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VP of Market Strategy.

May. 07, 2020



Signaling a move to deepen its industry footprint, Right Networks, a provider of cloud-enabled technology solutions for accounting firms and small businesses, has acquired Rootworks— a firm-improvement organization. Rootworks provides accounting firms with the tools, resources and guidance required to create a high-performing, proactive Modern Firm. The combined resources of Right Networks and Rootworks offers a big win for accounting firms of all sizes.

Rootworks will continue to operate as an independent line of business within Right Networks with founder Darren Root serving as Rootworks GM and Right Networks VP of Market Strategy.

“While Right Networks is a leading technology supplier to the accounting

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Right Networks' accounting firm customers will now have the option of subscribing to Rootworks' powerful Modern Firm Performance Platform™—a unique solution composed of front-office tools and resources, supported by ongoing guidance and an established peer community, to manage, organize and execute on all aspects of a Modern Firm. The platform supports all firms, irrespective of the technologies a firm has in place.

“In an era marked by profound change and a new normal, the accounting profession needs focused, dedicated guidance and support now more than ever, so this merger could not have been better timed,” said Darren Root, co-founder of Rootworks. “Firms will greatly benefit from the combined strengths of both companies, including Right Networks' unparalleled expertise in cloud-enabled technology solutions and Rootworks' deep insight into firm operations and proven track record with targeted education and coaching—not to mention the proven leadership across both companies.”

“The pandemic has forced our profession to have a new appreciation for technology and the ability for technology to drive our new normal in the accounting profession,” said James C. Bourke, Partner, CPA.CITP.CFF.CGM and Managing Director, Advisory Services at Withum. “Right Networks has always been an advocate for getting firms to embrace technology that can help to drive growth within their practices. The wealth of knowledge that Rootworks provides will enhance and elevate the position of Right Networks and the combined company is a win-win for the profession and both organizations.”

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