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## For Accounting Firms

Right Networks has rebranded as Rightworks, and announced a platform launch to offer the only intelligent cloud purpose-built for accounting firms and professionals.

Isaac M. O'Bannon • Oct. 18, 2023



Right Networks has rebranded as Rightworks, and announced a platform launch to offer the only intelligent cloud purpose-built for accounting firms and professionals.

The new brand unifies accounting profession staples—Right Networks, Rootworks and Transaction Pro. Now, Rightworks combines best-in-class technology, thought leadership and community engagement tools to create a unique offering that enables accounting firms and professionals to build modern, sustainable and profitable businesses.

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choices, staffing shortages and burnout, and heightened client expectations,” said Joel Hughes, CEO of Rightworks. “Rightworks is creating a frictionless, unified experience for accounting firms and fully integrating our industry-leading capabilities into a seamless, single pane of glass. By simplifying the complexity, our customers can operate their practices from one place, efficiently connect with their clients, and have the resources and community support to build modern and thriving practices.”

A recent nationwide Rightworks survey showed the top three challenges for firms when moving to the cloud are lack of technical expertise and resources, budget, and a lack of understanding choices. Under the unified brand, the company will deliver everything accounting firms and professionals need to navigate the complexities of running a successful business—including secure, managed access to their business-critical applications, educational resources, and a community of peers.

“Managing a successful accounting firm is more challenging than ever,” said Kim Crawford, CPA, an audit partner at Sutton Frost Cary, LLP, an accounting and tax firm in Arlington, Texas. “If you don’t lean into everything the cloud and new technologies can offer, it will be near impossible to deliver the level of service your clients need while avoiding employee burnout. Rightworks is our partner in navigating the complex accounting world, giving us the guidance, technology and resources needed to thrive.”



Kim Crawford, CPA

## Introducing OneSpace and Rightworks Academy

Rightworks is investing in bringing together the best technology, education and thought leadership resources under its new brand so accounting firms and professionals can make educated firm and client management decisions.

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of like-minded firm leaders. The Academy is essential for firm leaders who want to build a modern, sustainable and profitable business.

### **The Modern Firm Podcast**

In addition to its new look and unified portfolio, Rightworks has launched *The Modern Firm* podcast co-hosted by Darren Root, Chief Strategist, and John Mitchell, Culture and Workforce Advisor. The podcast offers a fresh perspective on advancing the accounting profession, delves into the four “smart” strategies of modern firms, and features interviews with firm owners and leaders as they address common challenges and identify solutions to support their modern journey.

**The Modern Firm podcast will be available for streaming beginning Monday, October 23 on Spotify, Apple Podcasts and Google Podcasts.**

To learn more, visit [Rightworks.com](https://Rightworks.com).

Firm Management

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