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the cloud and changing client expectations.

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As the technology business side of the AICPA, [CPA.com](#) has spent the past few years investing in new resources and services for CPA firms and their clients. The company's chief executive, [Erik Asgeirsson](#), says those efforts have been well received

in the marketplace. He made the comments while updating the governing body of

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Asgeirsson outlined the shift in value proposition for CPA firms due to emerging technologies such as the cloud and changing client expectations. And he discussed a number of key mileposts for CPA.com in the past year that are designed to help firms take advantage of that shift, including:

- Progress in a pilot program for a financial information clearinghouse for private companies, which allows companies to share financial statements efficiently and securely through a cloud-based hub. The clearinghouse delivers CPA-authenticated data to lenders, investors and other key parties.
- The addition of financial technology company [Biz2Credit](#) to CPA.com's lineup of cloud-based partners in the client accounting services category. Biz2Credit operates a leading online marketplace for small business finance and the program meets the financing needs of both CPA firms and their clients.
- Advancement of AICPA lines of business through website improvements and innovative marketing.
- Upgrades to [AICPA Navigator](#), the institute's learning management system.

"We're proud of the progress we've made in the past year, and excited about our pipeline of new products and services," Asgeirsson said.

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