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Professionals

The accounting profession's first and only national, independent premier benchmark survey for practicing accounting, tax and bookkeeping professionals.

Isaac M. O'Bannon • Jul. 20, 2023



Randy Johnston, Chairman Emeritus, Network Management Group, Inc. and Brian Tankersley, President of Adept Practices, Inc., have announced the launch of the 9th Annual Accounting Firm Operations and Technology (AFOT) Survey. The AFOT Survey will remain open through September 1, 2023. The survey results eBook, to be released in November 2023, will continue to remain a free resource delivered to practicing accounting, tax and bookkeeping professionals who complete the survey.

“We are always pleased to understand the technology in use by CPA firms across the

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Take the survey now: <https://survey.zohopublic.com/zs/tCCzb1>

The 9th Annual Survey eBook will feature a familiar design, trend lines and consultative commentary from Johnston and Tankersley. “The survey’s validity is hugely important to us; we take this aspect seriously due to critical operational and technology decisions being made by practitioners based on the trend lines our survey reveals,” said Tankersley. “This survey is the premier benchmarking tool for practitioners nationally.”

Facts about the 9th Annual AFOT Survey

- Take the survey, and get the Survey Results eBook (\$495 value), free of charge when it is released.
- Only one survey respondent per firm is required; the survey respondent will receive the AFOT Survey eBook via email on or before December 1, 2023.

Who is the best person to take the survey in your firm? The person most familiar with operations, practice management and technology and how decisions in the firm are made.

Survey areas include:

- Demographics
- Practice Management
- Technology Management
- Operating Systems
- Computer Hardware
- Application Software
- File and Data Storage/Management
- Remote Access/Internet/Telecommunications
- Technology Spending, Decision-making

- Annoyances and Trends

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a consultant, an author, and a speaker with K2 Enterprises who specializes in accounting technology issues. Tankersley has spoken in 48 US states, and multiple Canadian provinces, and writes for major accounting press outlets. Brian has over 30 years of experience working with firms and software publishers on accounting and technology-related issues.

Accounting • Firm Management • Hardware • Technology

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