throughout the website, providing constant and convenient access to search and program navigation. The top menu bar with white text and a black background includes links to the home page, about (overview of the center's contents), contact information, a site map, user preferences, help and My Folders.

Multiple options are provided for searching BNA Tax and Accounting. Users can perform a quick search by typing a phrase and clicking the search button, run an advanced search through multiple collections and criteria, or search specific collections through a guided search. The "Go To" tool is especially fast and helpful for advanced users who know exactly what document or citation they are looking for.

BNA Tax and Accounting also has a tabbed interface for navigating between different topics. Contents can be easily expanded and collapsed, and users can split the screen to view multiple panes.

### **Content – 5 Stars**

The biggest strength of BNA Tax and Accounting is its content, in particular, the BNA Portfolios. The portfolios focus on specific subjects and take a comprehensive approach. The feedback from many practitioners is that the portfolios are easy to read and understand, as they provide practical examples, insightful commentary, and useful tax strategies.

All types of tax is covered in the product, including Federal, state, sales and use,

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Customizing certain parts of BNA Tax and Accounting requires a user to activate his or her account profile. After a profile is activated, a user can use My Folders to organize documents and searches, set default views, save Favorite Collections for easy access on the home page, and adjust text size. Subscribers may also choose between practice or interest areas to receive e-mail updates.

### **Integration / Import / Export – 4 Stars**

Unlike the other tax research systems reviewed, BNA Tax and Accounting does not integrate with any third-party tax preparation or accounting software. Users will need to launch the BNA research site outside of the tax software.

By clicking on the share button, users can e-mail a link to multiple recipients and add comments. However, recipient users must have a subscription to view certain documents and will be prompted to log in.

When the print button is pressed, users can choose between a printer-friendly version and a rich text format for importing into word processing programs. Also, users can select what chapters/sections or portfolio segments to print. Charts may be exported to Excel.

### **Help/Support – 4.5 Stars**

BNA Tax and Accounting has a comprehensive help menu with helpful screenshots throughout the topics covered. The help site has links to training, product support, and frequently asked questions. The help menu is searchable, however, users may find it more cumbersome to navigate than other traditional help systems.

Bloomberg BNA offers free CPE credit for several product training courses which cover conducting Federal, state and international tax research with Tax and

Accounting Center. In addition, users can schedule a live training session. For

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Portfolios.

**Best Fit:** Tax, accounting, and legal professionals seeking expert analysis and editorial views directly from one of the leading tax content providers.

### Strengths

- Featured content includes Bloomberg BNA portfolios, which are authored by well-respected experts in the profession.
- Fast Answers is in an easy-to-use Q&A format, and may be the fastest way to find an answer to a common tax question
- Interface and layout is easy to use and ideal for tax professionals who read or research by topic

### Potential Limitations

- Does not natively integrate with any leading tax preparation software.
- There is no mobile version of the BNA research website, though the full site can be used on mobile devices.
- Mobile app provides access to Portfolio analysis, news, and primary sources, but is only available for iPhone and iPad.

## 2013 Overall Rating: 4.5 Stars

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