CPA
Practice Advisor

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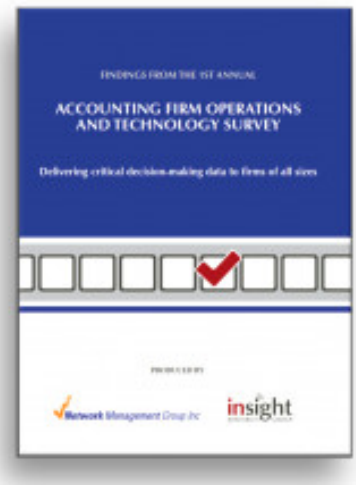
Live

Participants who complete the survey will receive a free copy of the 3rd Annual Accounting Firm Operations and Technology Survey eBook, complete with survey questions, 3-year history of survey responses, trend watch, analysis, and consulting for ...

Oct. 16, 2015



The 3rd Annual Accounting Firm Operations and Technology Survey is now underway and will remain open through December 15th, 2015. The survey was developed by Randy Johnston, President, Network Management Group, Inc., Leslie Garrett, PhD, CEO of Insight Research Group, and Brian Tankersley, editor of the publication, with guidance from an advisory board comprised of channel thought-leaders.

“We look forward to another successful survey, and realize the collection of this data

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Accounting Firm Operations and Technology Survey eBook, complete with survey questions, 3-year history of survey responses, trend watch, analysis, and consulting for firms of all sizes. The eBook is scheduled to be delivered to respondents March 2015.

Click HERE to take the survey.

Facts about this survey and the resulting eBook:

- Although there are many good surveys, there is not another survey that has this level of complete information about the technology U.S. accountants are using in their practices.
- The intent of this survey and resulting eBook is to discover factual, actionable information, and to deliver an eBook that provides consulting based on precise results of the survey.
- Firms of all sizes will have the opportunity to examine the results in the complementary eBook and gauge how firms of similar demographics are operating.
- There are multiple years of data presented in an understandable way using charts and tables that reveal trends as they are developing.
- Our leadership team has taken tremendous care in assembling an advisory board that is exceptionally familiar with firm operations and technology given their depth of industry consulting experience.

Taking the Survey

This survey is designed for accounting and tax professionals working as solo

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- Application Software
- File and Data Storage/Management
- Remote Access/Internet/Telecommunications
- Technology Spending, Decision-making, Annoyances and Trends

The Accounting Firm Operations and Technology eBook includes the survey questions and respondents answers to the questions, separated by solo and small firm respondents, mid-size firms, and large firms. Every survey section also includes this value-added content:

- **Inside the Numbers:** For each section of the survey (Demographics, Practice Management, Technology Management, Operating Systems, Computer Hardware, Application Software, File & Date Storage/Management, Remote Access/Internet/Telecommunications, and Technology Decision-making, Annoyances and Trends) our research, analysis and editorial team reports on significant findings in the data. The content in these sections are data-driven based on survey results.

- **Consultants Counsel:** For each section of the survey our research, analysis and editorial team provides consulting commentary to help readers understand how they might apply the results to their practice, which aids in planning and future decision-making.

- **Trend Watch:** For select results, our research, analysis and editorial team identified trends that seem to be developing, which gives the reader the opportunity to adjust their operations and technology planning accordingly.

- **Thought Leadership:** Several of the profession's most respected thought leaders weigh-in and provide insight into select results.

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