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In this installment, Gail interviewed Jennifer Warawa, VP and General Manager of Sage Accountant Solutions.

Gail Perry • Sep. 12, 2014

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This article appeared along with, “[Will You Succeed as a 21st Century Accountant?](#)” In this installment, Gail interviewed Jennifer Warawa, VP and General Manager of Sage Accountant Solutions.

CPAPA: In what ways do technology-savvy accountants work with their clients that

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as business planning, development of budgets or providing feedback on an upcoming marketing campaign. The possibilities are endless, and the real enabler for the accountant developing this repertoire is technology.

CPAPA: How does cloud make a difference?

JW: Cloud is everything to the 21st century accountant. Client demands are changing and we have a plan to meet these needs, and support accountants as they also meet these needs. The plan centers around utilizing cloud technology to connect with their clients, and ultimately their data, to drive deeper, more meaningful and impactful relationships with their clients. Utilizing cloud technology also positions the accountant as someone a young business owner will be attracted to, creating a whole new client profile, and revenue stream, for the firm.

CPAPA: How do you see the accounting model changing?

JW: Accountants can no longer stay relevant by offering the same old once-a-year tax services to clients. It has to be more than that. Clients want to work with someone year round, and with someone that can help them better manage their business. It can seem daunting to change everything about the current business model, but it's becoming essential. It will likely take some time and some education, as it can be difficult to all of a sudden start offering value added services to clients. Firms must develop the necessary soft skills, and develop a realistic vision for what they want their firm to become. Building a vision and strategy for a firm's business model and finding a good education program that can help them get started on the path to success are two key elements to supporting this transition.

CPAPA: What are the first steps toward moving to a 21st Century accounting practice?

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