CPA Practice Advisor

EDITION

Today's Technology for Tomorrow's Firm

"Change starts with a vision and a solid plan. We have to start at the top and lead by example."

Lou Fuoco, CPA and managing director of Fuoco Group

Dance as a metaphor for accounting? Fuoco Group thinks so.

So … shall we dance?

Do you care to follow or lead?

PLUS

- Who's Who Among Those Serving The Tax & Accounting Profession
- 4 Key Components of an Electronic Workflow Process
- How to Get Your Firm to Run Like a Well-Oiled Machine

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June 2011
VOLUME 21, NUMBER 2

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CPA Practice Advisor
Today's Technology for Tomorrow's Firm

NSA Practice Advisor
Today's Technology for Tomorrow's Firm

800-456-0864 • www.CPAPracticeAdvisor.com
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Reprints - To purchase article reprints, please contact Foster Printing, Attn: Rhonda Brown, 4295 Ohio Street, Michigan City, IN 46360.

Practice Advisor, (ISSN #2160-8725; USPS #017-576) is published eight times a year (April/May, June, July, August, September, October, November and December) by Cygnus Business Media, Inc., incorporating two editions known as *CPA Practice Advisor* and *NSA Practice Advisor,* 1233 Janesville Avenue, Fort Atkinson, Wisconsin 53538. Periodicals postage paid at Fort Atkinson, WI 53538 and at additional mailing offices. Printed in the U.S.A.
Send all subscription inquiries or change of address to:
Practice Advisor,
PO Box 3258, Northbrook, IL 60065-3258.
Phone: (877) 382-9187 (toll free); 847-559-7598 (local)
Fax: (847) 564-9453
Email: Circ.CPA@omeda.com
Subscription Rates: The basic annual rate is $3, based on qualifying associations of 10,000 or more public accountants that may also subscribe for all their public accountant members (certain restrictive covenants apply) for a basic subscription rate of $9 per member for a three-year subscription.
One year subscription for all others: USA - $48; CAN $70 GST; INT'L $99 GST #131910168.
POSTMASTER, please send address changes to:
Practice Advisor, P.O. Box 3258, Northbrook, IL 60065-3258.
Canadian address changes to:
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CYGNUS BUSINESS MEDIA
BPA WORLDWIDE
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How to Get Your Firm to Run Like a Well-Oiled Machine

Looking Beyond Disruptive Technology

The literal definition of a well-oiled machine is … well, a machine that is well-oiled. It's a term I use figuratively quite often to describe a business that is producing strong revenues and operating at peak efficiency … without *an excess amount of effort.*

When I think back 10 years to what I thought was my well-oiled machine, I cringe slightly. It was the age of clients bringing in tax documents in shoeboxes, envelopes or grocery sacks. I passed the file to a preparer, then on to a reviewer and finally to processing. Once complete, the client picked up a government copy for mailing and a copy for their own records, and hopefully paid us in full. While this scenario once represented the model of the well-oiled machine, today it is outdated and not marketable. In other words, it's a "product" that most won't want to buy.

Fast forward to today. We offer electronic organizers and are equipped with a digital document management system, an automated tax document solution, integrated software and portals. In other words, we use a lot of disparate technologies. And this is only on the tax side. Consider audit, accounting, payroll … and you quickly realize there are even more solutions in the equation.

> IF YOU WANT YOUR FIRM TO RUN LIKE A WELL-OILED MACHINE, YOU HAVE TO BE ALL-IN. HALFWAY COMMITTING TO TECHNOLOGY WILL ONLY GET YOU A LONG-TERM MESS.

Seem overwhelming? To be honest, it is. I would even say it's *disruptive* at times. But no one said change and progress is easy. In fact, it's more of a necessity. If I were still practicing the way I did 10 years ago, I don't believe I would be practicing anymore.

My point? Technology is the answer, but you have to put the work into it — even when it feels like an enormous pain in the rear. You need to research the right systems, pay attention to integration capabilities and build a super system that fuels efficiencies.

I'll admit, as well, that I have a passion for seeking out and studying new technologies — what they can do and how they can further improve working life for my staff and myself. As well as how technology can improve the client experience. I like to calculate costs and projected value, get my staff to buy in, and pilot solutions to properly vet them. At the end of the day, the time I spend qualifying new technologies only serves to improve internal operations and save me a tremendous amount of time.

The more you can research, plan and test technology before full implementation, the better off you will be. You also have to follow through completely. No stopping in the middle for a break. So many accounting professionals that I talk to say things like, "I tried that new practice management solution; I think I should have done some training because it's not working very well and now I have a mess." Or when I ask about how a firm's client accounting online strategy is going, I often hear, "We put a few clients on it, and they really like it." The problem is that most of these firms have well over a 100 clients. What's with the stalling?

If you want your firm to run like a well-oiled machine, you have to be ALL-IN. Halfway committing to technology will only get you a long-term mess. New technologies can be disruptive at first, but you have to power through, do your homework and hang in there … because in the end, the payoff is sweet.

Be sure to read on. This edition offers many ideas and tips about new technologies and how to implement them for preeminent results. It's time to start thinking about how to get your own firm to well-oiled status. ●

M. Darren Root, CPA.CITP
Executive Editor

Darren is the Executive Editor of CPA Practice Advisor. He remains in public practice as the principal of Root & Associates, LLC, in Bloomington, Indiana, and is president of his consulting practice, RootWorks. He formerly served on the Board of the AICPA's CITP Credentials Committee and is a former member of the Board of Directors for the Indiana CPA Society. He speaks at dozens of professional organizations each year and frequently serves as a guest lecturer at Indiana University's Kelley School of Business.

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How Technology Pays

Giving you practical, leading-edge technical guidance is one of the key reasons for this column's existence. As you'll note from other columns and features in this issue, several topics affect document and accounting access: Document Management products, SaaS Small Business Accounting products, Small Business Specialty products, and Workflow, which is one of the greatest frontiers today. I'd like you to consider the vision that all of these applications can work together from anywhere, from any device.

Strategic thinking about servicing your client is almost always leveraged today by technology. You need to think about when, where, why and how you want to interact with your clients? Do you want to be able to work with them from your office, their office, your home, in a social setting like the country club, or in a high-profile restaurant that allows both of you to be visible to other clients and businesses? Everyone has their own preferred method and place of servicing clients. You just need to pinpoint the locations from which you want document and accounting access, and then you need to enable all of the desired locations.

What is your plan?

Define your need: This is a fundamental rule for all good information technology systems (and it's the second time this year that I'm reminding you of it). *Every time* you are considering a technology change, you need to define the need, define the costs and estimate the benefits. In our consulting practice, we always consider the needs, costs and benefits for our clients. It is so natural, we do it every time. This year and into the future, consider your needs, costs and benefits *every* time.

Most importantly, you need to consider how a new solution is going to integrate into your long-term strategy. Are you making your firm more mobile? Do you want to be able to work from anywhere? Do you need to make upgrades to your infrastructure (servers, firewalls, etc.) or should you move more into the cloud? It is okay to do things the traditional way with servers in house and Citrix servers for remote access to enable those iPad2s you have purchased. You just have to understand the costs, risks and disadvantages of doing things in a tried and proven way.

Safe Choices & Options

Do you need anywhere access to documents? If you are a CCH shop, consider CCH Portal. If you are a Thomson Reuters shop, consider NetClient CS or Client Portal. If you need a generalized portal or need to transfer large files easily, consider ShareFile. If you simply need to move an occasional file to a tablet or to your home computer, consider Dropbox. If you are QuickBooks-centric, SmartVault offers a great combination of document management and portal capability. Another option might be Remote Accounting Solutions.

Do you need anywhere access to accounting files? If you want collaborative accounting with your clients, consider Accounting Relief or Power Practice from AccountantsWorld. With document management and portal capability included, AccountantsWorld can handle everything in your practice except tax compliance. Alternatively, QuickBooks Online can get the job done for many clients. Do you simply need to make sure clients can create invoices? Consider Freshbooks or Sage BillingBoss for this. Have you concluded that you want to use the desktop version of QuickBooks? Consider the hosting companies that are doing a good job for tax and accounting firms in this category: InsynQ, Awensa, Cloud9RealTime, Real Time Data Services and Right Networks. You'll see that having Sage Peachtree hosted by these companies is an option, as well. Also recall that higher-end clients can be serviced by SaaS ERP products like Intacct's, which has additional benefits to your firm because of their relationship with CPA2Biz. Additional SaaS choices include SAP's Business ByDesign and NetSuite, as well as the other products reviewed in this issue (see page 54 or www.CPAPracticeAdvisor.com/10262718).

Specialty products like audit confirmations from Confirmation and others are available via the web, having migrated from paper to virtual/secure electronic documents. And they're even headed more toward mobile devices. Workflow products

like XCM, Thomson Reuters FirmFlow, CCH WorkStream, Office Tools Professional, and Results CRM are all providing workflow solutions for firms. Office Tools Professional has the added benefit of providing document management and business development through CRM. Results CRM has an entire business management suite that is integrated two-way with QuickBooks.

A Bright Future

What do all of these applications have in common? Each one mentioned here has browser access, has a plan to add usability for mobile devices like smartphones and tablets, and is investing in your future with innovative updates. Many require no infrastructure in your firm, other than being able to provide a reliable, high-speed Internet connection. If you have reliable, redundant Internet access and a good firewall to protect you, these vendors can provide the services for a monthly fee. By the time you look at a five-year rotation of server hardware plus licensing expense, you'll find that the monthly expense of hosting or SaaS may be a really good alternative.

Most importantly, though, is the ability to service the client the way you want to, where you want to, how you want to, at a time the client wants the service, and with minimal effort and pain. If you find yourself working harder to provide great client service in order to stay even or move ahead in the current economic climate, technology can make it a lot easier. Remember: Technology doesn't cost, it pays! ●

Randy Johnston

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He is a nationally recognized educator, consultant and writer with over 30 years' experience. He can be contacted at randy.johnston@cpapracticeadvisor.com.

Apps Abound for Accounting Pros & Small Businesses

Isaac M. O'Bannon,
Technology Editor

Isaac is the Technology Editor for CPA Practice Advisor, having joined the publication in June 2002. Through his experience in the areas of consumer and professional-level software and peripherals, as well as knowledge of the public accounting field, he provides reviews of technologies used by accountants and their business clients as well as contributing a regular column that provides helpful information that ranges from improving search techniques, when to upgrade a computer and computing security issues.

We live in a mobile and always-on world, and where the smartphone by itself was once lauded (or blamed) for our incredible connectivity, that honor now belongs to the app. An abbreviation for the word *application* that was used almost only by developers and computer techs just a couple of years ago, the term is now firmly entrenched in the vocabulary of almost everyone, from age 5 to 85.

Even those who don't use smartphones know what apps are, largely because of the catchy Apple slogan, "There's an app for that." Considering that Apple's App Store has been in existence for less than three years, this is quite a feat. And now that there are more than 350,000 apps and games (as of January 2011) available through Apple's App Store, there very likely *is* "an app for that," whatever *that* happens to be. In fairness, there are other mobile device app stores, most notable being the Android Market, which at the time of this writing had more than 200,000 apps. The nearest competitors from there include Blackberry with about 25,000 apps, the new Windows Phone Marketplace with nearly 13,000 as of early April 2011, and Palm, with less than 10,000 apps as of the end of 2010.

While many of these apps are games or utilities with minimal purpose, the last two years have seen an avalanche of truly useful personal and business-focused tools. Many of these consumer apps are familiar, offering banking tasks, document productivity tools and calendars. Other options are available for news, sports, hobbies, travel, e-books, social networking and even auto diagnostics.

Despite the heavy focus on entertainment, there *are* some real business apps out there, including some specifically designed for accounting professionals, and even some designed *by* accounting pros. With hundreds of thousands of apps from which to choose, we can't possibly cover them all. But here are some you might find to be productivity boosters for you or your small business clients.

Apps For Tax & Accounting Professionals

BNA Quick Tax Reference – Free
www.bnatax.com/quick-tax-reference-app
Offers instant access to commonly used personal and corporate tax information, standard mileage rates; individual, corporate and estate tax rates; standard deductions/exemptions; Sec. 179 limits; and other information.

Mobile CS from Thomson Reuters – Free
https://cs.thomsonreuters.com/mobilecs
Gives users of the Practice CS system quick, anywhere access to data, such as client and staff information, firm details, WIP, AR, project management and scheduling functions. (Requires Practice CS.)

CCH Mobile – Currently Free
www.cchgroup.com/webapp/wcs/stores/servlet/content_mobile_default
Allows for simple smartphone access to CCH's IntelliConnect tax research platform, including customizable Tax Tracker News, primary materials such as the IR Code and Regulations, various tax tools and calculators, and even the Smart Charts feature. Users can also save and email any document from the app. (Subscription to IntelliConnect may be required after mid-2011.)

Mobile Accountant (mAccountant) – $6.99
http://itunes.apple.com/us/app/mobile-accountant/id395155845?mt=8
Designed for accountants, offering a single app to track client information, expenses, billable time, CPE credits, staff schedules, travel details and deadlines. The vendor also offers specific apps for time and expense tracking, staff management and consulting.

Documents to Go Office Suite – $9.99
http://itunes.apple.com/us/app/documents-to-go-office-suite/id317117961?mt=8
Offers fully featured viewing, editing and creation of Microsoft Word, Excel and PowerPoint files, as well as the ability to view Adobe PDF, Apple iWork and other files. The system integrates with Google Docs, Box.net, Dropbox and other online file storage and sharing tools. Users can also view and edit email attachments from within the app.

iAnnotate PDF – $9.99
http://itunes.apple.com/us/app/iannotate-pdf/id363998953?mt=8
Designed specifically for use on the iPad, iAnnotate PDF allows users to open and work within PDFs, including filling out forms, adding signatures, entering notes, sketching, copying, bookmarking, underlining, stamping and highlighting functions. All annotations are directly integrated into the PDF, making them viewable by all recipients. It can be used with a stylus or simply a finger drag on the iPad touch screen.

Apps for Your Clients

Intuit GoPayment Credit Card Terminal – Volume-based pricing
http://itunes.apple.com/us/app/intuit-gopayment-credit-card/id324389392?mt=8
Allows small businesses or individuals to easily accept credit cards from wherever they are. Comes with a free card reader; no contracts, monthly fees or merchant account necessary. Upon download, they send you a free credit card swipe reader that plugs into the mobile device. The app itself and the card reader are free; pricing is 2.7% of each transaction. This is great for small businesses, especially mobile service professionals, such as plumbers, electricians and contractors.

Mobile Paycheck for SurePayroll – Free
http://itunes.apple.com/us/app/id389154416?mt=8&CID
Designed for employees of businesses who use SurePayroll (or firms managing multiple employers). It lets paid staff instantly access their detailed pay stubs and payroll data the instant they are paid. They can also see accrued and used paid time off, view historical data and check wage and retirement deduction contribution rates.

Keep in mind that every app mentioned here is available for the iPhone and iPad, and most are now available for Android phones. Users of other devices need to check availability … or use that as an excuse to get a new phone. ●

WHAT APPS DO YOU USE?

If I missed an app that you think can boost productivity for tax & accounting professionals or their clients, let us know. Email editor@CPAPracticeAdvisor.com or post a comment on our Facebook page @ *www.facebook.com/CPAPracticeAdvisor.*

How Tablets Could Change the DMS Landscape

REVIEW SECTIONS

CORE PRODUCT FUNCTIONS/ FEATURES
- Ease of Use/Navigation
- File upload process
- Configurable metadata
- Management reporting

DOCUMENT WORKFLOW
- Tax Software integration
- Audit software integration
- MS Office/Outlook integration
- Document routing

DOCUMENT CONTROL
- Document security
- Retention management
- Version control
- Check-in/check-out

SPECIAL FEATURES
- Integrated portal
- Integrated scanning
- Browser-enabled
- SaaS/Hosted option

SUMMARY & PRICING

By John Higgins, CPA.CITP
Mr. Higgins is co-founder of CPA Crossings, LLC, an organization dedicated to providing practicing public accountants with innovative strategies for success by serving as a CIO advisor to help firms transition to a digital e-practice model. He can be reached at john.higgins@cpapracticeadvisor.com.

As I do with every article I author, I started this piece by thinking about the key messages that should be conveyed. This is the sixth consecutive review of document management systems (DMS) I have conducted for CPA Practice Advisor, and it is important to continue to provide current and relevant information about the DMS marketplace. This year, we have identified two key points to share with you: one is based on *analysis*, and the other, frankly, is based more on *emotion*.

From an analytical perspective, one of the best features of the current DMS crop is how much they have all matured over the past five years. While there are some newer entrants, the vast majority of products reviewed here were part of our first DMS review in 2006. Clearly, the vendors are learning from you, their customer base. Part of our review process is to spend some time with the vendor going through a presentation of their system. This year, one of the most frequent comments was, "We've added this feature or made this change, based on feedback from our customers." Not only does this mean the vendors are continually working to improve their products, it also means that their customers are integrating their DMS deeper into their workflows and identifying specific ways to improve the applications. It is probably safe to say that DMS has moved beyond the early adapter stage to achieve critical mass. However, there are still many firms that have yet to take the plunge. If your firm is in that camp, you should have some conversations with firms that have successfully implemented a DMS and listen carefully to their stories about implementation — what worked, what didn't work and what lessons they learned. You can then take that knowledge and insight and incorporate it into you implementation plan.

Regarding the emotional aspect, we anticipate that the wildly popular iPad device and all of the new Android-based tablets that will launch later this year will usher in a whole new level of interest in DMS. We also expect this trend to increase interest in related products such as workflow software and client portals. Let's face it, we have been talking about "going paperless" for many years now, but it has been extremely challenging for most firms. One factor that has hindered adoption is our profession's love for paper. And the experience of working with electronic documents on vertically positioned screens, no matter how many we have, is just not the same. Tablets changes this equation. We finally have a device that gives us a more natural alternative to working with paper documents, and they are truly portable. You can take the iPad on the road without having to pack up a bulky laptop and a bunch of cables. You can take it into the conference room and start pulling up documents during a meeting and annotate more naturally with the touch screen. We are anxiously waiting to see what the vendors do over the next couple of years to enhance the appeal of integrating tablets into your workflows.

This year's evaluation criteria are organized into four main categories:

Core Product Functions & Features — We evaluate the overall ease of use and intuitiveness of the application and how well it can be adapted or configured for your unique processes. Specifically, we look at the methods available for getting documents into the system and how they are organized. We also want to make sure you have the ability to customize the configuration of the metadata values that are used to index the documents and files in a model that is consistent with your organization. Management reporting tools are also a part of this category.

Document Workflow — The flow of documents throughout an engagement has emerged as the more important aspect of DMS in recent years. This decade is shaping up to be the decade of business process optimization. In this section, we evaluate the integration with core tax and accounting applications, as well as the primary MS Office 2010 applications: Excel, Word and Outlook. Strong integration is critical to achieving true workflow automation. We also take into account any features that enable the automatic routing of individual documents or binders with engagement management features such as scheduling, checklists, review note management and more.

Document Control — This category gets a little more technical in nature. Specifically, we evaluate the document security features to control who has access to which documents and what they can do with them. This includes retention management tools that automate the archiving and purging process, version control to keep track of the various versions of documents and files as they evolve through their life cycle and, finally, check-in/check-out features that manage the integrity of documents as various people throughout the organization are viewing and editing them.

Special Features — Here, we identify the features that help extend the system beyond document management. We evaluate whether or not the vendor provides an integrated scanning solution and/or an integrated client portal application. We also determine whether or not the system is browser-enabled, which can provide for a more consistent interface across multiple infrastructure platforms with a better likelihood of being compatible with all the various appliances like smartphones, iPads, etc. The availability to purchase the solution in a SaaS model is evaluated, as more and more accounting and tax applications make the move to the proverbial cloud.

We have simplified the presentation of these reviews, with a snapshot of each product that highlights key factors you'll want to consider when looking for a DMS product. Comprehensive reviews of each product are available at the designated URLs and support the ratings provided here.

CCH, a Wolters Kluwer business — ProSystem *fx* Document SaaS

2011 OVERALL RATING ★★★★★

BEST FIRM FIT:

One of the advantages of a SaaS distribution model is that it is less expensive to deploy for smaller organizations because the infrastructure is outsourced and provided through an affordable shared services model. Therefore, ProSystem *fx* Document SaaS can be deployed in nearly any size firm. The firms that will benefit the most are those that use the entire ProSystem *fx* Suite of applications.

STRENGTHS:

- SaaS platform helps simplify the deployment of the application & provides anytime, anywhere access to documents "out of the box."
- Integration with ProSystem *fx* Workstream, ProSystem *fx* Scan & ProSystem *fx* Portal to implement an integrated digital document processing life cycle.
- Common client database with other ProSystem *fx* applications eliminates redundant client setup
- Single sign-on allows one login for all ProSystem *fx* applications

POTENTIAL LIMITATIONS:

- The depth of functionality in ProSystem *fx* Document may be overkill for some smaller practices
- The development of the SaaS application suite is still evolving

EXECUTIVE SUMMARY & PRICING

- Overall, I am very bullish on where CCH is heading with the development of a fully integrated suite of SaaS applications. It's tough to bet against cloud computing as the right direction to move. CCH's commitment to provide an option to deploy its suite of applications on-premises, in a SaaS model, hosted or some combination of the three provides freedom of choice to end users.
- Pricing for ProSystem *fx* Document SaaS starts at $689 per user, per year and drops to $448 as the number of users increases. There is also a $1,000 initial setup fee.

PRODUCT DELIVERY METHODS:

- ☑ On-Premises
- ☑ SaaS
- ☑ Hosted by Vendor

★★★★★ **CORE PRODUCT FUNCTIONS/FEATURES**
- Ease of Use/Navigation
- File upload process
- Configurable metadata
- Management reporting

★★★★★ **DOCUMENT WORKFLOW**
- Tax Software integration
- Audit software integration
- MS Office/Outlook integration
- Document routing

★★★★★ **DOCUMENT CONTROL**
- Document security
- Retention management
- Version control
- Check-in/check-out

★★★★★ **SPECIAL FEATURES**
- Integrated portal
- Integrated scanning
- Browser-enabled
- SaaS/Hosted option

Read the full review of this product exclusively online at www.CPAPracticeAdvisor.com/10263709

800-739-9998 **CCHGroup.com**

Conarc — iChannel

2011 OVERALL RATING ★★★★★

BEST FIRM FIT:

Although it can be deployed at firms of any size, due to the breadth and depth of functionality, iChannel is best suited for mid-size and large firms. It also has significant flexibility to be configured for many different types of organizations, so firms with niche services will be able to deploy iChannel across the enterprise with different configurations for different work groups.

STRENGTHS:

- 100% Browser-enabled
- Option for hosting, on-premises, or managed server option
- Integrated portal & workflow functionality
- Breadth & depth of CRM functionality
- Single bundle pricing model
- Integration with Windows Active Directory

POTENTIAL LIMITATIONS:

- Depth of functionality may overwhelm a small practice
- Not part of a suite of accounting, audit & tax applications

EXECUTIVE SUMMARY & PRICING

If you are looking for a robust DMS solution that is highly configurable and designed to work across the enterprise, then you should take a close look at iChannel. The CRM functionality that provides the foundation for the system may be worth the price alone, especially for firms who want to get a better handle on managing client and contact information.

All of the iChannel applications are bundled for a single price of $540 per user for up to 30 users; volume discounts are provided after that. The annual maintenance fee is 30% in consecutive years.

PRODUCT DELIVERY METHODS:

- ☑ On-Premises
- ☑ SaaS
- ☑ Hosted by Vendor

★★★★★ **CORE PRODUCT FUNCTIONS/FEATURES**
- Ease of Use/Navigation
- File upload process
- Configurable metadata
- Management reporting

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- Audit software integration
- MS Office/Outlook integration
- Document routing

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- Retention management
- Version control
- Check-in/check-out

★★★★☆ **SPECIAL FEATURES**
- Integrated portal
- Integrated scanning
- Browser-enabled
- SaaS/Hosted option

Read the full review of this product exclusively online at www.CPAPracticeAdvisor.com/10264008

770-849-0508 x116 **www.conarc.com**

Acct1st

2011 OVERALL RATING ★★★★½

BEST FIRM FIT:

Small to mid-sized firms that want a comprehensive solution, with a fairly predictable cost model.

STRENGTHS:

- Intuitive interface
- SaaS option
- Integrated portal solution
- Workflow functionality
- iQueue integration tool that lets you develop integration with virtually any application

POTENTIAL LIMITATIONS

- No integrated scanning solution, relies on third-party application
- Not part of a vendor suite of applications with pre-built integration

EXECUTIVE SUMMARY & PRICING

I have reviewed Acct1st for a number of years and feel even more confident in this solution than previously. I am a big fan of SaaS applications as an alternative, so I like that Acct1st lets you choose. I think they are doing a good job at building out the workflow and portal functionality to make it a viable enterprise solution. The company continues with the pricing model of $1 per day, per user for either delivery option. This is an annual fee. The portal is offered for a fixed fee of $1,000 per year with unlimited users and storage capacity. Acct1st provides a bundled implementation service, which includes installation and configuration, along with web-based training, for a flat fee of $1,500.

PRODUCT DELIVERY METHODS:

- ☑ On-Premises
- ☑ SaaS (Hosted by vendor)
- ☐ Hosted by Vendor

★★★★☆ CORE PRODUCT FUNCTIONS/FEATURES

- Ease of Use/Navigation
- File upload process
- Configurable metadata
- Management reporting

★★★★½ DOCUMENT WORKFLOW

- Tax Software integration
- Audit software integration
- MS Office/Outlook integration
- Document routing

★★★★½ DOCUMENT CONTROL

- Document security
- Retention management
- Version control
- Check-in/check-out

★★★★☆ SPECIAL FEATURES

- Integrated portal
- Integrated scanning
- Browser-enabled
- SaaS/Hosted option

Read the full review of this product exclusively online at www.CPAPracticeAdvisor.com/10264001

888-790-7045 **www.acct1st.com**

Cabinet NG, Inc. — CNG-SAFE

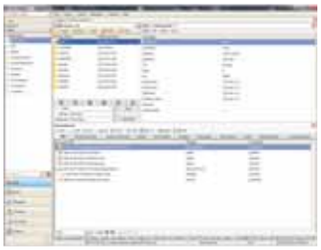
2011 OVERALL RATING ★★★★½

BEST FIRM FIT:
CNG will fit in many different types of businesses, including, but not limited to, accounting and tax firms, as well as many of their clients. CNG is priced on a per-user model that allows organizations to increase or decrease the number of licensed users to meet the needs of the organization.

STRENGTHS:
- Extended set of integration utilities
- Bar code scanning option
- Deep QuickBooks integration
- Document versioning & compare feature
- Integrated workflow & portal functionality

POTENTIAL LIMITATIONS:
- Lack of pre-built integration with popular tax & audit software
- The pricing is a little on the high side for the hosting solution

EXECUTIVE SUMMARY & PRICING
CNG is a very impressive solution. I like the fact that it is designed as a horizontal solution that can fit the needs of many different types of businesses. The integration with QuickBooks is a valuable bonus for organizations that work with QB. The pricing model is $495 per view license, $995 per dedicated user, or $1,395 for a shared concurrent user license for an on-premise deployment. The SaaS model is priced at $50 per user per month. Volume



pricing will be applied based on the total number of users for both the on-premises and SaaS models.

PRODUCT DELIVERY METHODS:
- ☑ On-Premises
- ☑ SaaS
- ☑ Hosted by Vendor

★★★★★ **CORE PRODUCT FUNCTIONS/FEATURES**
- Ease of Use/Navigation
- File upload process
- Configurable metadata
- Management reporting

★★★★½ **DOCUMENT WORKFLOW**
- Tax Software integration
- Audit software integration
- MS Office/Outlook integration
- Document routing

★★★★★ **DOCUMENT CONTROL**
- Document security
- Retention management
- Version control
- Check-in/check-out

★★★★★ **SPECIAL FEATURES**
- Integrated portal
- Integrated scanning
- Browser-enabled
- SaaS/Hosted option

Read the full review of this product exclusively online at www.CPAPracticeAdvisor.com/go/10264011

800-621-6501 **www.cabinetng.com**

Thomson Reuters — FileCabinet CS

2011 OVERALL RATING ★★★★½

BEST FIRM FIT:
There is no question that the ideal firm to implement FileCabinet CS is one using the other CS Professional Suite of applications: UltraTax CS, Accounting CS, Engagement CS, etc. The system was designed from the ground up to be a repository for documents and reports generated by the CS Professional Suite of applications. On the other hand, the value of FileCabinet CS is significantly diminished if you don't use any other CS applications.

STRENGTHS:
- Depth of integration with other CS applications
- Virtual Office CS hosted option
- 1040 source document recognition
- Client folder template
- Document e-mail options
- Integration with NetClient CS portal

POTENTIAL LIMITATIONS:
- Files are stored in a proprietary format
- Value is based on integration with other CS Professional Suite applications
- Workflow functionality is primarily in Practice CS

EXECUTIVE SUMMARY & PRICING
For firms using the CS Professional Suite of applications, selecting FileCabinet CS is an excellent move. Firms should take time to learn about the depth of functionality in the NetClient CS portal, as it extends the value of FileCabinet CS by providing a valuable client information and application center. Pricing for FileCabinet CS is $1,500 for the initial first year license, plus $500 for the first bundle of four network users and $250 for additional sets of four users. The optional NetClient CS portal solution is sold separately.

PRODUCT DELIVERY METHODS:
- ☑ On-Premises
- ☐ SaaS
- ☑ Hosted by Vendor

★★★★★ **CORE PRODUCT FUNCTIONS/FEATURES**
- Ease of Use/Navigation
- File upload process
- Configurable metadata
- Management reporting

★★★★☆ **DOCUMENT WORKFLOW**
- Tax Software integration
- Audit software integration
- MS Office/Outlook integration
- Document routing

★★★★½ **DOCUMENT CONTROL**
- Document security
- Retention management
- Version control
- Check-in/check-out

★★★★★ **SPECIAL FEATURES**
- Integrated portal
- Integrated scanning
- Browser-enabled
- SaaS/Hosted option

Read the full review of this product exclusively online at www.CPAPracticeAdvisor.com/go/10264046

800-968-8900 **CS.ThomsonReuters.com**

Fine-Tuning Your DMS & Workflow Processes:

Four Tools Than Can Help

By Melody Steelman, Associate Publisher & Managing Editor

There's no question that tablets are poised to change the DMS landscape with their portability and use benefits. Certainly, they have created a deeper level of interest in the areas of workflow, portals, and document management and exchange, with practitioners trying to figure out how they can best utilize these tools in the mobile world within which we live, work and play. Still, as with any technology, tablets cannot stand alone. They are just one more tool for your toolbox — a pretty cool tool, no doubt, but still, just another tool.

Likewise, a document management system cannot stand alone. In order for firms to truly realize the full benefits of their DMS, they need to be using all the tools available to them while continually working to fine-tune their workflow processes. These areas are so intertwined, that's it's impossible to talk about one without spilling over into the other. And while the information below is certainly not a comprehensive list of tools, we thought it would be a good idea to highlight just a few products that can support your DMS implementation. Be sure to also take a look at the workflow tools listed on page 48 and at www.CPAPracticeAdvisor.com/10262224 of this issue for more ideas on supporting your DMS and workflow.

ABBYY — WWW.ABBYY.COM

ABBYY specializes in recognition, data capture and conversion technologies for a variety of industries. The company's name can be translated as "keen eye," which is indicative of the company's focus on processing information that originates in paper documents and electronic images. The list of specialty applications ABBYY offers is too lengthy to detail here, but some of the specific tools you may find useful in your DMS deployment include the following: ABBYY FineReader (OCR solution that extracts data from scanned documents and converts it into searchable and editable text) and ABBYY PDF Transformer (transforms PDF files into editable formats and creates PDFs from Microsoft Office applications).

CANON — WWW.CANON.COM

Canon is another provider of consumer, business-to-business and industrial digital imaging solutions that span a wide variety of industries and market segments. One product tax and accounting professionals will be particularly interested in is the new imageFORMULA P-150 personal document scanner. This portable scanner, also known as the Scan-tini, is ideal for mobile professionals. This is Canon's first entry in the personal scanner market, featuring a compact and convenient design. At 11 inches long, it weighs slightly over two pounds. Utilizing a single USB cable connection, the P-150 offers plug-and-scan capability with no required installation of driver or imaging applications. Canon's Scan-tini can handle batch scans of up to 20 sheets at up to 15 pages per minute in color or black and white, with ISIS and TWAIN drivers included.

FUJITSU — WWW.FUJITSU.COM

While there are numerous manufacturers of quality scanners, Fujitsu has definitely earned a reputation for being a premier provider of scanning devices, especially to the tax and accounting profession. With top-selling scanners at all levels of the scanner market — portable, desktop, workgroup and commercial — the company has secured itself as an integral part of today's modern practice. One of the company's most popular models is the portable ScanSnap device, with its most recent release of the S1100. This model is particularly popular with mobile professionals, weighing only 12 ounces and easily fitting in laptop bags. All ScanSnap models include productivity software and the ability to create searchable PDF files as well as the ability to scan to editable Word and Excel documents.

NUANCE — WWW.NUANCE.COM

Nuance is a company that specializes in speech and imaging technologies, with a goal of informing, connecting and empowering people to be more productive and creative. The company offers dozens of applications for document image processing and speech recognition. Examples of some of their products include the following: eCopy ShareScan (automates paper-intensive processes with your office copier or multi-function printers by capturing data in paper documents), PDF Converter (lets you create, edit assemble and securely share editable PDFs); OmniPage OCR software (converts digital documents into editable and searchable files); and PaperPort (combines scanning with PDF creation and document management).

Tell us what tools you use to supplement your DMS & Workflow Processes

Send an email to melody.steelman@cpapracticeadvisor.com or leave a comment on our Facebook page at www.facebook.com/CPAPracticeAdvisor.

Doc.It — Doc.It DM

2011 OVERALL RATING ★★★★½

BEST FIRM FIT:
Due to the robust feature set incorporated into Doc.It to support workflow automation and scheduling, it is best suited for firms that are prepared to work towards fully automating their business processes. The benefits of doing this are greater for larger firms that typically have more staff members involved in the typical engagement. Small firms and sole practitioners are less likely to be able to fully utilize the depth of functionality. However, a sole practitioner can benefit from binders and an archive, as well, so Doc.It Suite can work equally well for smaller firms. If your firm has a lot of "team based" engagements, Doc.It is well suited for that.

STRENGTHS:
- WIP vs. Archive Binder design
- Depth of functionality with workflow, scheduling, portal, scanning & more
- Document security & retention features
- User interface
- Integration with audit engagement software
- On-the-fly PDF security option settings
- Implementation methodology

POTENTIAL LIMITATIONS
- Requires copying files to portal, rather than linking them
- Lack of a SaaS offering at this time

EXECUTIVE SUMMARY & PRICING
I have reviewed Doc.It DM annually for the past five or six years, and I'm impressed with how the system has evolved into such a comprehensive solution. It is built on a solid foundation with the WIP binder and archive repository model. It is a strong system for firms that are committed to digital workflows. Doc.It is priced at $35 per month per user for the entire suite, which includes Doc.It DM, client portal, workflow, scanning and more.

PRODUCT DELIVERY METHODS:
- ☑ On-Premises
- ☐ SaaS
- ☐ Hosted by Vendor

★★★★★ **CORE PRODUCT FUNCTIONS/FEATURES**
- Ease of Use/Navigation
- File upload process
- Configurable metadata
- Management reporting

★★★★★ **DOCUMENT WORKFLOW**
- Tax Software integration
- Audit software integration
- MS Office/Outlook integration
- Document routing

★★★★★ **DOCUMENT CONTROL**
- Document security
- Retention management
- Version control
- Check-in/check-out

★★★★☆ **SPECIAL FEATURES**
- Integrated portal
- Integrated scanning
- Browser-enabled
- SaaS/Hosted option

Read the full review of this product exclusively online at www.CPAPracticeAdvisor.com/go/10264024

888-693-6248 **www.doc-it.com**

Thomson Reuters — GoFileRoom

2011 OVERALL RATING ★★★★½

BEST FIRM FIT:
GoFileRoom was initially targeted to mid-size and large firms, with GoFileRoom CS offered to smaller firms. As a SaaS application with no infrastructure to deal with, GoFileRoom is an attractive option for smaller firms. Since the GoFileRoom solution offers document management, workflow and an integrated portal, it can become a complete paperless solution for firms of all sizes.

STRENGTHS:
- 100% browser-based SaaS application
- Integrated portal & workflow software
- Bar code scanning feature
- Configurable metadata
- Outlook, Excel, Word integration
- Management reports
- Drag & drop document indexing and archival profiles

POTENTIAL LIMITATIONS:
- Workflow feature limited to one drawer
- Cloud applications aren't for everyone

EXECUTIVE SUMMARY & PRICING:
GoFileRoom was one of the pioneers in cloud computing applications for accounting firms. The intuitive interface and highly configurable metadata provide a system that can be deployed in nearly any type of business, and the document organization model can be as simple or complex as you choose.

GoFileRoom bundled with FirmFlow starts at $3,950 per year for a five-user firm. Certain features, such as portals and tax document automation, are priced separately. Since this is a 100% cloud solution and there is no software to own, this price includes storage, maintenance, hosting and technical support, and must be paid annually to continue to store and access data on the GoFileRoom servers.

PRODUCT DELIVERY METHODS:
- ☐ On-Premises
- ☑ SaaS
- ☐ Hosted by Vendor

★★★★★ **CORE PRODUCT FUNCTIONS/FEATURES**
- Ease of Use/Navigation
- File upload process
- Configurable metadata
- Management reporting

★★★★★ **DOCUMENT WORKFLOW**
- Tax Software integration
- Audit software integration
- MS Office/Outlook integration
- Document routing

★★★★★ **DOCUMENT CONTROL**
- Document security
- Retention management
- Version control
- Check-in/check-out

★★★★★ **SPECIAL FEATURES**
- Integrated portal
- Integrated scanning
- Browser-enabled
- SaaS/Hosted option

Read the full review of this product exclusively online at www.CPAPracticeAdvisor.com/go/10264055

800-968-8900 **CS.ThomsonReuters.com**

DocuLex, Inc. — Archive Studio Software Suite

2011 OVERALL RATING ★★★★½

BEST FIRM FIT:

DocuLex is best suited for firms that are looking for a document repository that facilitates quick text-based document retrieval. Its strength seems to be focused on archiving and retrieving documents for review, as opposed to generating word processing documents and forms with annotations and general editing.

STRENGTHS:

- Comprehensive full-text search & retrieval
- Document retention & archiving (also email archiving)
- "Litigation Hold" feature for documents under discovery
- Full-featured scanning solution
- Connector to line-of-business applications such as QuickBooks, MS Dynamics GP, etc.
- SaaS or on-premises deployment options

POTENTIAL LIMITATIONS

- No direct integration with accounting, auditing or tax software
- Lack of a full-featured portal module

EXECUTIVE SUMMARY & PRICING

If your firm is focused on litigation support, tax planning or other niche consulting services, DocuLex may be a good option due to its emphasis on full-text search. If you are looking to integrate it into your tax preparation or audit engagements, you will find it is limited in how you can integrated into those processes compared to some of the accounting and tax centric solutions.

Pricing for a five-user SaaS deployment is $2,307 annually,

which includes 5GB of storage. There is an annual fee of $1,668 per year for the Goby Capture application, as well as a one-time, $1,000 setup fee. The on-premises system is priced at $13,225 for 10 users and includes the first year of support. The annual renewal fee is $2,205.

PRODUCT DELIVERY METHODS:

- ☑ On-Premises
- ☑ SaaS
- ☑ Hosted by Vendor

★★★★★ **CORE PRODUCT FUNCTIONS/FEATURES**
- Ease of Use/Navigation
- File upload process
- Configurable metadata
- Management reporting

★★★★ **DOCUMENT WORKFLOW**
- Tax Software integration
- Audit software integration
- MS Office/Outlook integration
- Document routing

★★★★★ **DOCUMENT CONTROL**
- Document security
- Retention management
- Version control
- Check-in/check-out

★★★★ **SPECIAL FEATURES**
- Integrated portal
- Integrated scanning
- Browser-enabled
- SaaS/Hosted option

Read the full review of this product exclusively online at www.CPAPracticeAdvisor.com/go/10264223

863-297-3691 x236 **www.doculex.com**

NetDocuments

2011 OVERALL RATING ★★★★½

BEST FIRM FIT:

NetDocuments' biggest market is law firms, which represents 70% of the company's customer base. Although they don't have a deep presence in accounting firms at this stage, they have a strong presence in many similar businesses, such as financial advisory firms. The system is highly configurable, so it can be deployed effectively in any type of firm. Since it is offered in a SaaS model it can be scaled up or down for small, medium and large firms.

STRENGTHS:

- 100% SaaS-based solution since 1998
- Highly configurable home page and workspace screens
- Customizable metadata
- Deep integration with Microsoft Excel, Outlook & Word
- Integrated portal with discussion thread
- Intuitive interface

POTENTIAL LIMITATIONS:

- Limited penetration into accounting firms
- Lack of pre-built accounting, auditing & tax software integrations
- No workflow functionality

EXECUTIVE SUMMARY & PRICING:

Three key features of NetDocuments stand out when evaluating

this application: it is a "mature" SaaS application with over 10 years of experience, it has a highly customizable interface, and the user interface is simple and easy to work with. The pricing model is $20 to $30 per user per month, based on the number of users, and includes a base 10GB of storage, plus 1GB for each additional user.

PRODUCT DELIVERY METHODS:

- ☐ On-Premises
- ☑ SaaS
- ☐ Hosted by Vendor

★★★★★ **CORE PRODUCT FUNCTIONS/FEATURES**
- Ease of Use/Navigation
- File upload process
- Configurable metadata
- Management reporting

★★★★ **DOCUMENT WORKFLOW**
- Tax Software integration
- Audit software integration
- MS Office/Outlook integration
- Document routing

★★★★★ **DOCUMENT CONTROL**
- Document security
- Retention management
- Version control
- Check-in/check-out

★★★★★ **SPECIAL FEATURES**
- Integrated portal
- Integrated scanning
- Browser-enabled
- SaaS/Hosted option

Read the full review of this product exclusively online at www.CPAPracticeAdvisor.com/go/10264182

866-NETDOCS **www.netdocuments.com**

Treeno Software, Inc. — Treeno Enterprise Document Management

2011 OVERALL RATING ★★★★★

BEST FIRM FIT:

Treeno solutions are traditionally more focused on corporate accounting departments than on accounting firms, but the SaaS deployment option makes this a viable solution for firms of all sizes. If your firm is using any of the integrated accounting software applications listed below, Treeno may be a good fit.

STRENGTHS:

- Comprehensive workflow module with rules-based routing
- SaaS deployment option
- Bar code scanning
- Management reporting
- Integration with Microsoft Dynamics GP, Microsoft Dynamics SL, Microsoft Dynamics Nav, Sage Peachtree, Sage Simply Accounting Enterprise, Sage ERP MAS 500, Intuit QuickBooks, Blackbaud Financial Edge, Unifund BudgetSense, Yardi Voyager & MRIIntegrated portal

POTENTIAL LIMITATIONS:

- Limited penetration of accounting firm market

EXECUTIVE SUMMARY & PRICING

For firms that are focused on implementing a workflow solution that can route documents based on decision making rules, Treeno may be a good fit. The ability to choose between a SaaS or an on-premises deployment model provides flexibility to adapt to an organization's strategy. The system has an intuitive and relatively simple interface and seems intuitive enough to require minimal training.

Pricing for the SaaS version is $50 per month for each concurrent user license, and is discounted for those with more than five users. The on-premises version starts at $3,995 for small firms needing four concurrent users or less. A 10 concurrent user license is $6,995. Treeno Vault is a hardware and software appliance with Treeno pre-installed on a network appliance and is priced at $7,995.

PRODUCT DELIVERY METHODS:

- ☑ On-Premises
- ☑ SaaS
- ☐ Hosted by Vendor

800-528-5005

★★★★★ CORE PRODUCT FUNCTIONS/FEATURES

- Ease of Use/Navigation
- File upload process
- Configurable metadata
- Management reporting

★★★★½ DOCUMENT WORKFLOW

- Tax Software integration
- Audit software integration
- MS Office/Outlook integration
- Document routing

★★★★★ DOCUMENT CONTROL

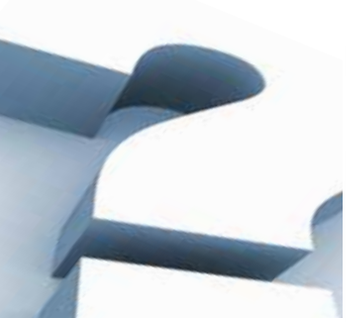
- Document security
- Retention management
- Version control
- Check-in/check-out

★★★★★ SPECIAL FEATURES

- Integrated portal
- Integrated scanning
- Browser-enabled
- SaaS/Hosted option

Read the full review of this product exclusively online at www.CPAPracticeAdvisor.com/go/10264055

www.treenosoftware.com



WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

Building for Success by Finding the Right Partners

By Isaac M. O'Bannon, Technology Editor

There are as many tips for building a successful practice as there are successful firms, but what they all share are strategies that have led to successful partnerships with outside technology and service providers. In the 21st Century, these technologies and services are more than simple tools or aides, they are integral components of business management and client service, as well as the core communication tools used by professionals.

Therefore, it is critical for firms to determine their most beneficial and productive resources, and to strategically implement them into their practice workflow. The key is to first find vendors who actually know the profession and the unique challenges tax and accounting professionals face, from firm management to client service. With technology providers and professional associations who underst and the profession, their products are much more useful and help practices achieve greater productivity.

The technology providers in this special "Who's Who" section are invested in the success of today's tax and accounting practices. By providing the tools, technologies and services that help professionals be more efficient, productive and profitable, these companies also ensure their own success with the firms of tomorrow. Take some time to get to know them, and you may find a technology or strategic partner that can help your practice realize success in the near term and the future.

WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

Office Tools® PROFESSIONAL

COMPANY OVERVIEW

Serving the accounting profession for nearly 15 years, Office Tools Professional is a proud developer of the best practice management software. Receiving many accolades as the best solution for the small to mid-size firm, *Practice Management Software* has become the Accountant's choice. In our culture, it's all about resources. We recognize that to really serve our profession, we need to provide the necessary resources to our users. These resources are not limited to our software, but also include an annual Practice Management conference and publication.

The *Practice Management Conference* and User Training is a great opportunity to learn how to use all *Practice Management Software* features. Every attendee will receive training and a chance to network with other professionals, sharing common problems and exploring new solutions in a round table format and panel discussions.

My Office Today is a publication that specifically targets small business owners who feel isolated and lack the resources bigger firms have. *My Office Today* focuses on relevant topics that are released on our website in blog, video and print format.

PRODUCTS

As a leader in small office software, we focus on developing software that solves specific problems for the small firm. Our unique "Workflow Methodology" uses a single interface that provides access to nearly every office task and function, thus solving client, staffing and workflow problems while providing the following benefits:

- simplified management
- improved delegation
- increased productivity

Added this year, to go with our document transfer tools, is a complete client portal. This portal allows Practice Management users to send confidential documents to clients via a secure portal. It also provides messaging, email campaigns, project status update, invoicing and bill payment, and can be branded to match a firm's own website.

Office Tools Professional has always realized the importance to synchronize data between other software that is used in the office.

QuickBooks® Integration Tool - The sharing of critical data like customers, employees, vendors and item codes, reducing the chance of data-entry errors and eliminating duplicate entries between these programs. The export time cards option allows you to create payroll for your staff and bill your clients. Utilize all the workflow benefits including billing and tracking A/R and incredible reporting and metrics in *Practice Management Software*, and then export invoices and payments to QuickBooks.

Microsoft® Outlook Integration Tool - Integrate Microsoft Outlook calendars, contacts and tasks from *Practice Management Software* schedules, contacts and tasks. Bring in Outlook Email for review, reading and storing in the document management system. This feature works with Outlook and Exchange.

Lacerte® Integration Tool - Import your data from Lacerte or sync it with your existing contacts. Enter new contacts in Lacerte and import them with any changed contacts into *Practice Management Software*. Any changes to a contacts' information can be sent from *Practice Management Software* to Lacerte.

Additional integrations available:

- Microsoft® Excel Data Import Tool
- Adobe Acrobat® Toolbar Add-on
- Microsoft® Office Toolbar Add-on
- Google, Yahoo and MapQuest Map® Integration
- Social Media Integration

MARKETS SERVED

With over 8,500 users, Practice Management for the Accountant is easily integrated into any accounting firm with special features for CPAs, EAs, and tax and bookkeeping offices. Other service professionals such as consultants, architects and attorneys can easily adapt Practice Management too.

CUSTOMER SUPPORT

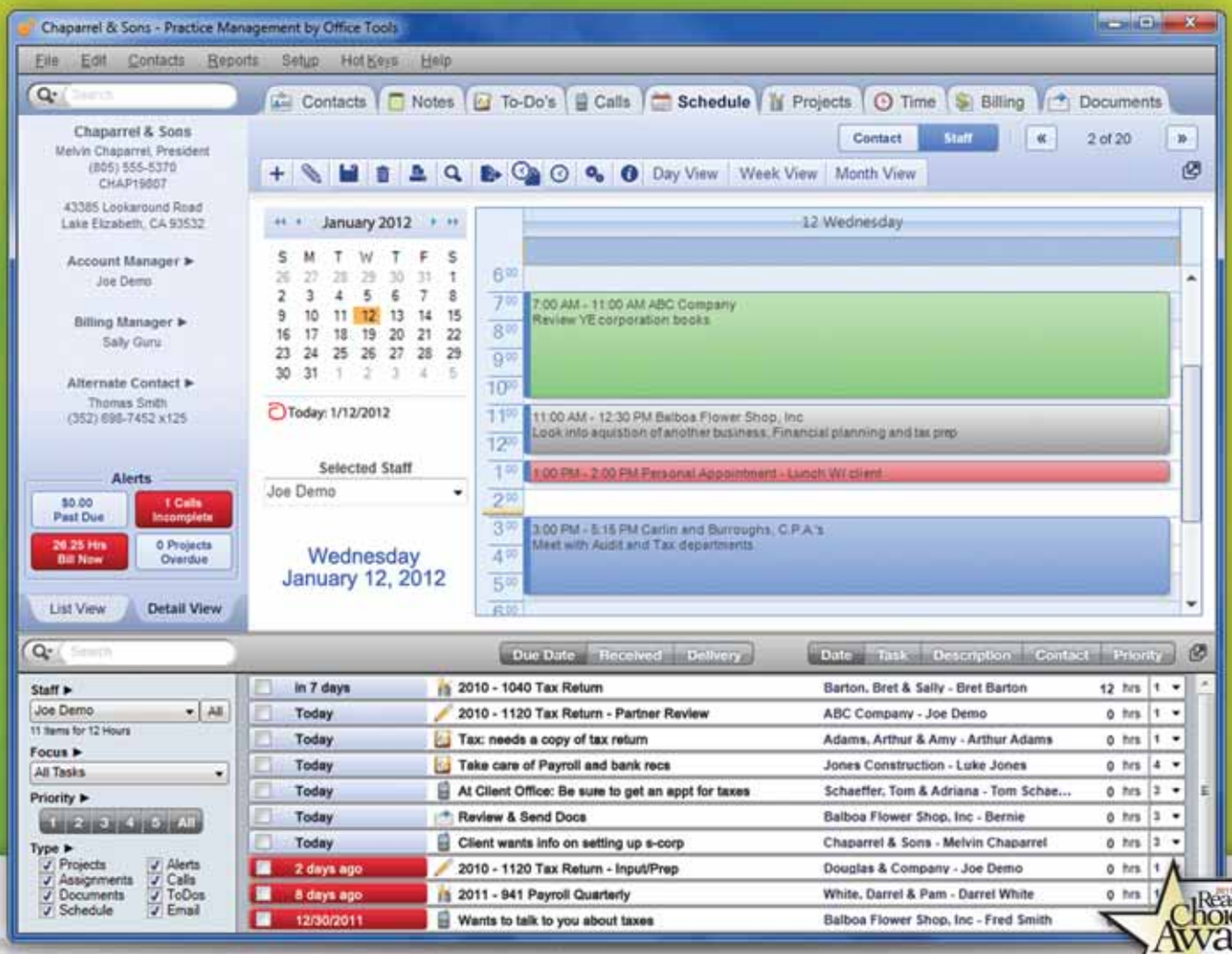
Office Tools Professional's success and growth is built upon exceptional client care. Professional support personnel are available during regular business hours at no charge to end users. This year, we have moved into new offices where we are able to add more phone lines and additional tech support personnel. We pride ourselves on having a courteous representative answer your questions directly for most issues without having to wait for a call back. Superior customer support has allowed us to achieve a 95% customer retention year after year.

PRACTICE MANAGMENT

OFFICE TOOLS PROFESSIONAL
514 Commerce Avenue, Suite D
Palmdale, CA 93551
Phone: (888) 667-8440
Fax: (661) 794-2165
Email: info@officetoolspro.com
Website: www.officetoolspro.com
Year Founded: 1997
Price: $500/First User, $300/additional users

It's time to get serious about
WORKFLOW

staff • tasks • documents • contacts • time • billing



Readers' Choice Awards

introducing the next generation of
Practice Management Software

- integrate with the desktop -
Tax • Accounting • Office

- the power of the cloud -
Web Portal • Mobile • Payments

Office Tools PROFESSIONAL

cloud ready · Office · LACERTE

Receive a personal web demonstration at
www.officetoolspro.com/cpa2011

WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

Why We Created the Accountant-Centric Cloud

AccountantsWorld®

A few years ago, I was talking to a CPA at a tradeshow. He told me, "Chandra, you don't understand. I don't run my own accounting practice." Naturally, I asked, "Then who does?" His response was: "QuickBooks and my clients do. QuickBooks gives my clients free rein to do whatever they wish, even though many of them don't know a thing about accounting. Then I spend my time fixing the mistakes they make. I want full control over client engagements, but I don't have it."

That's when it became clear to me and my team that the bookkeeping messes clients make are a fundamental problem for accountants. And so we came up with an innovative solution that's reshaping the way accountants perform client accounting.

Putting accountants back in the driver's seat

Accounting Relief is the first cloud-based accounting system that includes everything you and your clients need — bookkeeping, write-up, trial balance and financial reporting. **It lets you work in collaboration with your clients, while you remain in full command.** You can customize the system for each client, giving them access only to the functions they can perform. That helps you minimize client errors.

In addition, Accounting Relief eliminates cumbersome file transfers and time-consuming trips to client offices for bookkeeping. It lets you quickly and easily prepare fully customizable financial statements. And you become a virtual CFO to your clients by giving them insights into managing their cash flow and business finances.

By changing the landscape of client accounting, we've made accounting faster, easier, and more profitable.

Our full suite of Accountant-Centric solutions

Since 1999, we've created a full suite of cloud-based solutions that help accountants overcome key challenges they face in their practices and create new opportunities for growth and profitability.

Here are some more examples:

Realizing that exchanging documents with your clients is costly and cumbersome, we created **CyberCabinet - the first true client portal and online document management system** - that lets you give your clients secure 24x7 access to their documents. You save time and money while enhancing client service.

Then we created **Payroll Relief - the first ever cloud-based payroll system created exclusively for accountants.** Payroll Relief completely automates complex payroll calculations, direct deposit, federal and state tax deposits, e-filing of tax forms, and compliance and reporting. Today, thousands of accountants are taking advantage of this breakthrough development in payroll processing and profiting handsomely. Best of all, Payroll Relief offers a first full year of unlimited payroll processing for just $997.

And all eight of our cloud-based solutions are available together in our **Power Practice System - virtually everything you need for running your entire practice** – for just $195 per month for the first year.

Our unique commitment to accountants

Moreover, unlike others, we never compete with you by selling our solutions directly to your clients. We've made an uncompromising commitment to accountants for over 25 years. I'd like to hear your feedback. Write me at Founders@AccountantsWorld.com.

Thank you,

Chandra Bhansali, President

COMPANY OVERVIEW

Since 1999, AccountantsWorld has been the recognized leader in innovative cloud computing solutions for accountants.

PRODUCTS

We offer cloud-based solutions for client accounting, payroll, client portals, document management, marketing and practice management.

"If you are looking for a way to transform your practice into more than just another accounting firm, the Power Practice System deserves a strong look."

The Progressive Accountant, July 2010

CLOUD COMPUTING SOLUTIONS

ACCOUNTANTSWORLD
140 Fell Court
Hauppauge, NY 11788
Phone: 888-999-1366
Website: AccountantsWorld.com
Year Founded: 1984

The Accountant-Centric cloud does a lot more.

Not all clouds are created equal.

Today, there are cloud-based solutions everywhere. So how do you choose? Look for those that help you overcome key challenges in your practice and create new opportunities for growth.

Only **Accountant-Centric cloud solutions from AccountantsWorld** are created from the ground up to harness the full power of the Internet. Plus, they let you work in collaboration with your clients while you remain in control.

What can Accountant-Centric solutions do for my practice?

With the Accountant-Centric cloud, you can:

- ✓ Stop clients from making bookkeeping errors
- ✓ Eliminate cumbersome file transfers
- ✓ Provide secure online storage of all documents
- ✓ Minimize the cost and hassle of printing and mailing tax returns, financials, and other finished documents
- ✓ Make payroll processing highly profitable and hassle-free by completely eliminating compliance headaches
- ✓ Become a virtual CFO for your clients

"AccountantsWorld has long been a path-breaker in the world of cloud computing software designed specifically for accountants."

~ Accounting Today

Our Accountant-Centric Solutions

Accounting Relief

Winner, 2010 CPATA Innovation Award

The only comprehensive cloud accounting solution that includes write-up and trial balance for your firm and bookkeeping for your clients. **Unlimited use for only $1495 for a full year.**

Payroll Relief

Winner, 2004 CPATA Innovation Award

Performs complete payroll processing, including direct deposit, tax deposits, e-filing, and all compliance, to make payroll processing faster, easier, and more profitable than ever. **A full year of unlimited payroll processing for only $997.**

CyberCabinet

Winner, CPATA Readers' Choice Award

Save time and money while enhancing client satisfaction with our online document management system and portal. **Only $495 per year.**

Website Relief

The first website builder created for accountants. Also includes a full–featured Web portal for your firm on which to build your online presence. **Only $595 per year.**

Take your practice to new heights with the Accountant-Centric cloud from AccountantsWorld.

AccountantsWorld®
Do More. Do Better.™

Call 888-999-1366
Visit AccountantsWorld.com

WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

AICPA Trusted Business Advisor℠ Solutions

Transforming Client Services through Cloud-Based Solutions

COMPANY OVERVIEW

CPA2Biz is a subsidiary of the American Institute of Certified Public Accountants (AICPA), the national professional association of CPAs.

CPA2Biz is the exclusive marketing arm for AICPA products and services — including publications, webcasts, conferences, continuing professional education and member benefits programs — for CPAs and financial professionals nationwide. www.cpa2biz.com is the leading e-commerce site for the accounting profession and is ranked by Internet Retailer as one of the top five hundred e-commerce sites in the United States.

CPA2Biz enables accounting firms nationwide with its Trusted Business Advisor℠ Solutions program — integrating best-of-breed cloud-based accounting solutions to transform how firms deliver the core services of tax, audit and client accounting. Today, more than half the CPA firms in the United States are leveraging one or more of these solutions to build more collaborative and strategic client relationships.

CPA2Biz is headquartered in New York, NY and has its technology and engineering offices in Santa Clara, CA.

PRODUCTS

Innovative cloud computing applications, coupled with effective practice development and firm workflow strategies, are transforming the way accounting firms operate and serve clients. CPA2Biz selects partners who have a leading application serving a core accounting function that can be easily integrated into other leading applications.

CPA2Biz Trusted Business Advisor Solutions include:

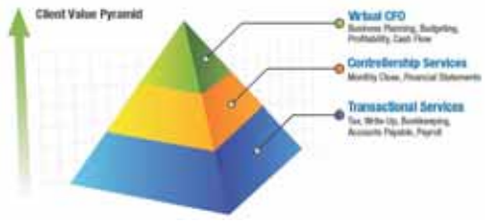
- **Paperless Bill Management through Bill.com**
- **Financial Management and Accounting Applications through Intacct**
- **Firm-Wide Workflow Solutions through XCM**
- **Paperless Tax Workflow Products through Copanion**
- **Payroll, Retirement Planning and HR Services through Paychex**
- **Online Audit Confirmations through Confirmation.com**
- **Secure Hosted Email Solutions via CPA2Biz Email Solutions**

All supported by **Firm-Branded Client Marketing Tools, White Papers, Case Studies and Educational Materials on the CPA2Biz Portal**.

For more information, please visit www.cpa2biz.com/BusinessSolutions

THE CHANGING LANDSCAPE

Technology is now becoming a key differentiator for accounting firms. Leading cloud-based solutions enable firms to dramatically change how they provide client services, providing opportunities to **improve client loyalty, realization rates, employee satisfaction, succession planning capabilities**, and more.



Many accounting firms are beginning to recognize that client accounting services — at all levels of this value pyramid — can be greatly improved and further automated through advances in technology, such as cloud-based solutions. These new technologies can dramatically improve how firms deliver services to clients to increase their financial performance and provide more valuable business advice. With real-time access to the latest information, CPAs are in a better position to collaborate with clients, optimize staff time and resources, and offer higher margin strategic consultative services, such as virtual CFO services.

MARKETS SERVED

Accounting firms of all sizes, from sole practitioners to small-mid-sized firms to large firms with multiple offices.

CUSTOMER SUPPORT

CPA2Biz provides accounting firms with affordable, easy-to-learn and use, web-based accounting solutions that help CPAs reduce costs, boost productivity, increase revenue, and enhance their value as their clients' most trusted business advisor. In addition, we provide comprehensive CPE training, webcasts, and the intensive, one-day **AICPA Trusted Business Advisor℠ Workshops** (in partnership with the AICPA's Private Companies Practice Section – PCPS) in cities nationwide.

Through our online portal, CPAs have access to ready-to-use and customizable marketing materials that their firm can use to engage and educate clients about the benefits and unique business advantages of these new accounting solutions and programs. Sales and marketing collateral CPAs can share with clients include program flyers, PowerPoint slideshows, web site ads, pre-formatted client emails, online demos and more — all of which can be personalized with the CPA firm's own logo and contact information.

GET LINKEDIN TO YOUR PEERS

Join us on LinkedIn

Join our new LinkedIn group today and become part of a growing community of accounting and financial professionals who are sharing their ideas and best practices on technology and practice development strategies and how they're delivering on their trusted business advisor status. Search for and join the **AICPA Trusted Business Advisor℠ Solutions group on LinkedIn® today.**

PROFESSIONAL ASSOCIATION

CPA2BIZ, INC.
1211 Avenue of the Americas, 19th Floor
New York, NY 10036
Phone: 1-855-855-5CPA
Website: www.cpa2biz.com/BusinessSolutions
Number of employees: 75
Year Founded: 2001

CPA2Biz™

A subsidiary of the AICPA

Cloud-based **client accounting solutions** won't merely enhance your practice. They'll literally reinvent it.

The more you know about your clients' daily financial picture, the better position you're in to work collaboratively and provide long-term strategic advice. Cloud-based accounting solutions from CPA2Biz help you manage your clients' financial data in real-time, provide higher margin advisory services, build long-term loyalty, and differentiate your firm from others.

Simple, efficient online bill management

Powered by **Bill.com**

Bill.com streamlines and automates your clients' accounts payable and receivable processes with complete security and control. By having greater visibility into your clients' day-to-day finances, you are better able to manage their cash flow and provide strategic guidance.

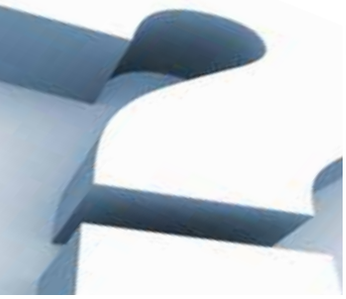
*For more information, visit **cpa2biz.com/Bill** or call **855-855-5CPA***

Cloud-based financial management and accounting application

Powered by **Intacct**

Intacct Accountant Edition is a best-in-class online client accounting solution that delivers financial information to you and your clients in real-time. It enables you to provide customized financial reports, dashboards and KPIs to key firm and client stakeholders. Core modules include General Ledger, A/P, A/R, Cash Management, and more.

*For more information, visit **cpa2biz.com/Intacct** or call **855-855-5CPA***



WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

THOMSON REUTERS

COMPANY PROFILE

The world's leading information resource, Thomson Reuters brings you the profession's most comprehensive line of integrated software, services, technology tools and content, as well as full integration with Checkpoint® Tools.

PRODUCTS

The CS Professional Suite®

Built by accountants, for accountants, the CS Professional Suite is a tightly integrated collection of software applications, workflow tools, web services, and mobile apps that covers every aspect of your firm's operations, from retrieving and entering client data to posting finished tax returns and documents in secure client portals.

CS Professional Suite applications and technology tools have been helping tax and accounting professionals improve client service, productivity and profitability since 1979.

To learn more, visit http://CS.ThomsonReuters.com/CS-Professional-Suite

The Enterprise Suite™

The Enterprise Suite blends scalable tax processing, audit, document management and workflow solutions with the convenience, security and expertise you expect from one of the world's leading information resources. That's why our Enterprise Suite is relied upon by so many of the top 1,000 firms.

It's easy to implement and standardize processes across multiple offices with the Enterprise Suite. And thanks to unsurpassed security features and 24/7 access to software and data, business continuance is guaranteed in any situation.

To learn more, visit http://CS.ThomsonReuters.com/Enterprise-Suite

myPay Solutions®

myPay Solutions provides your firm with the client retention and consistent, year-round revenue stream that come with offering comprehensive payroll services to your clients — without the liability or staffing costs of actually processing it. myPay Solutions takes care of the tedious payroll tasks for your business clients accurately and on time, with straightforward pricing, personalized service, and respect for the relationship you have with your clients.

To learn more, visit http://CS.ThomsonReuters.com/myPaySolutions

INTEGRATED SUITES

THE TAX & ACCOUNTING BUSINESS OF THOMSON REUTERS
195 Broadway, New York, NY 10007
Number of employees: 4,800
Major Product Brands for Accounting Firms:
UltraTax CS, GoSystem Tax RS, GoFileRoom, FileCabinet CS, Accounting CS, Practice CS, NetClient CS, and Checkpoint

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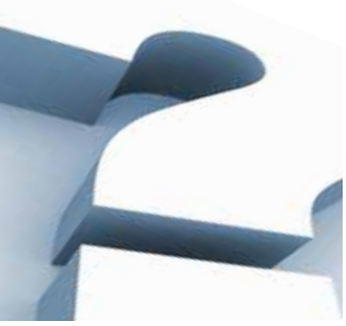
THOMSON REUTERS™

For more information, please go to cpapracticeadvisor.com/bg/101



WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

AMS ADVANCED MICRO SOLUTIONS

1099-ETC AMS

COMPANY OVERVIEW

Originally founded as Edmond Software, Advanced Micro Solutions has been working in the tax software business since 1985. AMS started as a small two-man software shop and has since grown into a nationally respected software company.

PRODUCTS

» **W-2/1099 Forms Filer: The core of the 1099-Etc program.** It allows a user to print all 1099s, 5498s, 1098s, 1042-S, W-2, W-2c, W-3, W-3c on pre-printed forms.

» **Laser Generation: Prints forms on blank paper.**

» **A-T-F Payroll: Allows entry of After-The-Fact-Payroll.** Most other payroll software companies charge extra for the following features included in A-T-F Payroll:

- SUTA forms for all 50 states, DC, Puerto Rico.
- Forms 940, 941, 943, 944, 1040 Schedule H.
- Tax tables for all 50 states, DC, Puerto Rico.
- Supports up to 1,999 clients.
- Supports up to 23 states per client.
- Prints MICR checks with the Laser Generation Option.
- Supports direct deposit using ACH files.
- Imports from QuickBooks, Peachtree and several other sources.
- E-files SUTA/SITW reports where required.

A-T-F Payroll automatically fills out the necessary state UI forms and federal 940, 941, 943, 944. Payroll data is transferred to W-2s/1099s. A-T-F also supports electronic filing of 940, 941, 944 forms.

» **Forms-Etc: Allows direct access to over 350 federal and state payroll and auxiliary payroll forms such as W-4, I-9, 945.**

» **Electronic Filing: Electronically files 1099s/W-2s with federal/state agencies.**

MARKETS SERVED

AMS services a variety of tax professionals and small to mid-sized businesses.

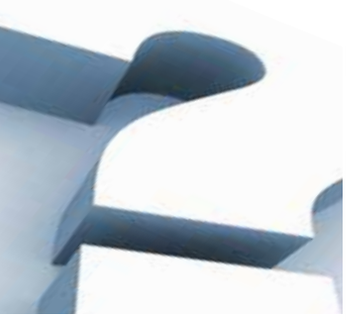
CUSTOMER SUPPORT

AMS provides free technical support via telephone, fax and e-mail.

PAYROLL & W-2/1099 TAX

ADVANCED MICRO SOLUTIONS, INC
1709 S. State St., Edmond, OK 73013
Sales: 800-536-1099
Support: 405-340-0697
Email: sales@1099-Etc.com
Website: www.1099-Etc.com
Number of employees: 18
Year Founded: 1985

For more information, please go to cpapracticeadvisor.com/bg/112



WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

CCH®

a Wolters Kluwer business

COMPANY DESCRIPTION

The digital future has arrived and the accounting profession is changing rapidly. Professionals today have different needs, expectations and capabilities. They need greater mobility, simplicity and speed. They need workflows and solutions to drive greater productivity and profitability. This is precisely what CCH delivers.

CCH, a Wolters Kluwer business, delivers best in process tax, accounting and audit solutions and services that make our customers more successful (CCHGroup.com).

Headquartered in Riverwoods, Ill., CCH is part of Wolters Kluwer Tax & Accounting — the global leader, which holds major market positions in North America, Europe and the Asia Pacific region. The business is focused on serving professionals' needs in Tax; Accounting, Audit & Workflow; and Corporations. Employees include CPAs, attorneys, auditors, technologists, developers, business intelligence professionals and marketing, sales and customer service representatives.

SOLUTIONS

The ProSystem *fx*® Suite

The CCH ProSystem *fx*® Suite offers the most powerful, integrated software suite. ProSystem *fx* Tax is the cornerstone of the Suite, with Suite modules for tax compliance, tax planning, trial balance, fixed assets, practice management, document management, paperless tax and audit engagements, client write-up, website development, and off-shore outsourcing services. Many of the ProSystem *fx* Suite modules are integrated with each other, and also integrate with other CCH software and workflow tools, including ClientRelate™ and IntelliConnect®.

In 2009, CCH introduced the next generation ProSystem *fx* Suite delivering robust solutions and services delivered on a dynamic, centralized, SaaS platform to support the way the highest performing professionals want to work today. Solutions include SaaS versions of ProSystem *fx* Tax, Document, Practice, Workstream and Portal.

Information Solutions

IntelliConnect is the gateway to CCH's superior value for award-winning information, integration and tools. IntelliConnect:

- Offers intuitive design;
- Includes a simple, modern interface that makes everything accessible from one screen;
- Gives users the flexibility to choose the research method that works best for them; and
- Provides a window to the best, most current tax and accounting content and compliance tools available.

CorpSystem® Solutions

Created specifically for corporate professionals, CorpSystem® solutions provide integrated sales and use tax solutions that streamline workflow and ensure timely and accurate tracking and reporting of sales and use tax rates (CCHGroup.com). Key products include *Sales Tax Load Utility*, *Sales Tax Online*, *ZIPSales Database*, *ZIPSales Lookup*, *Sales Tax Office* and *Sales Tax Returns Online*.

MARKETS SERVED

CCH solutions are relied upon by the IRS, the nation's federal courts and agencies, the nation's top CPA firms of all sizes, and thousands of corporations worldwide. Our partners include leading corporations such as Microsoft® and Sage® Software, PricewaterhouseCoopers and BNA®. Our customers include small, medium and large accounting firms, and corporate tax and auditing departments that rely on our information, software and workflow tools to help enhance their productivity, profitability and increase value to their clients.

CUSTOMER SUPPORT

CCH customers receive world-class support and service. Technical support can be found at CCHGroup.com.

Global Integrator

Kimberly-Clark uses Global Integrator to fold up their world of tax compliance.

Whether your business operates in yen, euros or dollars, chances are good that you're faced with several challenges when it comes to tax data aggregation, provisioning, reporting and compliance. Global Integrator can help you simplify your tax management.

> "With Global Integrator, we are implementing a single process for both U.S. and GAAP tax accounting across our 200+ entities and have saved over 9,000 hours and 52 elapsed days from our U.S. tax compliance process."
>
> *Patrick Callahan, Director – Tax Accounting & Reporting, Kimberly-Clark*

To learn how Global Integrator can work for you, call us today at 866-513-CORP (866-513-2677) or visit CCHGroup.com/GIprovisioning

INTEGRATED SUITES

CCH, A WOLTERS KLUWER BUSINESS
2700 Lake Cook Road
Riverwoods, IL 60015
Phone: 800-PFX-9998
Email: CCHGroup.com/ContactUs
Website: CCHGroup.com
Number of employees: 3,500
Year Founded: 1913

WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

BillQuick

COMPANY INFO

First released 16 years ago, BillQuick is designed to maximize billable hours and minimize mundane, repetitive tasks. Creating a simple solution to this common and chronic problem is what motivated BQE Software's founder, an owner of a small professional services firm, to create BillQuick. It's no wonder that today there are over 225,000 professionals, worldwide using BillQuick.

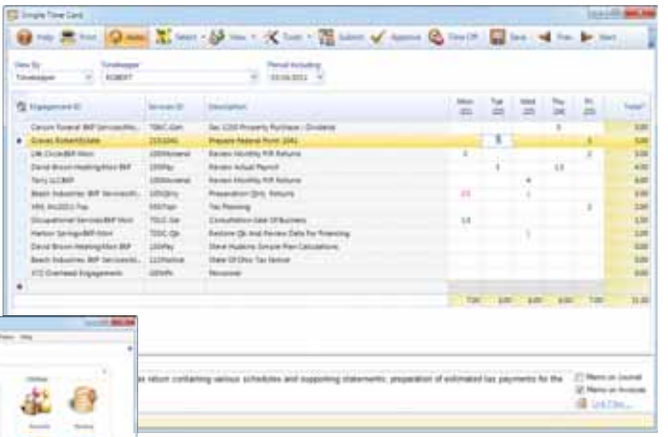
PRODUCT

BillQuick has earned FIVE STARS from *The CPA Technology Advisor* (now *CPA Practice Advisor*) for the past nine years. This is no surprise, considering BillQuick does what CPAs and accountants want most — to maximize billable hours.

"Productivity is critical," says Alan Fox, CPA. "With BillQuick, billing recurring, flat fee and hourly clients is easy. What used to be a couple days a month has become an hour. Most invoices take only a few clicks to create."

In addition to saving time, billing capabilities are flexible and robust. BillQuick supports a variety of billing arrangements, including Hourly, Hourly not-to-exceed, Recurring, and Fixed-fee. Over 100 invoice formats are included and customizable. BillQuick handles the write-up/write-down of individual time entries or a bill amount with ease. WIP items can be excluded as well as written off. You can print WIP, profitability and other reports as needed to support billing decision-making. Billing capabilities also include retainers, discounts, memos and e-mailing invoices.

BillQuick gives users a competitive advantage, allowing them to win new business, execute projects efficiently, bill in a timely manner and generate a healthy cash flow. Sophisticated algorithms introduced in BillQuick 2011 make logical decisions typically made by the managers and business owners. This new intelligence helps firms eliminate time-consuming repetitive tasks so they can spend their valuable time on growing their business.



Simple Time Card

Company Navigator

Besides its award-winning, seamless integration with Intuit QuickBooks Pro, Premier and Enterprise (as well with Sage Peachtree and MYOB/Australia), BillQuick 2011 introduces a new Accounts Payable module allowing users to make informed cash management decisions about which bills to pay and when to pay them. Having the ability to handle accounts payable tasks such as paying vendor bills, making deposits, writing checks, transferring funds and managing account journals all within BillQuick means users no longer need a separate accounting software program to run their business.

Finally, BillQuick is scalable, handling small to large firms with ease and demonstrates maturity without looking, feeling or acting "old."

SERVICES

In addition to offering multiple support packages, BQE Software offers standard and customized training via the Web and on-site. Live, free introductory training is offered three times a week. Also, in response to customer demand, BQE Software offers consulting services including data conversion, implementation assistance, business process/best practices, and various product and IT-related services.

MARKETS SERVED

BQE Software Inc. serves accountants and CPAs, delivering time tracking, engagement management, billing and accounts payable capabilities. Their industry experts consult with customers to identify issues, needed product features, and additional services that solve the everyday pain points of professionals.

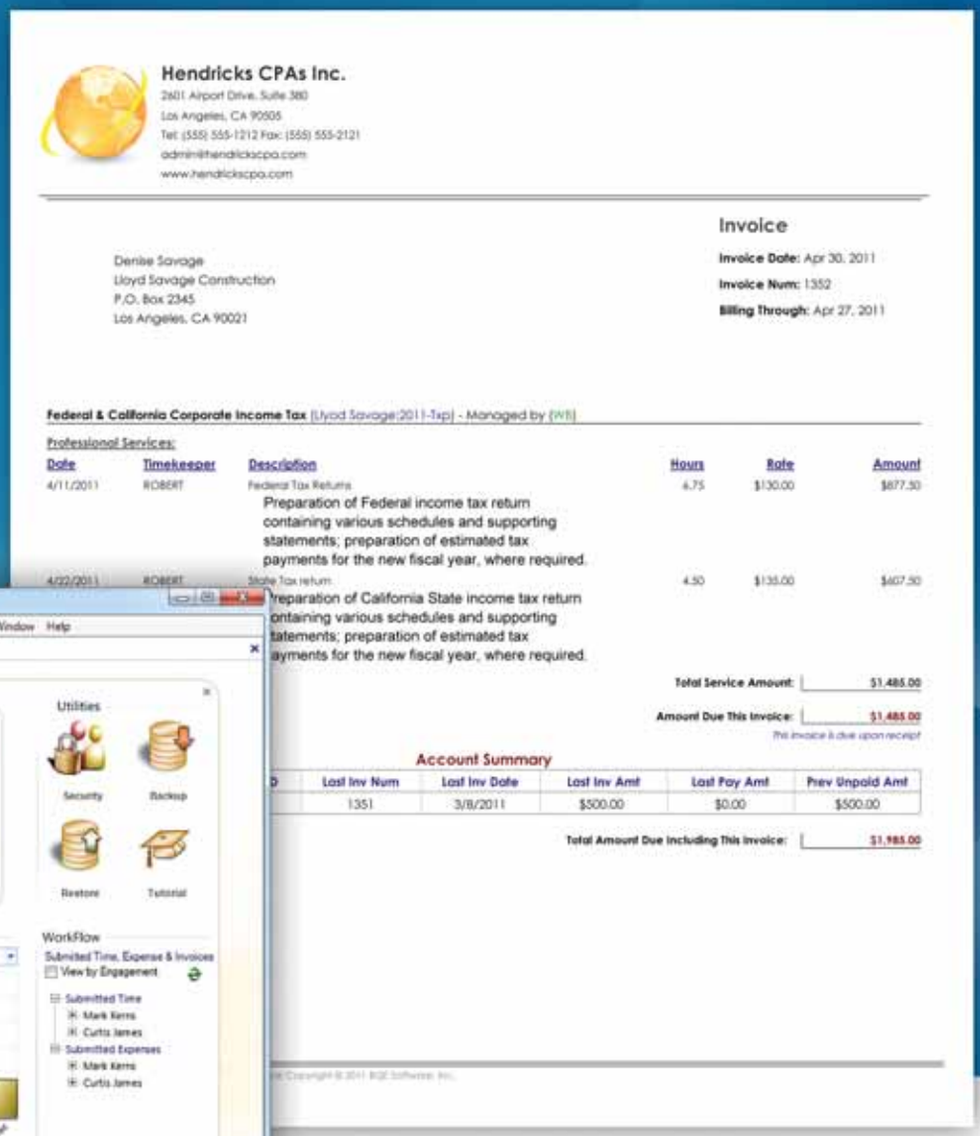
TIME & BILLING

BQE SOFTWARE INC.
2601 Airport Drive, Suite 380
Torrance, CA 90505
Phone: 888-245-5669
Email: Sales@bqe.com
Website: www.BillQuick.com
Year Founded: 1995

BillQuick

Time Tracking | Engagement Management | Billing | Accounts Payable

- **Over 400 Customizable Reports:** WIP, Aging, Write Up/Down, Staff Utilization, etc.
- **Unlimited Bill Rates** per employee
- **Handles most Billing Arrangements:** Hourly, Fixed, Recurring and more!
- **Access Anytime, Anywhere:** Track time and expense remotely



Hendricks CPAs Inc.
2601 Airport Drive, Suite 380
Los Angeles, CA 90505
Tel: (555) 555-1212 Fax: (555) 555-2121
admin@hendrickscpa.com
www.hendrickscpa.com

Invoice
Invoice Date: Apr 30, 2011
Invoice Num: 1352
Billing Through: Apr 27, 2011

Denise Savage
Lloyd Savage Construction
P.O. Box 2345
Los Angeles, CA 90021

Federal & California Corporate Income Tax (Lloyd Savage:2011-Tax) - Managed by (WB)

Professional Services:

Date	Timekeeper	Description	Hours	Rate	Amount
4/11/2011	ROBERT	Federal Tax Returns Preparation of Federal income tax return containing various schedules and supporting statements; preparation of estimated tax payments for the new fiscal year, where required.	6.75	$130.00	$877.50
4/22/2011	ROBERT	State Tax return Preparation of California State income tax return containing various schedules and supporting statements; preparation of estimated tax payments for the new fiscal year, where required.	4.50	$135.00	$607.50

Total Service Amount: $1,485.00
Amount Due This Invoice: $1,485.00
This invoice is due upon receipt

Account Summary

Last Inv Num	Last Inv Date	Last Inv Amt	Last Pay Amt	Prev Unpaid Amt
1351	3/8/2011	$500.00	$0.00	$500.00

Total Amount Due Including This Invoice: $1,985.00

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designed for QuickBooks

Microsoft Outlook

Peachtree

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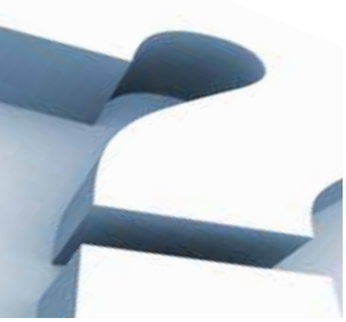


WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

SurePrep®

Company Information

Founded in 2002 by a CPA, SurePrep's automated electronic workpaper solutions, forms recognition, automatic tax return population functions, and onshore and offshore outsourcing options are used by nearly half of the top 100 accounting firms in the country. One of the keys to SurePrep's success has been its continued development and enhancement of its products and services to meet the constantly changing needs of the profession. With SurePrep's solutions, tax and accounting practices are given the ability to work smarter, not harder, increasing productivity and profitability, while promoting fully digital document retention. SurePrep's products and services have been used in the preparation of nearly 850,000 tax returns and the company is committed to continuing its mission of developing technology and service solutions that aid the tax and accounting profession.

OCR Solutions

SurePrep's 1040SCAN suite of OCR tools gives CPA firms the ability to reduce time spent on antiquated manual processes and spend more time on value-added consultative work. Whether it's reducing the time spent organizing client source documents such as organizer pages, W-2s, K-1s and brokerage statements with 1040SCAN ORGANIZE, or adding the benefit of automatically generating an Excel-based Schedule D report with 1040SCAN TRADES, or maximizing OCR efficiencies with the full featured 1040SCAN PRO, SurePrep's OCR offering drives time savings to the CPA firm's bottom line.

SPbinder

SPbinder is a web-based workpaper management and workflow system that makes paperless tax preparation quick and easy while significantly reducing review time. With electronic tools that mimic the paper world, SPbinder makes the transition from paper easier than ever before. The system not only speeds up the review process but also increases the accuracy of review by providing missing source document reports that assure completion, giving the firm electronic workpapers that include indexed and cross-referenced drilldown access to source documents. SPBinder also helps practice managers stay on top of critical issues, staff productivity and key business indicators.

Tax Outsourcing Services

SurePrep's onshore and offshore outsourcing services allow CPA firms to expand their 1040, 1041, 1120, 1120S and 1065 client base without having to increase staff or work longer hours during tax season. Instead, SurePrep's tax professionals manage preparation tasks during busy season, thereby allowing you to spend more time providing more profitable value-added services.

Markets Served

SurePrep is focused on providing professional tax and accounting firms with practical services and products designed to streamline workflow. From tax return outsourcing services to technologies for automating data capture and input, SurePrep's staff of developers and nearly 200 professionally trained preparers in the U.S. and abroad are dedicated to helping its clients achieve greater efficiency and profitability.

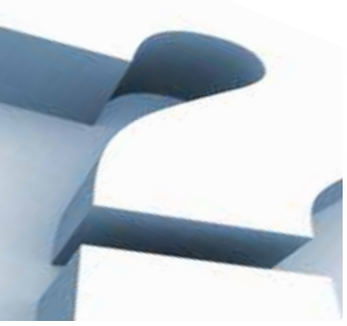
Customer Support

Although an international company with offices and professional staff worldwide, SurePrep's corporate headquarters and customer support service staff are located in southern California. The company's knowledgeable staff of credentialed tax and accounting professionals is available by phone, web conferencing, live chat and email. SurePrep's training courses help to prepare firms to take full advantage of all the products and services that the company has to offer. SurePrep's automated, modular training gives clients the flexibility of learning when it's most convenient for them. SurePrep's training methodology won the K2 Enterprise Quality Award in 2009 for professional education and consulting.

1040SCAN®

AUTOMATED WORKPAPER & WORKFLOW MANAGEMENT

SUREPREP, LLC
17890 Skypark Circle, Suite 100
Irvine, CA 92614
Phone: 800-805-8582
Email: sales@SurePrep.com
Website: www.SurePrep.com
Number of employees: 200+
Year Founded: 2002



WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

FRESHBOOKS
painless billing

FreshBooks. The market leader in online invoicing and bookkeeping.

FreshBooks is the leading online invoicing and bookkeeping service for small businesses and entrepreneurs. Since 2004, FreshBooks has helped over 2.5 million people experience painless billing. Dedicated to designing extraordinary customer experiences, FreshBooks helps people focus on what they love to do, instead of their paperwork. With detailed reports that export to various accounting packages and Excel, it's easy for business owners to work with their accountants (making life easier for accountants in the process!).

ACCOUNTING

FRESHBOOKS.COM
2770 Dufferin Street, Suite 201
Toronto, Ontario (Canada) M6B 3R7
Accountants' Direct Line: 877-262-5122
Support Line: 866-303-6061
Website: FreshBooks.com/jointhemovement

Beancounters Unite! – For Accountants

For accountants and bookkeepers, FreshBooks has a great new program to help you help your clients succeed! FreshBooks is the fastest way for your small business customers to track time, organize expenses, and invoice their clients — while helping you spend less time on data entry, and more time advising clients. With a free, full FreshBooks account, as well as access to the direct accountant's line (1-877-262-5122) — there's a ton of great stuff for our Beancounters! Check it out and sign-up for free at www.freshbooks.com/jointhemovement.

BEANCOUNTERS UNITED
Join the Movement
FRESHBOOKS
painless billing
FreshBooks.com/jointhemovement

Give Us A Shout

Contact us to get more information or to find out more about how FreshBooks can help your small business customers succeed (and make your life easier in the process!).

Recommend FreshBooks

The fastest way for your clients to track time, organize expenses & invoice their clients

Try it for Free

FreshBooks.com/jointhemovement

FRESHBOOKS
painless billing

For more information, please go to cpapracticeadvisor.com/bg/200

WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

TaxSlayer Pro®
Professional Tax Preparation Software

COMPANY OVERVIEW

Founded over 40 years ago as a tax preparation business, TaxSlayer Pro has grown into a nationwide tax software company with more than 100 employees. Seasoned tax professionals, who are actively involved in tax preparation, test and design the program, ensuring that the software is complete and error free. We use our experience to develop built-in diagnostics that alert you to errors at the point of entry rather than the end of the tax return. The ease of use that has been designed into the program makes tax preparation quick and accurate.

MARKETS SERVED

TaxSlayer Pro serves tax and accounting professionals.

PRODUCT

TaxSlayer Pro gives you a complete professional tax software package at one low price. TaxSlayer Pro includes the complete 1040 program; all states package; Business package with forms 1120, 1120S, 1065, 1041, 5500 and 990; free e-file of direct deposits and electronic mailed returns; Multiple RAL bank support; full network capability; depreciation module; and year-round technical support. TaxSlayer Pro lets you select how to enter information via your preferred method of a menu or form-driven approach. Our internal diagnostics system finds errors immediately and helps you avoid costly mistakes. TaxSlayer Pro also offers TaxSlayer Books, a fully integrated bookkeeping package to make filing your business returns as simple as the click of a mouse.

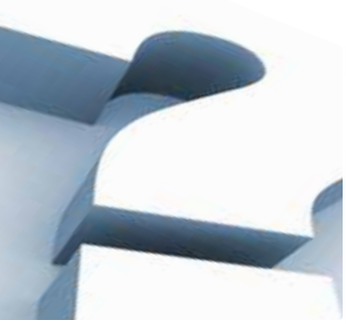
CUSTOMER SUPPORT

TaxSlayer Pro support, which is based in the United States, has been rated as one of the top customer support staffs for the past seven years as ranked by the NATP, giving you the finest service available in the industry. TaxSlayer Pro support resolves issues in minutes not days, and provides you with immediate and comprehensive assistance. During tax season, technical support is staffed around the clock by the very programmers and developers who create and test the software. Contact us or check out our website and make the switch to TaxSlayer Pro today!

TAX PREP

TAXSLAYER PRO
610 Ronald Reagan Dr., Evans, GA, 30809
Phone: 888-420-1040
Email: Sales@taxslayerpro.com
Website: www.taxslayerpro.com
Number of Employees: 100+
Year Founded: 1964

For more information, please go to cpapracticeadvisor.com/bg/130



WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

CCH Small Firm Services
a Wolters Kluwer business

COMPANY OVERVIEW

CCH Small Firm Services (SFS) provides market-leading tax and accounting research, software and workflow tools to 45,000 professional firms and tax assistance sites in 72,000 locations. Along with CCH, SFS is part of Wolters Kluwer Tax and Accounting, an international leader in tax, accounting and audit solutions.

MARKETS SERVED

As our name suggests, we focus on the needs of small tax and accounting firms — businesses that generally have five or fewer employees. We also serve commercial tax preparers, with one office or sometimes hundreds of offices, who offer tax services in a retail environment similar to well-known national tax chains. And for 16 years, SFS has provided the tax software used by the IRS-sponsored tax assistance sites under a competitive contract.

PRODUCTS & SERVICES

In the highly competitive tax and accounting industry, no two firms are the same. That's why ATX and TaxWise are each designed for the needs of different types of small professional firms.

ATX™

ATX offers CPAs and other tax and accounting professionals the best combination of quality and value in the marketplace today. Our powerful, yet easy-to-use program provides users with the tools they need at a price they can afford.

- Largest forms library in the industry
- Integrated CCH® tax research
- Precise on-screen versions of federal, state and local tax forms
- Intuitive links to detailed worksheets and information forms
- Flexible data imports
- Includes planning & analysis tools

With 6 different ATX packages ranging in price from $500 to $2,600, we're sure to have a package that's right for any practice.

To learn more about the complete line of ATX tax and accounting software, call **1-888-455-0183** or test drive ATX at **www.atxinc.com/drive**.

TaxWise®

This year, the 13,000 tax businesses using TaxWise prepared more than 15 million tax returns! But that's no surprise. For the past 25 years, TaxWise has been the preferred tax compliance program for independent firms that specialize in high-volume tax preparation.

- Automatic data transfer from federal to state return
- Real-time calculations
- Built-in zip code and EIN directories
- Social Security validation tool
- Powerful diagnostics and robust Help features
- No networking fees for those working in the same location

Designed for speed and accuracy, Tax Wise helps make professionals more productive than ever, even on the most hectic days of tax season!

To learn more about TaxWise, please call **1-888-455-0182** or test drive TaxWise at **www.taxwise.com/drive**.

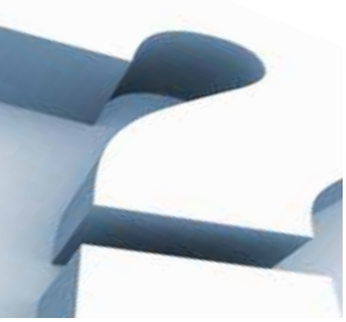
AN INTEGRATED SOFTWARE SUITE

While tax compliance is a core service for most of our customers, our tax software is complemented by several accounting and workflow solutions. Our **Client Accounting Suite Payroll, Fixed Asset Manager, Trial Balance and Document Manager programs** are fully integrated with the ATX and TaxWise tax systems so that data moves seamlessly and automatically between applications.

CUSTOMER SUPPORT

Our customers count on us for help and support. Right from the start, SFS orientation specialists assist new customers with installation, setup and getting started preparing returns. And our U.S.-based customer and technical support teams are available via toll-free telephone and e-mail for extended hours during tax season. Users also have 24-7 access to our customer support websites, complete Knowledge Base and online user community.

INTEGRATED SUITES



WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

Bisk Education CPEasy™

America's Best Selling CPE Programs for Public & Industry CPAs Since 1971

COMPANY OVERVIEW

Nathan M. Bisk JD, CPA founded Bisk Education in 1971 to provide continuing education programs for working professionals. Since its inception, Bisk Education has grown to become the nation's largest exclusive provider of online degree and certificate programs from the nation's leading universities, offering end-to-end, lifelong-learning solutions that allow working adults to reach their personal and professional goals through education.

From its national headquarters, a 135,000–square–foot campus located in Tampa, FL, Bisk Education consults with and employs leading experts to develop and produce its nationally acclaimed multimedia and web–based study programs and educational products. Bisk Education's proprietary Learning Management System (LMS) is the common element for all programs, providing anytime, anywhere, 24/7 online learning with streaming video lectures, and an extensive array of communication tools for teacher–student interaction and an optimum learning experience.

VALUE

From 1 to 40 credit hours for yourself or for your group, get high-quality NASBA- and QAS-approved programs on the topics you need at a price you'll appreciate.

CONVENIENCE

Our courses are available in a variety of formats, including online, CD–ROM, video, DVD, audio and text.

EXPERIENCE

For more than 35 years, CPAs have trusted Bisk Education, making us America's best-selling CPE programs for public and industry CPAs.

PRODUCTS & SERVICES

Continuing Professional Education

Bisk CPEasy

Since its inception in 1971, Bisk's CPEasy program has awarded more than 14 million CPE credit hours to accounting professionals, and the company currently offers 300+ multimedia continuing professional education programs in a variety of multimedia formats — including online, DVD and text. This variety of formats allows accounting professionals to conveniently meet mandatory reporting requirements while gaining knowledge that will help them excel in their profession.

CPEasy – On Demand

Bisk Education's new online learning library offers individual accountants and firms unlimited access to hundreds of topics on CPEasy.com — eliminating the need for costly conferences, seminars and time-wasting classes! Access includes:

- Unlimited access to hundreds of NASBA & OAS approved CPE courses
- Anytime availability to online reference libraries 24/7
- Instant grading and certificate printing
- Simple CPE credit-tracking system
- And much more!

MARKETS SERVED

CPEasy is exclusively designed to help practicing public accountants get the continuing professional education they need to maintain their professional credentials and to help better serve their clients. Bisk also provides educational opportunities for other professions through separate divisions.

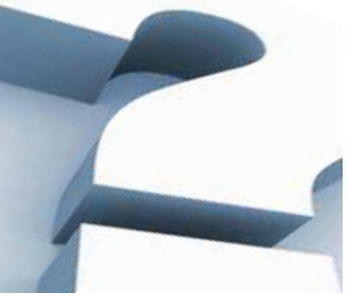
Bisk Education is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors and a QAS Registry Sponsor.

CUSTOMER SUPPORT

The CPEasy program is as simple to use as its name implies, providing users with a search function to quickly find the courses they wish to take by topic or general description. The program also provides simplified CPE tracking tools to monitor one professional or the education activities of an entire firm. Bisk representatives are available to provide users with free assistance in using the online systems, from log-on to printing certificates. A FAQ section also provides detailed explanations of program features to assist professionals.

CONTINUING PROFESSIONAL EDUCATION

BISK EDUCATION
9417 Princess Palm Avenue
Tampa, FL 33619
Phone: 800-874-7877
Email: info@cpeasy.com
Website: www.CPEasy.com/Whoiswho
Number of employees: 600+
Divisions: In addition to CPEasy, Bisk Education offers CPA exam preparation, as well as degree and continuing education programs from traditional and online universities.
Year Founded: 1971



WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

RootWorks — Ensuring that every firm has the opportunity to be a Next Generation Accounting Firm™

RootWorks is the profession's premier membership-based education organization. Serving small and mid-sized firms, we believe that every firm can be a Next Generation Accounting Firm. That's why we offer a full line of services — from coaching on practice management and technology infrastructure to web development and branding — supporting members every step of the way on their journey to Next Generation status. Our built-in support system ensures that our members stay on course to:

- Operate at peak efficiency via streamlined processes and workflow
- Build a strong brand image
- Master the art of marketing
- Create an energetic and innovative work environment
- Emerge as a highly successful, highly profitable business

PROFESSIONAL EDUCATION

ROOTWORKS, LLC
1516 S. Walnut Street
Bloomington, IN 47401
Phone: 877.259.9256
Website: RootWorks.com
Number of employees: 12
Year Founded: 2008

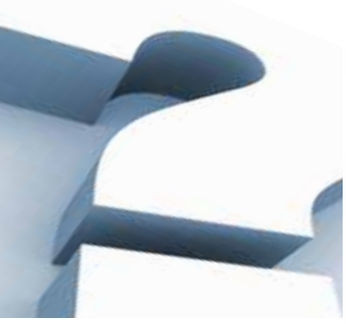
RootWorks offers membership at two levels:

Executive Membership — The Executive level membership starts firms on a transformational path toward becoming a Next Generation Accounting Firm. Membership includes an annual conference, online user group, access to comprehensive process and procedure documents via our Resource Center, quarterly webinars, access to web development services, and more.

RootWorks Academy — Our premier Academy was designed for firms wanting to pair the many resources offered in our Executive Membership with agency-level branding, web and marketing support. In addition to Executive offerings, Academy members also receive ongoing support from an experienced team of creative and marketing professionals; logo and website development; access to niche-specific, custom-branded marketing materials; and more. Academy members and their services are promoted via an exclusive website (aaatp.com) — home of the American Academy of Accounting and Tax Professionals.

Join RootWorks Today! Visit us at RootWorks.com

For more information, please go to cpapracticeadvisor.com/bg/149



WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

SUREPAYROLL
The Online Alternative℠

COMPANY OVERVIEW

SurePayroll, The Online Alternative, is dedicated to providing a convenient and easy-to-use small business payroll service (www.surepayroll.com/product/payroll) that keeps business owners in control. Over 30,000 customers rely on SurePayroll to process payroll on demand in as few as two minutes. For accountants and banking partners, SurePayroll provides private-label and co-branded services that enable them to offer online payroll processing (www.surepayroll.com/product/payroll/online-payroll-service.asp) to their small business clients. The company has received numerous prestigious awards for its innovative technology, and outstanding customer service and sales teams, including recognition from *PC Magazine*, *Accounting Today*, the American Business Awards and many others. SurePayroll is a wholly owned subsidiary of Paychex. For more information, please visit www.SurePayroll.com.

MARKETS SERVED

SurePayroll for Accountants is specifically designed for small businesses with 1 to100 employees.

PRODUCTS

SurePayroll for Accountants lets you build your brand, scale your business, and profit from payroll without a large time commitment or investment.

By adding a branded online payroll solution to your list of services, you can upsell to current customers looking for a faster, more affordable payroll service and reach new customers shopping for payroll from a trusted source.

In about two minutes a pay period, you or your clients go online to enter payroll, preview it to ensure everything's accurate, then simply approve. Whether you prefer to manage every aspect of the payroll process or let your clients enter payroll into their own accounts is completely up to you. We take care of the calculations, automatically paying employees by direct deposit, and managing all federal, state, and local payroll taxes. Reports for all your customers are available online within minutes.

Once you've joined SurePayroll for Accountants, you can manage your payroll business and all your clients through our secure partner portal. We give you control with our flexible billing options, client enrollment, and access to client accounts. Dedicated payroll experts are here to support all your customers through enrollment and beyond.

Your clients can enjoy easy online payroll with no hidden fees, free HR tools, labor law compliance resources, Time Clock Integration and Accounting Software Integration — all available anywhere, anytime.

PAYROLL

SurePayroll
2350 Ravine Way Drive
Glenview, Il 60025
Phone: 877-954-7873
Email: AccountantInfo@SurePayroll.com
Number of Employees:160
Year Founded: 1999

WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

DOC.IT

COMPANY OVERVIEW

Doc.It® (www.doc-it.com) is a leading provider of the most advanced document management and workflow technology serving public accounting practices throughout North America. The Doc.It® Suite includes everything your firm needs to go paperless and manage scheduling needs. At about one dollar a day per person, Doc.It® leads the industry with the lowest total cost of document management, Workflow, and scheduling technology.

MARKETS SERVED

Doc.It® serves public accounting practices throughout North America.

PRODUCTS

Doc.It® Suite's best-of-breed tools and best practices will improve your firm's processes by managing the flow of documents from every source through work-in-progress and publishing to the Doc.It Archive. The Doc.It® Suite includes:

- **Doc.It Archive:** Organizes all published documents into a secure and searchable PDF library to ensure fast retrieval of documents and improved client service.
- **Doc.It Binder:** Maintain all of your non-trial balance engagements in a powerful folder-based environment.
- **Doc.It Publisher:** Publish all of your Doc.It, Caseware and ProSystem *fx* Engagement binders into a single indexed and bookmarked file to be placed into the Doc.It Archive.
- **Doc.It Scan and Form Recognition:** We provide all of the tools for scanning, OCR, and Forms Recognition.
- **Doc.It PDF Editor:** A complete replacement for Adobe Acrobat with all of the tools that an accountant needs.
- **Doc.It Workflow Manager:** Add efficiency through easy assignment, tracking and reporting of all of your firm's work.
- **Doc.It Web Portal**: Enables you to securely share documents with clients through your website.
- **Doc.It Tax and Accounting Software Integration**: We provide seamless integration with the other applications you are already using.

CUSTOMER SUPPORT

Doc.It partners receive unparalleled professional services and support. We de-risk the implementation of Doc.It Suite by providing your team with project planning, configuration support, outstanding training, and after-sales support. Our implementation plan includes administrative and end-user training.

Doc.it® is a complete digital document management solution that includes software, training and implementation methodology developed by accountants for accountants.

Doc.It® Suite

Doc.It provides the all-inclusive Doc.It Suite of DM technology including a non-proprietary Doc.It PDF Archive.

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DOCUMENT MANAGEMENT

DOC.IT
USA:
723 South Casino Centre Blvd. 2nd Floor,
Las Vegas, NV 89101-6716
Canada:
1 Hunter Street East, Hamilton, ON L8N 3W1
Phone:
888-693-6248 (Ext. 1)
Website:
www.Doc-It.com
Number of employees:
25+
Year Founded:
2000

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Doc.It provides the all-inclusive Doc.It Suite:

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Organizes all published documents into a secure and searchable PDF library to ensure fast retrieval of documents and improved client service.

Doc.It Binder
Maintain all of your non-trial balance engagements in a powerful folder-based environment.

Doc.It Publisher
Publish all of your Doc.It, Caseware and FxEngagement binders into a single indexed and bookmarked file to be placed into the Doc.It Archive.

Doc.It Scan and Form Recognition
We provide all of the tools for scanning, OCR, and Forms Recognition.

Doc.It PDF Editor
A complete replacement for Adobe Acrobat with all of the tools that an accountant needs.

Doc.It Workflow Manager
Add efficiency through easy assignment, tracking and reporting of all of your firm's work.

Doc.It Web Portal
Enables you to securely share documents with clients through your website.

Doc.It Tax and Accounting Software Integration
We provide seamless integration with the other applications you are already using.

DOC.IT® *Your Paperless Partner*

Visit www.doc-it.com

info@doc-it.com | 888.693.6248 | 905.547.1100

WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

XCM Solutions

www.xcmsolutions.com

COMPANY OVERVIEW

Founded by CPAs, XCM Solutions, LLC is the leader in delivering workflow management solutions that empower accounting professionals at firms of all sizes and specialties, and within corporate finance departments, to improve efficiency, productivity and profitability by giving professionals better control over their processes for completing work.

Since 2004, the XCM workflow management software has benefitted from the insights and input shared by tens of thousands of users. Today, XCM is the only firm-wide, platform independent workflow management system that works with a firm's existing processes and technology investments, and has the flexibility to adapt to their changing needs in the future.

XCM provides real-time project detail at the individual user, department/office lead, and firm management levels to help firms implement standardized best practices, automate and digitize processes, and improve client service. Easily and securely accessible through the Web, the XCM software also serves as a collaboration tool to facilitate knowledge sharing across the firm and with remote workers for a truly client-centric service approach.

In 2010, XCM Solutions was selected as the **Preferred Provider of Firm-Wide Workflow Solutions for the AICPA Trusted Business Advisor℠ Program,** managed by CPA2Biz, a subsidiary of the American Institute of Certified Public Accountants (AICPA). CPA2Biz enables accounting firms nationwide with its Trusted Business Advisor℠ Solutions program — integrating best-of-breed cloud-based accounting solutions to transform how firms deliver the core services of tax, audit and client accounting services. More information available on www.cpa2biz.com/Workflow.

PRODUCTS

The XCM family of Web-based workflow management solutions is designed specifically for the accounting profession with three offerings – its flagship **XCM™**; **XCM***essential*™ a cost-effective, streamlined version that addresses the unique needs of sole practitioners and small firms; and **XCMcorporate**™ for corporate tax and accounting departments, delivering:

- Personal Workload Management
- Process Control and Standardization
- Centralized Knowledge Management
- Enhanced Client Service
- Simplified Project Management
- Firm-Wide Resource Management
- Complete Workflow Automation

XCM*portal* further extends XCM's collaboration capabilities to empower firms to seamlessly and securely share information with clients and other third parties easily throughout the workflow process. XCM has become an indispensible tool to accounting professionals as they adapt processes to digital technologies to improve productivity and enhance client service.

MARKETS SERVED

XCM Solutions focuses on developing solutions for the accounting profession, including practices of all sizes and specialties, as well as corporate finance departments.

XCM My View

XCM™ - 10 + users
XCM*essential*™ **- 1- 10 users**
XCMcorporate™ - tax, accounting, and internal audit departments
XCM*portal* - secure client portal integrated with XCM (optional module)

CUSTOMER SUPPORT

XCM Solutions offers both web-based and on-site training, as well as regular best-practice and role-based trainings for new staff members or to serve as a refresher on key functionality. The company also provides live customer support with multiple service levels, online video tutorials for just-in-time feature review within the application, and hosts an annual user conference. For those firms that need individual workflow analysis, XCM Consulting provides a detailed review and analysis of how you can improve the workflow within your firm.

XCM Search

XCM Routing Sheet

WORKFLOW

XCM SOLUTIONS, LLC
639 Granite Street, Braintree, MA 02184
Phone: 781-356-5152
Email: info@xcmsolutions.com
Website: www.xcmsolutions.com
Number of employees: 25
Year Founded: 2004

What will you do with all the time XCM saves you?

XCM

Firm-Wide Workflow Automation

Whether your goal is to grow your practice, improve your profit margins, or achieve a better quality of life for your staff, XCM can help. It's the only web-based application that automates and standardizes processes for completing work across the firm, providing instant access to real-time task and work management information. As a result, you save countless unbillable hours spent searching through paperwork, updating log sheets, and managing work through email. Firms using XCM have reported significant time savings at all levels across the firm. So, the only question you need to ask yourself is how will you spend the time you save?

XCM Solutions

Automating workflow since 2004

See how much time you can save.
*Visit **cpa2biz.com/Workflow** or call **781.356.5152***

WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

PARAMOUNT
Business Solutions. Delivered.

CREST PAYROLL
EASY. RELIABLE. AFFORDABLE.

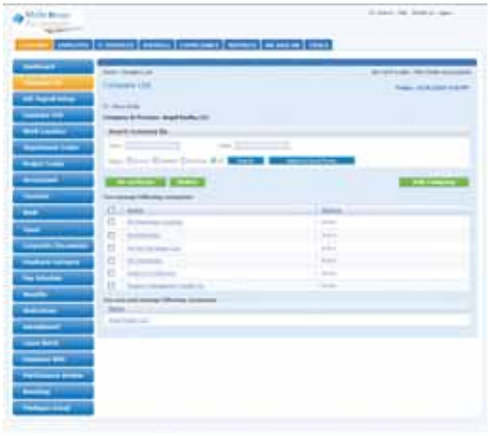
COMPANY OVERVIEW

Making Payroll Painless & Profitable

New Jersey-based Paramount Software is on a mission to help accounting firms take back their small business clients from the big payroll service providers. As a client service, payroll is exceptional at strengthening the relationship between these businesses and their accounting firm, since it keeps business management aware of the vital role that the firm provides week in and week out.

But do accountants want to take payroll back? Many are answering that question with an enthusiastic "Yes," because they've found a way to make it profitable. A new revenue stream for a service your clients want and need = Win-Win. The key is finding a professional, multi-employer payroll solution that's inexpensive, truly easy to use and also gives clients all of the modern conveniences they want and need.

Paramount has taken that idea one step further. Crest Payroll isn't just easy; they've made it almost completely automated, leaving the relationship in the hands of the accounting firm, but handling the back-end tasks, including direct deposit or printing, reporting and compliance, and even unemployment and third-party payments – without. Plus, online portals let employers and their employees access secure HR and payroll information online. Paramount also offers eVault365, a powerful web-based document management and collaboration system.



MARKETS SERVED

Serving Tax & Accounting Professionals

With a CPA as its chief financial officer, as well as development partners that include public accounting firms, Paramount Software understands the value of the accountant-client relationship and will never directly offer them services or contact them. It is this philosophy of putting the accounting firm first that drives Paramount's developers to create the most innovative and productive web-based programs, with the goal of helping you service your clients.

PRODUCTS

Crest Payroll is Paramount Software Solutions' flagship technology offering for accountants, and was designed specifically for accountants and payroll service providers. Whether managing a couple of payrolls or hundreds, Crest's features make it easy to stay on top of critical issues, process paper or electronic check runs at any time, and offer advanced HR management tools for small and mid-sized businesses.

- **Completely Automated** — After simple setup and customization options, simply adjust default time for employees, if necessary, and then Crest Payroll and Paramount handle the rest, including direct deposit.
- **Hands-Free Compliance** — All federal, state, and local reporting and payments are processed and guaranteed. The system also offers alerts and reminders to help keep the accountant informed of client account balances. Crest maintains all current payroll tax tables for all states and municipalities with payroll withholding. There is no impounding or escrowing of funds. Crest can be set to automatically pay taxing entities, and also to remind the accountant and his or her clients prior to any payments or compliance reporting.
- **All-inclusive for as little as $10 per client per month based on number of clients:** Accruals and Benefits Management
  - Third-Party Payments Made by Crest (Deductions, Garnishments, etc.)
  - Unemployment Insurance
  - Online = Anytime Access For Staff
  - Client & Employee Portals
  - SmartPhone Accessible
  - No Upfront Costs/No Contracts
  - Free Firm-Branded Payroll site for Accountants/ Payroll Service Providers
  - Fully-Integrated Sales Tax Module, with payments managed by Crest
  - Pricing info at www.ParamountSoftware.com/Crest_Pricing.html

CUSTOMER SUPPORT

Free support is included with all of the products offered by Paramount Software. With a focus on quality across all areas of the company, Paramount knows that a technology is only as effective as the people who support it.

PAYROLL

Paramount Software Solutions, Inc.
160 Littleton Road
Parsippany, NJ 07054
Phone:
888-400-1613
Email:
info@paramountsoftware.com
Website:
www.paramountsoftware.com/Crestpayroll/html

TIRED OF GETTING 'NICKEL AND DIMED' BY YOUR PAYROLL SOFTWARE PROVIDER ?

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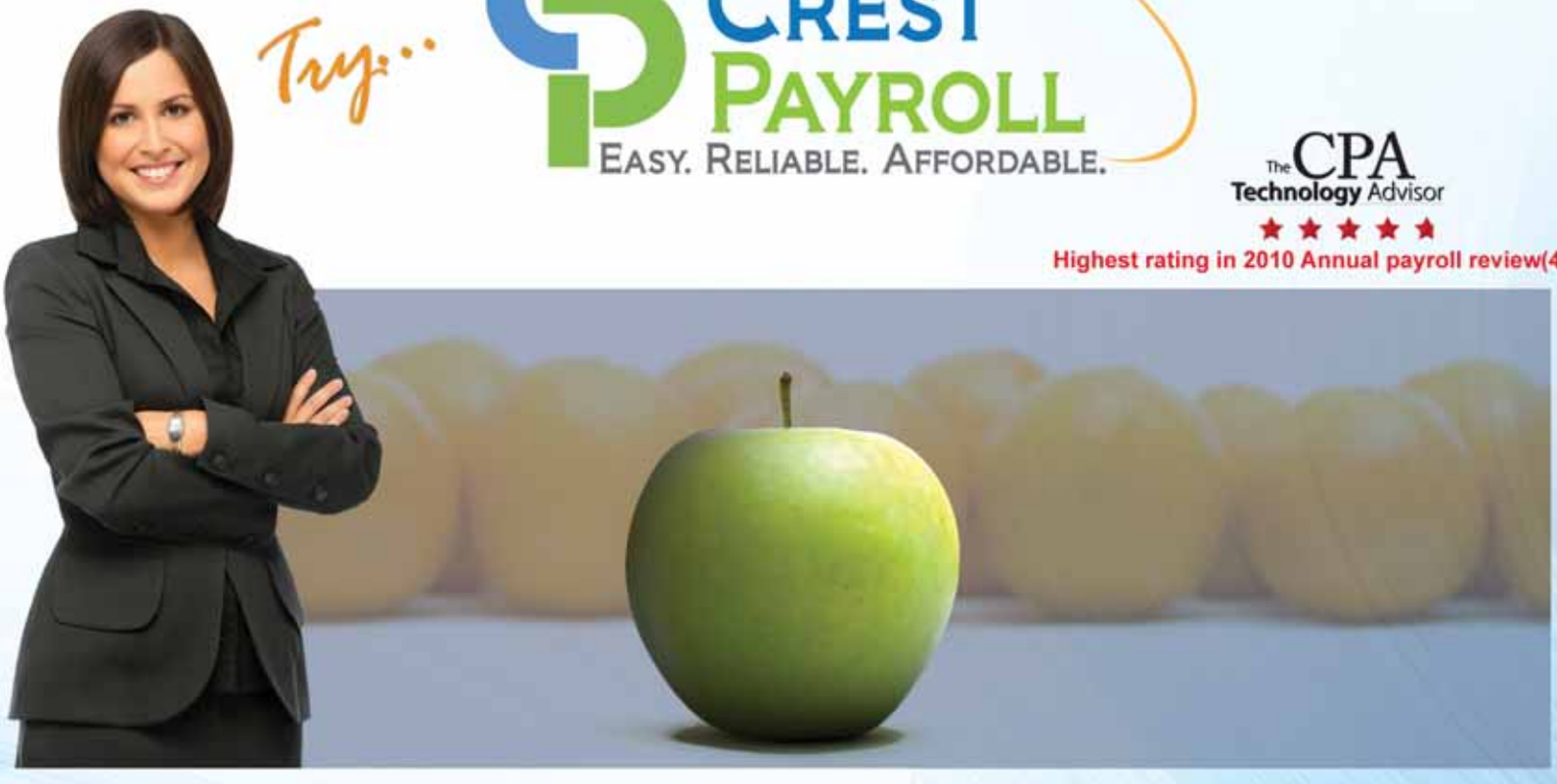
CREST PAYROLL

EASY. RELIABLE. AFFORDABLE.

The CPA Technology Advisor

★ ★ ★ ★ ★

Highest rating in 2010 Annual payroll review(4.75/5)



Featured Attractions:

- One flat price per month
- No Up-Front Costs or Contracts
- Easy Online System
- Automated Compliance (e-file/e-pay)
- No Payroll Tax Impounding
- Deductions and Garnishment Payments
- Client and Employee Portal
- Print W-2s and 1099s, HR features
- 'Pay-as-you-go' Workers' Comp
- 'Sales Tax' payments and filing (Select States)

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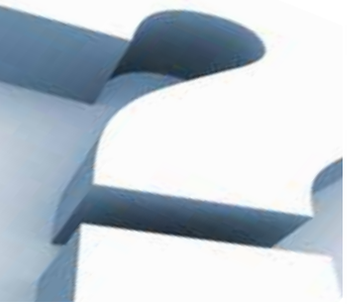

WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

NSA National Society of Accountants

The Association for "Main Street" Tax and Accounting Professionals

COMPANY OVERVIEW

The National Society of Accountants (NSA) is the association for "Main Street" tax & accounting professionals. NSA represents the needs of and delivers "must have" benefits to both tax and accounting professionals.

For more than 65 years, NSA has supported independent practitioners with leading information, resources and representation. Membership in NSA is the best competitive advantage you'll find to grow your business, enhance your knowledge, and achieve maximum potential for profitability and success. NSA specializes in delivering must-have benefits to small firm practitioners to:

- Save You Time
- Save You Money
- Deliver the Support You Need
- Increase Revenue

PROFESSIONAL ASSOCIATION

National Society of Accountants
1010 North Fairfax St.
Alexandria, VA 22314
Phone: 800-966-6679
Email: members@nsacct.org
Website: www.nsacct.org
Year Founded: 1945

MARKETS SERVED

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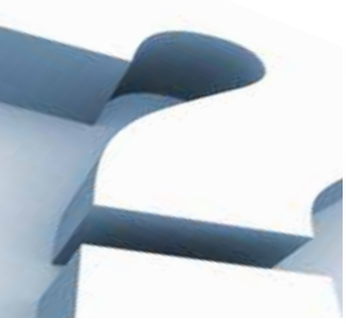

WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

COMPANY OVERVIEW

Remote Accounting Solutions has supported accounting firms and their clients since April 2000. RAS brings multiple solutions to every accountant giving them the most reliable, easy and secure methods to access client data. From sync technology to Citrix hosting to controlled desktop sharing, RAS has a solution to make accountants work smoother. When demanding clients are in desperate need … and the 'cloud' is making your head spin … RAS expertise and support can provide you the most professional methods for client interaction.

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PRODUCTS

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RAS Remote Accounting Solutions

REMOTE & HOSTED SOLUTIONS

Remote Accounting Solutions, Inc.
125 TownPark Drive NW, Suite 300
Kennesaw GA 30144-5812
Phone: 1-800-RAS-FORU (1-888-727-3678)
Website: www.RemoteAccounting.com
Email: Sales@RemoteAccounting.com

ACCESS = TIME = MONEY

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LOG: 6/10/2011	
8:05am	*Client A — uploads updated QuickBooks data*
8:18am	Netviewer: Desktop Sharing — w/Client B
8:55am	Send: Revised QuickBooks — Client C
9:15am	*Email from Client D — needs support*
9:24am	Netviewer: Desktop Sharing — w/Client D
9:40am	Retrieve: data from Client A — update
9:45am	QB Hosting: Access Client Z — reconcile
10:25am	Send: revised data — Client A
10:27am	SET UP NEW CLIENT — CLIENT X
10:40am	QB Hosting: Access Client P — Payroll
11:28am	*Client E — uploads updated data*
11:30am	Retrieve: data from Client E — review
11:47am	Netviewer: Desktop Sharing — w/Client E
12:00pm	LUNCH

Remote Desktop Sharing | Quickbooks Hosting | Automated File Management | Support | Full System Management

For more information, please go to cpapracticeadvisor.com/bg/142

4 Key Components of an Electronic Workflow Process

The term *workflow* as it relates to tax, accounting and other segments of information administration, is not new to business professionals. The use of technology tools to aid in the control of workflow is, however, on the rise and is helping many organizations of all sizes improve their back office operations. A basic definition of electronic workflow is the technology infrastructure, inclusive of both hardware and software, used to direct, regulate and automate the flow of an organization's electronic content in order to make said flow more efficient and secure.

Benefits of Utilizing Electronic Workflow Tools

Organizations utilizing electronic workflow tools derive two primary benefits: greater efficiency of operation (noted above) and strengthened internal controls in areas ranging from protection of sensitive content to improved procedures relating to organization assets. In the following two examples, both benefits are illustrated.

➜ Jenkins, Adkins and Jones, CPAs has a traveling audit staff that consists of six accountants. These auditors submit weekly expense reports in order to receive reimbursement for the expenses they incur while working on behalf of the firm. In the past, the expenses were documented on a spreadsheet, which was printed out and given to the audit manager for review. Amounts that surpassed a predefined dollar threshold were supported with receipts stapled to the report. Once the audit manager reviewed and approved the reports, she forwarded them to the payables clerk who would enter the expenses into the accounting system, making sure they were charged to the proper general ledger accounts and engagements. This required a fair amount of time, and occasionally errors occurred during the entry process.

Recently, the firm began using an online workflow tool design to help with expense reporting. The auditors now build their expense reports from anywhere an Internet connection is available or from a mobile computing device such as a smartphone. The camera built into many phones may be used to capture images of required receipts and easily attach them to the applicable expense. The field auditors now take less than half the time previously needed to complete the reporting task. Once reports are submitted, the audit manager reviews them, alters them as necessary and then approves them for payment by the accounts payable clerk. The manager can view the underlying receipts in any PDF viewer. The AP clerk no longer needs to re-enter the information into the accounting system; instead, she imports it from the workflow mechanism, reducing both time required to key the information and the occurrence of data-entry errors.

➜ A manufacturing entity was struggling with control over its raw goods inventory and contracted with a technology provider to help with the problem. The consulting company determined that, due to the large volume of materials handled, proper documentation of things such as product type, location in the warehouse where items are stored, and even quantity information was inadequate. Warehouse workers used a series of paper checklists to record these values, but often the data was incomplete or the lists were lost during the bustle of the workday. If the paper documentation did make it to the warehouse manager's office, a data-entry clerk keyed the information into the inventory system. This was extremely time consuming, and errors in the keying process often occurred.

The consulting group created a database of all the items that were part of the raw materials inventory and, to the extent possible, cross-referenced them to the vendor control number for the corresponding goods. They placed hand-held Wi-Fi-enabled scanners into service and created three different types of barcodes to aid warehouse workers. The first series of barcodes was stored in a notebook kept near the dock where product was received. When items arrived, the receiving employee would find them in the barcode book and use the scanner (on the barcode in the book) to record the receipt of goods. Then, using the keypad on the device, the quantity received would be entered. The inventory control system would then generate a new barcode, specifically associated with a particular receipt, and print a label that could be affixed to the received product. Finally, as items were placed into bins or onto shelves in the warehouse, a third barcode found at the actual warehouse location was scanned to associate the goods with a specific place in the building. The addition of this workflow process, which included the use of computing hardware alongside a software component, saved time and added much greater accuracy to the raw goods inventory, making the overall organization much more profitable.

Components of an Electronic Workflow Process

Some of the key components generally found in an effective electronic workflow system include **(1) routing capabilities, (2) authorization, (3) monitoring** and **(4) alerts**. In many cases, organizations that utilize technology to control the flow of processes do so in an effort to properly route information. Companies that use a purchasing system, for example, want requisitions for goods to go through an authorization process. These requests can be automatically routed to different individuals with varying levels of authority depending on their dollar value.

Authorization control can also be an extremely important aspect of a strong workflow scheme. Good systems can make it difficult to circumvent internal controls relating to the proper approval of transactions. Additionally, companies can configure their systems so that the information flow is affected not only by the nature and value of transactions but also by their approval or denial.

Often, the most overlooked benefit of electronic workflow is found in the audit trail maintained for transactions affected by an organization. Many systems monitor the records created as part of this trail to check for anomalies in the data. An example of this might be a salesperson that generates an invoice for a customer who gets distracted during the workday and inadvertently creates

CONTINUED ON PAGE 50

By Karl Egnatoff, CPA.CITP

Karl Egnatoff, CPA.CITP, began his career in public accounting by participating in audits of financial institutions, nonprofit organizations, governmental units and private sector companies. He is an inaugural graduate of the Certified Integration Developer (CID) curriculum developed by Microsoft and holds numerous technology certifications such as Microsoft Certified Professional (MCP) and Certified Software Engineer, (CSE). Karl has provided accounting and technology consulting and training for more than 16 years.

CONTINUED FROM PAGE 48

the same sales document twice. Software controls can be established that check for invoices containing identical information created for the same customer within a particular timeframe. Many of these "software checks" can be achieved using database procedures that run periodically and scan for values in the information. These are fairly simple to create and can help establish tremendously beneficial controls.

Finally, alerts associated with issues found as part of the monitoring process are paramount to most successfully implemented workflow systems. Many organizations find it nothing short of amazing that a communication thread is started without direct user action. Systems use email, instant messaging, pop-up messages and even audio prompts to alert the proper individual to the possibility that an issue has arisen.

Workflow Examples

Companies and individuals are using workflow tools every day and have become accustomed to their presence. One such example is found in Microsoft Outlook: The use of email to schedule meetings along with subsequent rescheduling efforts as participants accept or deny the request for interaction is a regularly used electronic workflow tool that has become common enough to be taken for granted. Other applications often used by accountants also have workflow functionality built in.

Accounting software ranging in price from a few hundred dollars up to hundreds of thousands of dollars have built-in workflow capabilities. Products that don't have the required tools may be improved via an association with third-party add-on software. Tools to capture payroll data, aid with purchasing processes, improve customer relationships, control inventory and even automate standard general journal entries are all available in or for a variety of applications.

Tax software products can import data from outside sources such as financial institutions or business management applications and route the information in order to reduce tax preparation time. Workflow processes can continue as practitioners work on tax documents. They are routed to various forms and sections of a return based on information entered. When a preparer completes a tax return, workflow tools move documents to an appropriate location in an electronic filing system, again saving time and effort.

Electronic workflow tools are firmly set in the business landscape for professional organizations, service entities and manufacturing concerns. Companies that employ these tools properly are realizing significant benefits in a myriad of ways. If an organization needs greater automation in a technology-supported process, there is a very good chance that an electronic workflow application exists or can be created to help! ●

COMPREHENSIVE END-TO-END WORKFLOW PROVIDERS

VENDOR	PRODUCT	URL
Autonomy Inc.	iManage Workflow Manager	accounting.interwoven.com
CCH, a Wolters Kluwer business	ProSystem *fx* Workstream	tax.cchgroup.com
Office Tools Professional	Office Tools Professional 2011	officetoolspro.com
Thomson Reuters	FirmFlow	cs.thomsonreuters.com
XCM Solutions	XCM, XCM Essentials	xcmsolutions.com

OTHER WORKFLOW TOOL PROVIDERS

AccountantsWorld	CyberCabinet	accountantsworld.com
Acct1st Technology Group	EDRMS	acct1st.com
Bill.com	Bill.com	bill.com
Cabinet NG, Inc.	CNG-Safe/CNG-Books	cabinetng.com
CapSys	CapSys Capture	capsystech.com
CCH Small Firm Services	ATX Scan&Fill, TaxWise Scan&Fill	atxinc.com, taxwise.com
CCH, a Wolters Kluwer business	Prosystem *fx* Document, ProSystem *fx* Scan, ProSystem *fx* Portal & PDFlyer	tax.cchgroup.com
Computhink, Inc.	ViewWise	computhink.com
ConArc, Inc.	iChannel	conarc.com
Concur	Concur Breeze	concur.com
Copanion	GruntWorx Populate, GruntWorx Trades, GruntWorx Gather & GruntWorx Organize	companion.com
cPaperless	CPA SafeMail & Tic, Tie & Calculate	cpaperless.com
Doc.It Corp.	Doc.It DM	doc-it.net
DocuVantage	DocuVantage Workflow	docuvantage.com
Drake Software	Drake Document Manager	drakesoftware.com
eFileCabinet, Inc.	eFileCabinet	efilecabinet.com
FileVision USA	FileVision	filevision.com
Intuit	Intuit Document eSort	accountant.intuit.com/documentesort
Intuit	Lacerte DMS, ProSeries DMS & Tax Import	lacerte.intuit.com, proseries.intuit.com
LeapFILE	LeapFILE	leapfile.com
NewRiver Innovation	Beyond415	beyond415.com
NMGI	nPEN secure email	NMGI.com
Office Tools Professional	Office Tools Professional Practice Management	officetoolspro.com
Personable Inc.	Workflow DMS & SourceLink	personable.com
RedGear Technologies	ArkWorks	ark-works.com
Remote Accounting Solutions, Inc.	Remote Accounting Solutions	remoteaccounting.com
ShareFile	ShareFile for Accountants	sharefilecpa.com
SendThisFile	SendThisFile	sendthisfile.com
SmartVault Corporation	SmartVault	smartvault.com
SpeedyScan Company	Speedy Organizer	speedyscan.biz
SurePrep, LLC	1040SCAN	1040SCAN.com
Thomson Reuters	GoFileRoom, FileCabinet CS, Source Document Processing & Practice CS	CS.ThomsonReuters.com
Treeno Software	Treeno Document Management	treenosoftware.com

How the iPhone Is Changing Your Job

Whether you use an iPhone or not, you cannot escape the impact it is having on modern business. While the iPhone is slick, it's not the user interface that has been the catalyst. Rather, it is the App Store. And that, in combination with Software as a Service (SaaS) applications designed for accountants, *has* and *will* change your job.

I have talked often about the power of SaaS and, as an entrepreneur that develops applications in the cloud for accountants and their clients, I have heard first-hand the difference it makes in your job. It was a surreal moment when a customer sent me a postcard from South Africa in 2003 thanking us for building an application that allowed him to do his payroll from anywhere in the world. It was the first vacation he had had in 20 years. Since then, I have heard countless times how being able to do payroll, manage the books (AP and AR), etc. from any place with a web connection has given the accountant more control and flexibility than ever before.

SaaS is a huge win because the data and the application are stored centrally on the web. Practitioners don't have to worry about changes to the data file or if they're on the right version of the software. This central repository is perfect for accountants that work with clients remotely or employees in multiple locations. Syncing data files is time consuming, error prone and costly. And the cost and hassle of maintaining multiple versions of the software to accommodate remote users is impossible. SaaS eliminates the need for syncing data or applications. How much time and money do *you* spend on backups and redundancy? Probably not a lot.

More importantly, most SaaS applications have more security controls than a bank, let alone the typical tax and accounting firm. Does the thought of unlocked drawers with easily accessible check stock ring a bell? I have seen this situation in many accounting firms. It may be easier for the firm to not lock things up, but it opens the firm (and its clients) to theft. In fact, security is one of the most common reasons I hear as to why accountants are not doing more bookkeeping for their clients. They don't want the risk of confidential information — checks or documents — in their office. SaaS can solve all of this, along with the ability to allow access to only those that need it, as well as the option to lock out employees with the click of a mouse.

If these reasons for switching your business to SaaS tools weren't enough, think about the marriage of SaaS and mobile. While SaaS is great, it alone does not give accountants the complete flexibility they need to work from anywhere. This is where mobile plays a huge part in your operations today and in the future. Being able to access your office from your phone will change how you work, if it hasn't already. Today, you can already find applications that let you manage the books, do AP, find and access documents, and collect invoices from your phone. Now, in addition to getting postcards from exotic vacation places, I hear from customers that manage their clients and their business from the plane, taxis, the kids' soccer game or even a dressing room.

The iPhone has taught us that mobile phones are more than just phones, and that people want the ability to do serious stuff on small devices. It has taught us that smartphones are powerful tools, all the while launching a whole new market. For accountants, SaaS is critical for the transition to a mobile office. The centralized data storage, security and audit trail that SaaS applications provide are minimum requirements for accountants to use applications from any location. Without SaaS, data is synced to the phone and is hard to keep up to date ... and phones would be left with confidential information, including documents and bank accounts, for any thief to access (for those of you worried about this, make sure you set up your phone so that you can reset/wipe it from any other location using MobileMe). Because of SaaS, tax and accounting professionals can go mobile easily and securely.

Killer apps are out there … so find them. Ask your peers what they're using. *CPA Practice Advisor* will continue to make you aware of apps you might want to consider. (See a list of apps Randy Johnston recommends at www.CPAPracticeAdvisor.com/10259226. Isaac O'Bannon mentions a few on page 8 of this issue or at www.CPAPracticeAdvisor.com/10259261, and Greg LaFollette will be sharing about apps and their practical application in tax and accounting firms with his regular column, "Putting the *i* in Practice.") You won't be doing your clients' taxes on a phone, but you can do client payroll, time tracking, bookkeeping, pay bills, and email to name a few. You'll be more efficient, collaborative and in control from anywhere.

I find it funny that the letter *I*, which represents "self," is now the catalyst for collaboration and teamwork over the Internet, freeing people to do what want to do most — live.

Rene Lacerte

Mr. Lacerte is CEO and Founder of Bill.com and the former CEO and co-founder of PayCycle. As a third-generation entrepreneur building solutions for accountants, he is uniquely qualified to bring insights from an entrepreneur's and accountant's perspective. He can be contacted at rene.lacerte@cpapracticeadvisor.com.

The Mindset of a Leader

The Fuoco Group isn't your average tax and accounting firm. On one hand, you have the quirky and out-of-the-accounting-box "shall we dance" marketing theme, and on the other you have a collective expertise that spans a broad accounting repertoire. But what really differentiates the firm is its mastery of the fine art of technology — having designed and implemented a streamlined, paperless internal system that allows the firm to operate (queue dance analogies) with grace and agility.

"We are a multi-office, multi-state firm, so we rely on technology to keep us connected and to keep work flowing, uninterrupted, through our offices," explained Lou Fuoco, CPA and managing director of Fuoco Group. "If we are going to provide our clients with exceptional service, we have to operate at peak efficiency internally."

That's the attitude of Lou Fuoco and all the firm's partners. Of course, across-the-board partner buy-in didn't happen on its own, and it didn't happen overnight. Before moving forward with the first round of system changes a few years back, Fuoco brilliantly secured the okay from all partners by educating and informing them of the value and necessity of implementing new technology and upgrading processes.

"You have to get the partners on board first; they have to be part of the process in order for change to occur with limited chaos," Fuoco asserted. "It starts at the top. We have to lead by example."

"FIRMS ARE ONLY EVER ONE NEW TECHNOLOGY AWAY FROM BEING OUTDATED."

To date, the firm operates in a digital environment, and productivity is high. However, Fuoco has a vision for his firm and asserts that there is a lot more change to come.

"We are always focused on staying ahead of technology and best practice trends. It ensures our continued growth."

Good thinking indeed. If the Fuoco Group is to maintain the status of a leading firm, that is exactly the mindset required.

Lou Fuoco, CPA & Managing Director, Fuoco Group, Certified Public Accountants and Business Advisors

So Much More on the Horizon

"It's never over; change never stops," Fuoco stated. "A firm has to stay consistently apprised of new technologies and practices. If you don't, you fall behind fast."

With that attitude, it is clear why Lou Fuoco has become the self-proclaimed office "cheerleader" and why his vision for the firm is vast.

"We have to provide the partners and our staff with best-of-breed tools that allow them to work and serve our clients efficiently. We also have to provide tools directly to our clients to ensure an exceptionally positive service experience. That's why I continue to push the adoption of new innovations, like SaaS-based products and portals. I'm the cheerleader; that's for sure."

When the firm was launched in 2003, partners opted for an in-house Citrix server environment to run applications. Eventually, the firm moved data and software off-site to an independent data center.

"It was much more efficient that way," Fuoco recalled. "Staff could access apps and data in a virtual set-

STATS AT A GLANCE

Year founded: 2003

Total employees: 72

Firm website: www.fuoco.com

Offices: Four offices operating in two states (New York & Florida)

Firm description: Full-service accounting and consulting firm

Firm partners: Super Cool Visionaries

Accounting applications of choice: CCH

"WHILE ALL THESE CHANGES HAVE PROGRESSIVELY FUELED EFFICIENCY BY SUPPORTING STREAMLINED CROSS-OFFICE COMMUNICATION AND WORKFLOW, THERE IS SO MUCH MORE PLANNED FOR THE FUTURE."

ting, but we no longer had to invest time in maintaining the hardware."

Other internal changes included implementing a voice over Internet phone system (VoIP), up-front scanning practices to support paperless processes, and other web-based communication tools.

"While all these changes have progressively fueled efficiency by supporting streamlined cross-office communication and workflow, there is so much more planned for the future," Fuoco said.

He has a well-defined plan for the coming year with one major change involving the migration to CCH's SaaS-based Global *fx* solution. The benefits of a true SaaS platform include automated software updates, shorter development periods and enhanced system speed, which works well into the firm's strategy as they look ahead.

The firm also has a large-scale social media plan in place — including creating a firm presence on Facebook, Twitter and YouTube.

"We know that social media is a must," stated Fuoco. "It increases our presence in the market and offers a reach into the community that is not limited by distance."

Fuoco has also invested in outside consultants to enhance SEO (search engine optimization), develop a dedicated blog, and move all paper-based client communications to a convenient and green online 'viewer' format.

"All of these changes will increase our presence, while also improving our image as a tech-savvy firm," Fuoco said. But change will not stop there. He is also committed to providing clients with practical resources and tools that offer ultimate convenience.

"Our main focus is always the client. We want their experience with us to be consistently positive, which is why the new website will host private portals that allow clients convenient online access to their financial documents on a 24/7 basis. We are also implementing a section on our site exclusively to house helpful client resources," Fuoco explained.

The firm also recognizes the need to continually educate its clients. "We plan to launch a blog and distribute articles that offer timely, helpful information — updating them on tax law changes and offering tips and tactics for business success, to name only a few."

The vision is big, but with Lou Fuoco leading the charge, no doubt it will come to fruition.

It's All in the Planning

Change starts with a vision and a solid plan. The Fuoco Group seems to have all their ducks neatly in a row as they look to 2011 as the year of great change. Adoption of a SaaS platform for the firm's mission-critical software, a new website, blogs, social media sites, SEO, and a slew of other client-service enhancing initiatives will keep Fuoco Group in the vanguard of progressive firms.

Change is ever-present. There's no denying it. What is it that thought leaders say? "Firms are only ever one new technology away from being outdated." This is why it is so important that firms stay ahead of technology trends, work consistently to identify new innovations and best practices, and maintain a clear vision for ongoing success and growth. It's all in the planning, and Lou Fuoco knows that better than anyone.

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Kristy Short, Ed.D

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REVIEW SECTIONS

BASIC SYSTEM FUNCTION
- Installation Ease
- General Navigation & Ease of Use
- Industry-Specific Templates
- Industry-Specific Features
- Platform Support

CORE ACCOUNTING CAPABILITES
- GL/AP/AR Functionality
- Sales Tax Functionality
- Payroll Functionality
- Audit Trail
- Multi-Currency
- Multiple Language Support
- Multi-Location Support
- Multiple Users

DAY-TO-DAY OPERATIONS
- Sales/Point of Sale/Shipping
- Customer/Vendor Employee Management
- Inventory/Purchasing
- e-Features
- Remote Access

MANAGEMENT FEATURES
- Dashboard Overviews
- Reporting
- Security Features
- Integration/Import/Export
- Data Transfer
- External Integration
- Online Accountant Transfer Tool

HELP/SUPPORT
- Built-in Support Features
- System Updates
- Support Website/Documentation
- U.S.-Based Support

SUMMARY & PRICING

Does SaaS Make Sense for Your Small Business Clients?

Yes, No and Maybe

We've been talking about software-as-a-service (SaaS) for years. For the uninitiated, SaaS is web-based software that users basically rent or subscribe to, as opposed to owning it on CD or on an actual computer (on premises). There is more to the definition of SaaS, of course, and there's a lot of subjectivity in those definitions. A frequent argument has to do with whether a program is simply a regular product that's been installed on a computer owned by the vendor or a service provider ("hosted") and that the user then remotely accesses; as opposed to a program that was built from the ground up as a web-based system and doesn't exist in any other format.

Regardless of these and other points of debate, the end result for most users is the ability to access the program anytime and from anywhere, with no manual installation or updating required. They also have the knowledge that the program and data is safe from local potential disasters (flood, fire, theft, etc.), and can be made accessible to others if desired. Many vendors also offer integration with other web-based tools and applications to extend the reach of their products.

When it comes to web-based small business accounting programs, there are many benefits to these remote access capabilities, foremost being the convenience and instant accessibility to data. But it also simplifies collaboration with staff, vendors and customers, and providing them with the ability to allow their outside accountant the same anytime/anywhere access. This could very well spell the end of write-up as we know it. In this model, businesses will no longer copy or otherwise transfer their transactional data to their accountant, which eliminates data sync issues and many other headaches. The accounting firm's service may change to a diagnostic analysis of a company's files or to assist the client with occasional procedures such as minor adjustments, reconciliations or other tasks.

This change could even help strengthen client relationships and can greatly expand the potential for clients, since they no longer need to be local. Some new practices, such as New Vision CPA Group (www.NewVisionCPAGroup.com), Blumer CPAs (www.blumercpas.com) and Kara Haas (www.DeductMe.com) are even building this into their model, preferring clients who use SaaS so that they are able to service them remotely.

Additional benefits from true web-based systems for small businesses include the ability to work with clients in a more digital/less paper way, such as having portals through which customers can check on orders, exchange documents, pay invoices electronically or browse an integrated e-commerce section. Vendors, too, can be offered access to their histories and other data. Other web-based features can even allow for automated integration with financial institution data, simplifying the account reconciliation process.

Although web-based business management software offers many benefits, and systems are generally available for large and small entities, some industries are not yet quite suited for this model. Industries that may find SaaS solutions do not currently meet their needs include heavy store-front retail/point-of-sale environments, those who work with multi-part items and manufacturers. For most small

businesses with a few locations or remote staff who are focused on professional services and consulting, SaaS solutions may be a great fit. Common benefits include lightened IT requirements, greater productivity and an improved relationship with their outside professional accountant.

The current market of web-based systems ranges from high-end comprehensive suites designed to meet the needs of enterprise-level organizations, down to simple streamlined user-friendly applications geared toward very small entities. As available features increase, the complexity and cost also increases.

So is SaaS right for your small business clients? It probably is for at least some. And since the benefits can also extend to your firm, it's worth considering and perhaps recommending a switch.

Isaac M. O'Bannon,
Technology Editor

Intacct Corporation — Intacct Online

2011 OVERALL RATING ★★★★★

BEST FIT:
Entities that have outgrown off-the-shelf programs, require greater integration, subscription-revenue accounting. Ideal for service-based businesses, hospitality industry and technology providers. Also ideal for accounting practices that want to run the system in-house and offer access to clients through portals as a solution provider.

STRENGTHS:
- Exceptional customization options
- Automation of core business processes
- Support for multiple entities & consolidations
- Multi-currency
- Full integration with CRM & payroll
- Recurring billing & online payment options
- Strong user-level security & access rights
- Project accounting
- Any number of users
- Runs on Mac/PC/any browser

POTENTIAL LIMITATIONS:
- No dedicated mobile apps yet
- Limited on manufacturing management
- More expensive than basic programs

EXECUTIVE SUMMARY & PRICING

Intacct was designed from the ground up to be a full-featured web-based business management program that includes full financial capabilities, along with powerful tools and strong integrations between the modules for sales, inventory, purchasing, ecommerce, CRM, logistics and other areas. The system provides great user-customization options and dashboards that bring the most important data directly to the front, while still enabling power users to drill down into transactional details and generate flexible reporting output. The system is best suited to small and mid-sized enterprises that have outgrown an off-the-shelf program, have multi-location needs and especially those in service industries. Pricing for the business version is $400 per month for a power user with access to all program modules. Users with limited access rights can be added for a lower per-user monthly charge.

Intacct

★★★★★	BASIC SYSTEM FUNCTIONS
★★★★★	CORE ACCOUNTING CAPABILITIES
★★★★★	DAY-TO-DAY OPERATIONS
★★★★★	MANAGEMENT FEATURES
★★★★★	INTEGRATION & IMPORT/EXPORT
★★★★★	HELP/SUPPORT

Read the full review of this product exclusively online at www.CPAPracticeAdvisor.com/10263889

877-968-0600 www.intacct.com

Acumatica — ERP & CRM For Growing Businesses

Some businesses have greater needs than most off-the-shelf software can solve, regardless of their exact size or classification as a small or mid-sized business. The cloud-based solutions from Acumatica offer these enterprises sophisticated core financial, distribution and customer management capabilities. The product features a combined ERP and CRM system delivered via the web for greater mobility, connectivity and collaboration between multiple business locations. The software can be licensed and deployed on-premise or purchased as a SaaS solution. The system is accessible from virtually any web browser on Windows, MacOS or Linux.

Acumatica's core financial management suite includes a full GL with flexible account and sub-account structures, with the ability to tailor security settings to restrict or enable access to specific GL accounts. The GL supports multiple locations, departments, subsidiaries and other business groups, and offers consolidated reporting and analysis features. The product also supports multiple currencies, including automated conversion management and accounting for realized and unrealized gains and losses. The primary interface displays a customizable user-specific dashboard view of key business data and drilldown access to the transaction level. Available reporting options include an extensive library of standard and user-defined templates, as well as an integrated report designer.

A strong AR module is also included, with integrated credit card processing, deferred revenue recognition capabilities and invoicing functions that can generate documents in HTML and PDF formats for electronic delivery. For payables, Acumatica enables vendor prepayments; prepaid expense recognition; and managing sales tax, use tax, VAT, and reverse VAT compliance. The system does not include integrated payroll, but offers management of employment taxes, along with an employee portal that can be used for timesheet reporting, expense claim submissions and task management.

As previously noted, the application includes integrated customer relationship management and optional electronic document management functions. These tools allow customer notes or supporting information to be stored online and electronically linked to activities or transactions.

Acumatica's Distribution Management Suite has impressive inventory management, purchasing, order management and requisition management functions, with support for multiple warehouses, lot and bin tracking, inventory sub-items, expiration dates and negative inventories, plus partial receipts, drop shipments and ordering algorithms. Additional tools are included in Acumatica's financial management program, including utilities for advanced reporting and custom application development.

Acumatica

Pricing for the SaaS version of Acumatica starts at $11,800 per year for unlimited users. This pricing puts it just outside the range we set for our review of small business accounting systems, but the program should be considered by businesses with intense distribution needs who want the benefits of an integrated cloud-based ERP and CRM solution.

888-228-8300 www.acumatica.com

Biz Automation

2011 OVERALL RATING ★★★★½

BEST FIT:
Multi-site manufacturing, distribution and especially e-commerce businesses with increasingly complex needs, including CRM, order fulfillment and robust inventory.

STRENGTHS:
- Excellent dashboard overviews & system customization
- Customer/partner portals for collaboration/document sharing/invoicing
- Support for complex multi-part inventory, including manufacturing
- Extensive sales & purchase fulfillment tracking
- Shipping management
- Strong contact management
- Built-in payroll, benefits & HR
- Multi-company, multi-location, multi-currency, consolidations
- Free support

POTENTIAL LIMITATIONS:
- Sales tax rates are manually managed
- No built-in payroll
- No mobile apps

EXECUTIVE SUMMARY & PRICING
BizAutomation is essentially an enterprise-level accounting and management application for small and mid-sized businesses, providing exceptional e-commerce integration and customer and partner portals that further strengthen business relationships. Recent enhancements to the system's project management capabilities, along with its distribution and inventory functions also make it a strong solution for construction and service-based entities, as well as manufacturers and distributors. There is an initial fee for implementation, then a recurring monthly price of $49 for each full-access user, and partial access user seats priced at $25 per month.

BizAutomation.com
One system for your ENTIRE business

★★★★½	BASIC SYSTEM FUNCTIONS
★★★★½	CORE ACCOUNTING CAPABILITIES
★★★★★	DAY-TO-DAY OPERATIONS
★★★★★	MANAGEMENT FEATURES
★★★★★	INTEGRATION & IMPORT/EXPORT
★★★★½	HELP/SUPPORT

Read the full review of this product exclusively online at www.CPAPracticeAdvisor.com/10263997

888-249-1670 www.bizautomation.com

Intuit — QuickBooks Online

2011 OVERALL RATING ★★★★☆

BEST FIT:
Small businesses with only a few employees, primarily service-based or those with simple product/inventory needs.

STRENGTHS:
- Friendly user interface & intuitive navigation
- Integrated live bank account data
- Audit trail
- Built-in payroll option
- No contracts
- Includes accountant log-in
- Runs on Mac or PC with any browser

POTENTIAL LIMITATIONS:
- Limited inventory functions
- Basic customer & vendor data records
- Limited support for projects
- No multi-currency/language
- Minimal integration
- No point-of-sale

EXECUTIVE SUMMARY & PRICING
QuickBooks Online is a good fit for very small businesses that are either service-based or offer simple goods. It has limited inventory and integration options, and doesn't have e-commerce capabilities, but for most small businesses, the program provides an easy-to-use business management system, with payroll, integrated e-banking and good accountant-focused reporting. All of this in a web-based format that gets rid of IT headaches and allows anytime/anywhere access, including the availability of apps for popular mobile gadgets. Pricing for Online Plus is $39.95 per month for up to five users; Essentials is $24.95 per month for up to three users; Simple Start is $12.95 per month for one user. The payroll option is available for Essentials and Online Plus.

★★★★½	BASIC SYSTEM FUNCTIONS
★★★★	CORE ACCOUNTING CAPABILITIES
★★★★	DAY-TO-DAY OPERATIONS
★★★★☆	MANAGEMENT FEATURES
★★★★	INTEGRATION & IMPORT/EXPORT
★★★★★	HELP/SUPPORT

Read the full review of this product exclusively online at www.CPAPracticeAdvisor.com/10264017

800-286-6800 www.quickbooksonline.com

LessAccounting — For Some Clients, Less is More Effective

In the last few years, a new market has been taking shape for web-based small business accounting systems that are geared toward users with simpler business needs. The programs, often centered on invoice tracking and management, take direct aim at the traditional do-everything bookkeeping systems as being too complex, or at least overloaded with features and functions that most small businesses don't need and won't use.

LessAccounting has emerged as a favorite in this new field of simplified small business management. The product offers an easy to understand browser-based management with a clean user interface. Key features include invoicing, expense tracking, and contact management. The service also has e-banking functions which sync transaction data from financial institutions and credit card accounts nightly.

The system can work on Mac or PC and all major browsers, including mobile devices. The centerpiece of the product is the main company dashboard view, which shows overviews of account balances, overdue invoices, recent transactions and expenses. This view includes a vertical system menu for accessing GL information, contacts and bank data. Additional sections of the menu offer access to "money in" tasks (such as viewing or adding invoices and proposals (estimates), creating notes and recording deposits and payments), or "money out" tasks (such as tracking expenses and mileage, transferring funds, and performing bank reconciliation).

The reporting options in LessAccounting include choices for payables, chart of accounts, receivables and payments, along with general reporting for transactions, mileage and sales tax. The system can record the expenses associated with payroll, but does not offer any payroll preparation, employee reporting or time tracking capabilities. It can handle multiple sales tax rates, and users can convert an estimate to an invoice with one click.

LessAccounting offers integration with web-based applications such as Gmail, BaseCamp, Highrise and 37Signals for contact management. The system also offers online payment acceptance via PayPal. Invoices can be emailed, emailed as a PDF, printed or saved as a PDF.

A unique offering from the company is live bookkeeping assistance, which is offered with two of its bundled plans. Through this virtual bookkeeping service, which essentially consists of monthly or quarterly reconciliations, reporting and transaction categorization, small businesses have the added security of an experienced eye cleaning up their books, and that person is available to interact and work with the business' tax professional.

Since LessAccounting is focused on service businesses and contractors, it does not provide any inventory capabilities or point-of-sale integration. Because the system intentionally does not offer these and a few other features for larger small businesses, it did not fit well into any of our review categories.

However, LessAccounting could be a great fit for very small business clients who need a truly simple management system for creating and tracking invoices and recording expenses, plus a few extra conveniences such as the bank account integration and basic contact management. The online access capabilities make it easy for their professional accountant to assist them or draw reports necessary for compliance services. Pricing starts at $30 per month, and includes accountant access and unlimited live support from a staff of experienced bookkeepers.

866-936-5377 **www.LessAccounting.com**

NetSuite Inc.

NetSuite was one of the first online accounting systems for small and mid-sized business, debuting in 1998, and since then evolving into a comprehensive enterprise management system. The core components of NetSuite include fully integrated accounting, CRP, ERP and ecommerce capabilities, with strong modules for sales, finance, shipping, logistics and fulfillment.

NETSUITE
ONE SYSTEM. NO LIMITS.

The NetSuite interface is based on intelligence dashboards by user role, allowing each area of a business to see the information pertinent to their functions, along with alerts, management and approvals, goals, customer issues, and other data. The accounting/financials functions within the program offer broad back-office functionality, with excellent reporting, budgeting and operational performance assessment, along with full financials generation, including consolidations of multi-unit entities and business groups, with advanced tools for accelerating financial closes.

The system's revenue recognition management features offer complete compliance with the latest rules, including multi-element sales, and provides integration with outside ERP systems, such as Oracle Financials and SAP for automating these processes.

Automated billing and collections functions help shorten the time sales are outstanding, while streamlined ordering/procurement processes and full integration with financials, CRM and ecommerce further enhance business productivity. The built-in financial planning tools for goal development, planning, execution, measurement and analysis enable powerful scenario-based computations across the organization.

NetSuite's supply chain and inventory management options offer extensive support for complex, multi-warehoused inventories, with global distribution, manufacturing, procurement and supplier management capabilities. Self-service portal access for partners, vendors and customers are included and enhance collaboration. These portals also benefit the order and billing management processes, which include streamlined fulfillment that integrates with UPS, FedEx and USPS. Advanced management tools control areas like shipping management estimate pricing and discounting. These tools share customer, order and invoice records across the business.

The system provides extensive employee resource management functions, including timesheet and expense entry, with approval routing, employee collaboration tools, group calendaring and schedule management. It offers built-in payroll service options, including a full-service system that handles all reporting and deposits at the federal, state and local levels. Additional features include commissionable incentive compensation and full HR and accruals management. NetSuite offers integration with a wide variety of industry-specific applications designed to enhance the system for distribution, manufacturing, ecommerce, software developers, services firms and media/publishing entities, with integration for point-of-sale hardware.

A large base of independent consultants and resellers offer additional industry-specific utilities and features and provide implementation and training. Pricing for startup and subscriptions is just above our limiting point for our small business accounting reviews, but the system could be beneficial to small and mid-sized enterprises with more detailed needs than off-the-shelf programs can accommodate. After implementation, base pricing is $499 per month plus $99 per user seat.

877-Net-Suite **www.netsuite.com**

How Helping Your Clients Can Help Your Firm

Public accountants wear many hats, ranging from tax professional for individuals and business or nonprofit entities, to bookkeeper, payroll service provider, strategic business consultant and financial advisor, virtual CFO, and even the sleuth role of an auditor. At the same time, you're a small business owner and employer, too, which means you face many of the same challenges that your small business clients do.

Considering the important role that you play in the success of your small business clients, it makes sense that they turn to you for many other needs. So whether you've made technology consulting a part of your practice or not, if you discover a product or service that might help your clients be more productive in their day-to-day business, you should share the information with them. After all, your firm's success depends on the success or your clients and on your reputation as a business expert. Not to mention that successful and growing small business clients will likely need additional and potentially more profitable services from you in the future.

With current economic realities, nearly every business is trying to find ways to do more with less, be more productive, find new channels for revenue potential and maximize the potential of their resources. Every industry has unique needs, and every individual business has particular issues that aren't necessarily common. So few technologies exist that can help every kind of organization, even though it sometimes seems that they all claim to be the perfect one-size-fits-all solution.

Many specialty products and services are available to meet very particular niche situations. This special section identifies some of the technologies we've found that offer significant advantages to various types of small businesses that many small and mid-sized accounting practices have as clients.

The goal: Finding solutions that your clients can use to be more efficient and productive.

The result: A financially stronger client, and a strengthened client relationship for your firm.

B2Bee

www.getthebee.com

Target Small Business Type: Professional services businesses that want a simplified invoicing, reporting and time and expense tracking system, with the benefits of mobility.

Overview: B2BEE is an online system centered around its invoicing features, but offering considerably more, including customer portals for viewing invoices, strong reporting options, branding customization, time and expense tracking, creation of estimates and user-defined dashboards that let you quickly see critical issues like aging, trends and new clients.

The program opens into a web interface that is YourCompanyName.GetTheBee.com, which also provides customers with the ability to log in and see the invoices or other information the business wants to share. The system's customer management features include integration with BaseCamp with vendor-specific customization, while basic inventory management, sales taxability settings and reporting functions also offer good capabilities.

The Bee's primary focus, however, is on time-based billing (and expense tracking and billing), and the program offers the ability to create multiple users with varying access rights, as well as groups. Work can be assigned to client projects and tasks, with billing rates set by customer, project, task or staff member. Users can either enter data directly or use a timer. Creating invoices from timesheets is a snap, and they can be printed or an email can be sent to the customer with a link to view their invoices and estimates.

Potential Benefits: B2Bee is more than just invoicing, but that's what it really does the best, especially for small businesses that are primarily service-based. The Bee gets an A for user-friendly interface.

Sage Billing Boss

www.billingboss.com

Target Small Business Type: Service-based small businesses and freelancers/consultants, providing web-based creation and management of invoices.

Overview: BillingBoss is a free web-based system for creating, sending and tracking the status of invoices, providing an easy-to-use interface and features that include setting up recurring invoices, creating quotes, customer management options, and the ability to add custom design elements to invoices, such as a company logo. The web-based nature of the program means the small business owner/manager can access the invoicing system from anywhere, and can even offer access to their public accountant. The system can be used in conjunction with merchant accounts or users can accept credit card payments using their smartphone. Mobile versions of the system are offered for iPhone, Android and BlackBerry.

BillingBoss offers customization options for default messages and the ability to set up tax rates for those in jurisdictions where services are subject to sales tax. Client data management includes multiple company contacts, email and other information, and data can be imported and exported from/to CSV files. The system is offered in multiple languages and supports multiple currencies, and the management dashboard shows an easy-to-understand array of data, such as outstanding, past due and paid invoices. Basic invoicing reports are also available.

Potential Benefits: For small service-based businesses, BillingBoss offers a very easy-to-use system for managing invoices. It takes only a few minutes to set up, and it's completely free, although some add-ons are available for merchant account services and mobile payment acceptance. For those small clients who just can't handle a full bookkeeping system, BillingBoss makes it easy for them to at least manage the basics in an electronic/online format that's easy for them to share with their accountant.

Sage Payment Boss

www.sagespark.com/paymentboss

Target Small Business Type: Mobile small business owners/contractors who want an easy way to accept credit card payments while on the road, using either their existing merchant service accounts or using services provided by Sage Payments.

Overview: Payment Boss gives small businesses the power to quickly receive credit card payments. By simply logging into a mobile website on their smartphone, users can enter transaction details and the credit card information. No need for a swiper (but they do work with the system) and no need for a bulky credit card terminal. The system automatically authorizes the transaction and processes the payment into the business' account, creates a paid invoice and can send an e-receipt to the customer.

The system also integrates with Sage Billing Boss. Together, they provide industry-standard banking security features, simplified processing, consolidated account management and up-to-the-minute tracking of payments. It also makes it easy to see who's paid and who hasn't, from any location.

Potential Benefits: For small businesses looking for an easy way to accept credit cards, Payment Boss offers a simplified and mobile solution. This is especially handy for contractors and service providers like electricians, HVAC and landscaping. An additional and not minor benefit is that the business can get paid immediately instead of relying on invoicing and waiting for a check.

Fujitsu – ScanSnap S1100 & S1500

www.scansnap.com

Target Small Business Type: Small businesses with frequent need to convert documents into digital format, including mobile staff.

Overview: Many accounting professionals have found Fujitsu's ScanSnap line to be a productivity boost, and it's likely that their small business clients will, too. Whether using the desktop S1500 model, or the ultra-portable (even pocketable) S1100, users get the ability to quickly scan full-color documents, business cards, receipts or other items, with the included software instantly creating searchable PDFs, Word or Excel files.

At only 10 inches long and 12 ounces, the S1100 is a mobile marvel, drawing power from a USB cable attached to a laptop or desktop. Its OCR capabilities create searchable content, and users can even highlight documents, with the system then automatically creating keywords. When scanning business cards (or even plastic ID cards), it finds and pulls the contact information and can sync with Outlook.

At the desk, the S1500 offers the same OCR and automatic file generation capabilities, along with greater speed, a document feeder, and advanced document detection functions. The system comes bundled with a collection of intelligent software to further its power, including Adobe Acrobat standard edition, ABBYY FineReader, CardMinder and the ScanSnap Organizer, which gives tools for viewing, managing, editing and storing PDFs and JPGs created with the scanner.

Potential Benefits: The benefits of going paperless are not just for tax and accounting practices, and small businesses are quickly seeing how digital storage and management of various documents, especially receipts, invoices, warranties, titles, insurance and other items helps them spend less time working with paper, and more time working at their jobs. Their accounting firm benefits, too, since digital documents and OCR capabilities help reduce data-entry time and increase accuracy when performing client services ranging from write-up to tax compliance.

Big E-Z Bookkeeping

www.bigez.com

Target Small Business Type: Very small businesses and individual contractors who need a very simplified basic bookkeeping system.

Overview: For some clients, even off-the-shelf small business bookkeeping systems can be more than they need or more than they are realistically going to use. These are the barely-above-a-shoebox kind of clients, and almost every accounting firm has them. What Big E-Z does is give them a checkbook-like system that helps track income, expenses, account balances and credit cards, and even provides basic budgeting.

Additional tools allow users to set up to 65 expense categories and 12 income subcategories, quickly run period summary reports, and track fiscal and calendar years. Big E-Z also comes with a receipt organizer. The program is much more limited than many of the big brands, but that's the point: It gives these small business owners (and personal users) the basic tools they need, with common language terminology and reports that are easy enough to use that they actually *will* use it.

Big E-Z uses Excel (2003 or newer) for data management behind the scenes and includes reconciliation functions and customization options. The full program costs $59 for a single user (multi-user versions also available), and can be downloaded or bought by CD.

Potential Benefits: For very small businesses that still manage their books

CONTINUED ON PAGE 63

Peachtree 2012: New Tools You Should Know About

One of the problems with getting the average user to adopt new technology is an unnatural fear that they will somehow make a mistake and cause a cataclysmic event that destroys Western civilization as we know it. Although that's probably a slight exaggeration of the fears that prevent them from trying new features and functions, there's more than a grain of truth in the statement, as well. Our review of Sage Peachtree 2012 (www.CPAPracticeAdvisor.com/10248081) in the April/May 2011 issue discussed **Sage Peachtree Business Intelligence**, which enables creation of sophisticated management reports in Microsoft Excel.

One of the new features in Sage Peachtree 2012 is a tool called **The Sage Advisor**. This tool monitors the features and commands utilized in the Peachtree application, and provides tips and tricks to end users based on the menu options selected. These tips may highlight features not currently used in the product, and make it possible for support engineers to better understand the processes used by the users who access a Company file in Peachtree. This feature includes video tips that are installed with the application, which reinforce key features to end users, as well as context-sensitive on-screen Help messages.

In the unlikely event that there are issues with your computer, which could affect the performance of Sage Peachtree, a new tool called **Sage Peachtree System Check** can help identify and correct issues. This tool also checks for computer problems that could cause performance issues such as low available memory and a full hard drive. (It will even warn you if you haven't made a backup in a while.)

Brian Tankersley, CPA.CITP, Technical Editor

Brian Tankersley is a Knoxville, Tennessee CPA and consultant whose practice is focused on technology consulting and training for accountants. Brian is a nationally recognized speaker with K2 Enterprises (k2e.com), and blogs on accounting technology at CPATechBlog.com. Comments, suggestions, and errata are always welcome, and should be e-mailed to brian.tankersley@cpapracticeadvisor.com.

Sage Peachtree 2012 has a number of other enhancements, which make a big impact on the ability of users to get more done, including the following:

The new **Copy Transactions** feature makes it possible to create a new transaction based on a Previously Saved Transaction. This feature is available for most non-posting transaction types (Quotes, Sales Orders, Proposals and Purchase Orders) as well as a select group of posting transactions (Sales Invoices, Purchase Invoices and Journal Entries). While it has been possible to configure recurring transactions for some time, this new feature should reduce the amount of repetitive data that must be keyed for common transactions.

There are 11 new modules for the **My Dashboard** screen, which presents a personalized view of the business to each user. Some of these new modules include General Journal Entries, Inventory Adjustments, Payroll Summary, Assemblies, Purchases Received, Top Vendors, and Item Purchase History by Vendor.

The new **Vendor Management Center** is a customizable dashboard that shows a summary of all activity for a selected vendor.

The **Management Centers** have been enhanced to provide column totals for amounts selected, and the number of rows can be customized for optimal presentation.

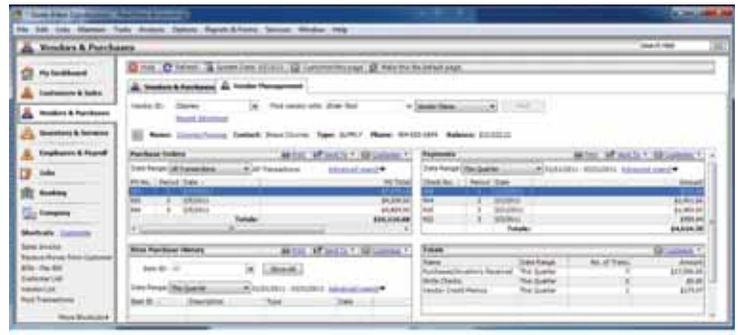

Figure 1- The new Vendor Management Center in Sage Peachtree 2012

Sage Peachtree Quantum 2012 also includes a powerful workflow management engine, which allows detailed tracking of transactions through customizable business process flows with attached documentation. While this tool has been included **in Sage Peachtree Quantum** for the last few years, the tool has been optimized to allow organizations to set default employees to receive certain types of work assignments, as well as enable better customer tracking in the **Customer Management Center**. These statuses appear in a **Track It** window on the right-hand side of each transaction screen, and the related status information fields can be added to most list view tables in the application.

For more information on Sage Peachtree 2012, visit www.peachtree2012.com.

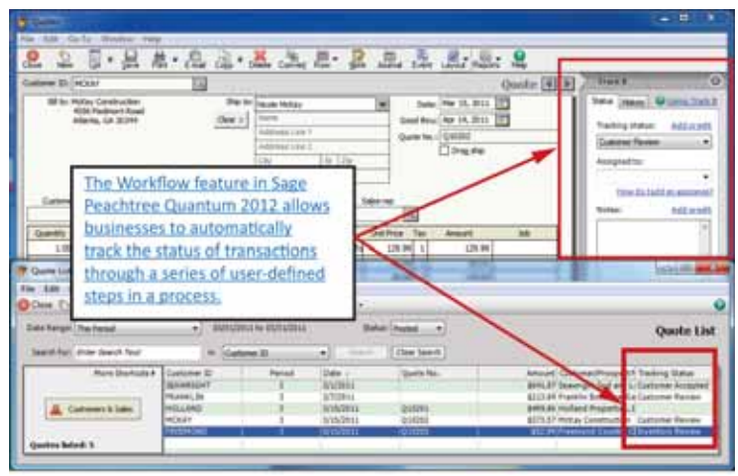

Figure 2 - Workflow status tracking in Sage Peachtree Quantum 2012

CONTINUED FROM PAGE 61

manually (or not at all), Big E-Z offers a very affordable and extremely simple-to-use program that even most non-tech savvy users can pick up in a few minutes.

FreshBooks

www.FreshBooks.com

Target Small Business Type: Small businesses, especially self-employed contractors and professional services companies who want a simple invoicing utility with e-delivery, management and collaboration tools.

Overview: FreshBooks was one of the original web-based customer billing systems, giving users a quick tool for creating invoices and estimates, and offering multiple templates and options for customization. The system goes further, however, by providing interactive tools that allow the customer (the person/business being invoiced) to log into a secure portal where they can view, download and upload data, based on the permissions and settings that the FreshBooks business has predetermined. Single- and multi-user versions are available, and user-level access rights can also be set up for differing staff and employee roles.

The online application provides dozens of reporting options and allows managing up to four tax rates. Users can set up default email messages, late payment reminders and other customer communications. FreshBooks has built-in online payment functions that work with PayPal, Google Checkout, Authorize.net, iTransact and other merchant services.

Customer data can be imported from CSV files and contact management programs, and users can create groups of companies and contacts, including multiple contacts per company, with varying levels of log-in access rights. FreshBooks also offers support for project management and vendors, with those contractors able to log in to submit time and invoices. Additionally, the program has inventory tracking tools and per-item tax settings. Other tools include built-in timers, expense tracking and billing, support tickets, and specialized apps for all major smartphones.

Potential Benefits: FreshBooks makes it easy to manage invoices and offers good reporting options for a web-based SMB invoicing program. Multiple user settings and customer portal access and payment options really further its collaboration capabilities, allowing small businesses to get paid faster, while also managing customer relationships.

NeatReceipts

www.neatreceipts.com

Target Small Business Type: Any business or individual who is frequently mobile and deals with incoming paper-based data that needs to be transferred into their computer.

Overview: NeatReceipts is a program that works with a scanner to automatically identify the information scanned on a document, particularly receipts, business cards and forms, and then organizes that information. The result is a scanned PDF document instead of an image, and with all of the words on the document searchable and easily organized.

As its name might imply, the program specializes in receipts, simplifying the input of expense reports. The optical character recognition (OCR) functions automatically looks for the date and amount of the transaction, sales taxes, the vendor name and contact information. NeatReceipts is equally adept at business cards, with the system capturing contact information. It then allows users to create a contact in their Outlook or other content management system. For other documents, the PDF output offers simple keyword searching. NeatReceipts offers export of data into PDF, Excel, Quicken and QuickBooks.

Potential Benefits: NeatReceipts can help speed up and increase the accuracy of expense reporting and provides good digital records for tax purposes; much better than a shoebox. For professionals who receive a lot of business cards, the system can save considerable time by virtually eliminating manual data entry when creating new contacts.

NELiX TransaX QuickBooks Module

www.nelixtransax.com

Target Small Business Type: Any business that wants to accept credit and debit card payments, whether mobile, in-store, over-the-phone or online.

Overview: NELiX TransaX is a payment acceptance system with a QuickBooks integration module that allows for multiple methods of cashless payment processing. In other words, credit, debit and ACH payments. Through this system, small and mid-sized businesses can use merchant accounts for Visa, MasterCard, American Express and Discover, and the vendor offers hardware such as point-of-sale swipe terminals.

TransaX also offers payment gateways, which are software programs used for non-swipe transactions, such as phone-based and online sales where the credit card isn't physically present at the retail location, and help with verification and security of transactions. They also support recurring payments; allow for direct-from-checking (ACH) payments, refunds, reissues and voids; and provide export of data to QuickBooks format.

Other products from the vendor include merchant cash advance services, gift/loyalty debit cards and ATM machine sales. NELiX specializes in custom database solutions, web application, site design and QuickBooks hosting.

Potential Benefits: While there are some per-transaction options on the market, businesses that rely on a significant part of their revenue coming from card-based transactions should really implement a true merchant account system such as TransaX, which provides top-level security, excellent integration and lower per-transaction costs.

Bill.com

www.bill.com

Target Small Business Type: Small businesses who want an automated and paperless solution to payables and receivables management.

Overview: Over the past three years, Bill.com has become popular with small businesses and with accounting firms, allowing them to get rid of the inbox of vendor bills. Instead, Bill.com allows small businesses to upload, fax or email their bills into a system that pretty much handles everything else, including either printing and mailing a check or making an electronic payment for the amount due by the due date or terms.

Bill.com recently filled out the other side of the money-in/money-out scenario by adding electronic invoicing. With Bill.com Receivables, users create and electronically send custom invoices, use customer collaboration features, and receive electronic payments, without a merchant services account. The system also includes branded payment portals for customers to log into or visit from an emailed link, allowing them to see invoices and other documents and pay them electronically. Recurring invoices and payments can also be set up.

Both the AP and AR capabilities integrate with QuickBooks and Intacct, with transaction data routed directly into payables and the GL. Bill.com is **SAS 70 Type II certified** and a partner with AICPA's CPA2biz.

Potential Benefits: Not having to worry about paying bills on time, but knowing they will be … and for about the cost of a postage stamp. The new invoicing and ability to receive online electronic payments is a strong plus, as well. ●

For information on additional specialty products like Zachary Systems' eZ Account Import and Qvinci.web, scan this tag or go to www.CPAPracticeAdvisor.com/10259296.

Three Tips for Implementing A Succession Plan

Over the years, tax and accounting firms thrived during the boom times and made it through tough, economic slumps based on a traditional business model: converting prospects into clients, retaining clients, offering value-added services, and staying updated on the latest accounting and tax law.

Why, then, is it so difficult for a firm to create and implement a succession plan?

As a concept, succession planning is simple. This "roadmap" is focused on who is going to ascend to the managing partner position, usually through a vote by the owners and shareholders of the firm … in case the current person in charge retires or can't perform his or her job based on the circumstances. The plan also addresses firm ownership — how many owners there might be, the cost to become an owner and details on how personnel are promoted through the ranks to these kinds of positions.

Although simple in nature, the difficulty lies in creating the actual plan. A succession plan requires the firm to *think beyond* (dare I say, "out of the box?") where it is today to a time — perhaps five, 10 or even 20 years in the future — when it will be made up of new specialties and services that may have not yet been invented. Most of all, the firm will be made up of different personalities with partners and managers who might, at this writing, still be in elementary school. And beyond that, the technologies and tools available will look very different.

Tenure isn't always the default answer. For the head position, I've known partners who have been with firms for 20 or 30 years, yet would make terrible managing partners because they are neither leaders nor visionaries. I've also known many managers who would rather stay in their current position rather than take on additional responsibilities. As preposterous as that might sound, we've all known tax and accounting professionals who felt this way.

I ask the question again: If a firm can stay on top of its "business" at hand, why can't it tackle succession planning?

In my 24+ years of working with the accounting profession, I can tell you that I think it's a fear of mortality and the unknown, aka, we're all going to die at some point. Most of all, however, I think firms are just plain lazy and somewhat selfish when it comes to thinking about grooming and developing talent.

Think about it. If a partner, shareholder or owner has invested a significant amount of time in the same firm, he or she is likely to be a "lifer," never leaving and never really interested in looking for another job. Their future is set, so as long as the firm is in business or even consolidated, the lifers will most likely be a fixture until well in their 60s.

The first rule of succession planning is committing to the cause.

Why should the lifers address succession planning when all they really care about is their own retirement? For the good of the profession? So they can leave a legacy? So the firm will survive for the next 50 years?

If a manager in her 30s were to bring up the topic of succession, for example, what would the partners think? A firm that has not committed to succession planning may think the manager is just out for their jobs — wanting to displace them and toss them aside just to get ahead.

Paranoid partners? Really? Okay, you can see my point. A firm must be fully committed to succession planning in order for partners, owners and shareholders to concentrate more on their business and less on long-term survival. The entire firm must be aware of this commitment, too, so that everyone, from assistants to the highest level, knows the firm's mindset is to ensure it lasts for many years.

"A succession plan requires the firm to think beyond (dare I say, "out of the box?") where it is today."

Here are two stories about succession planning, one from the volunteer side and one involving a firm.

First story: It comes from my own communicator's organization. When I was regional director over 10 states, the Albuquerque Chapter folded because the chapter had not done *any* succession planning. Zilch. There were a few committed members running the chapter, but they eventually experienced burnout to the nth degree and just could not continue operating the chapter. To my heartache, the largest city in New Mexico could not support a chapter, when chapters much smaller (College Station, Oklahoma City and even Tucson) survived quite well. Why did these smaller chapters survive? They planned for the future.

Second story: I was at one of the major accounting association conferences attending a session about firm growth. In front of the entire room of about 30 other managing partners and directors, one managing partner of a Top 100 firm said his firm did not have a succession plan in place and, to the sounds of my audible gasp, he said he really didn't see the need for one.

I, the upstart I was, called him out on this. I said, "Why don't you see the need for one?" His reply: "Everything is fine as it is; no need to address it at this time."

It wasn't fine, actually, and the firm did experience some frustration a few years later when it had to do damage control.

Beginning the process is the hardest part, so here are three recommendations:

1 Commit to succession planning and set a timeline for completing the plan. It can't be done overnight; a plan must be thoroughly

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thought-out and vetted by all decision makers. Some firms use their retreats to create plans, which leads to the second point.

2 Review the plan no less than annually. In just a short time, you'll have changes in the firm that will cause you to change the plan. If you do not address these, it will be outdated and unusable should the time come for needing the plan to kick in.

3 Ask for input from all staff. This is a great way to create an inclusive environment — demonstrating the firm truly cares about the long-term well-being of its talent. I guarantee that when you ask for input, you will receive valuable feedback that usually alters the plan's original vision. That's a good thing.

If you don't plan for the future, you will not survive. So get started, now. Your future depends on it. ●

CLASSIFIEDS

Tell Your Clients You're a Rock Star

Effective marketing emphasizes the value your firm offers

Marketing is all about making a name for your business, and making a name requires telling a great story. You may have the most progressive and unique firm in the world, but that won't do you a bit of good if you don't know how to convey that to prospects and clients.

When it comes to marketing your firm in a powerful and meaningful way, you need to give serious thought to your key differentiators. What makes you stand out from the crowd? Why should prospects seek you out over the competition? Why should your current clients stay? The answers to these questions will help you create your "story" and clearly articulate just how you came to be a rock star in the accounting profession.

What Makes You Different?

What makes you different could be anything from offering client portals to café-quality coffee in your waiting area. And whether you have a long list of value propositions to share or a unique few, be sure that you are telling people what they are. If *you* don't, who will?

In a profession like accounting, it's important to understand that prospects rarely buy based on cost. It's all about the quality of service. Clients want to know that their financial information is in good, reliable hands. They want more than an accountant; they want a trusted advisor to work with them year-round — providing a clear picture of their financial health, helping them develop a sound tax strategy, and offering guidance.

Really think about what makes your firm different. What do you have going on? The following list offers a few examples of great value propositions that are useful when crafting marketing communications and developing your story.

- **24/7 Document Access.** Portals represent a big value proposition. Big! Huge!
- **Offering clients round-the-clock access** to their financial documents through a secure online portal accelerates the convenience factor, and clients love that. Your clients are busy people so the more convenient you can make it for them, the better. If you offer portals, scream if from the rafters. It's a solid selling point.
- **Virtual Flexibility.** Firms that offer virtual meeting alternatives have something to brag about. Onsite face-to-face sit-downs with clients are very valuable. No one is suggesting going all virtual all the time, but it's nice to give clients a choice on where to meet: in-person or web-based. When time is tight, some clients may opt for a more convenient online alternative, like Skype or GoToMeeting. Offering a menu of options puts you ahead of the competition … not to mention makes you look "tech-savv-a-licious."
- **Custom, Integrated Services.** Leading firms typically offer a comprehensive roster of professional services that easily integrate with one another (especially if you offer an advanced online platform). Of course, not all clients require every service. If your services model is flexible — one that allows clients to add services over time and progressively build a system that best meets their needs — that's a unique value proposition. Sell it, baby.
- **Niche Expertise.** Being an expert in any given industry or profession adds instant credibility. Many accounting professionals are transitioning to a niche-way of doing business — focusing on defined industries to grow their client base (e.g., veterinarians, restaurants, medical practices, etc.). If you have expertise in a given niche, hit that point hard in your marketing initiatives. For example, restaurant owners will want to know that you are thoroughly familiar with tip reporting, food and beverage tax audits, sales tax, and so on. Hit the key buzzwords, and position yourself as a leading expert.
- **Custom Client Communications.** Firms that create regular custom messages for clients, like a newsletter or blog, quickly get a reputation for caring about their clients. These types of communication offer timely, helpful information like tax breaks, new laws, or workflow tips for small businesses. Regularly reaching out to clients enhances the feeling of personalization and intimacy, and clients will like that part of your story.
- **Unique Extras.** If you offer any extra client services or perks, no matter how small, market it. You'd be surprised what will get a client's attention. It could be high-end coffee in the reception area or the ability to IM (Instant Message) a designated person in your firm for immediate support. If it's a unique offering, it will further set you apart and differentiate you from the rest of the crowd, so talk about it.

When All is Said and Done…

At the end of the day, great marketing means telling a great story. More importantly, your story must resonate with the client … emphasizing what's in it for them. By clearly stating your firm's key differentiators, you make a direct connection between your services and the value offered to clients. That's what marketing is all about.

So really think about what you've got going on in your firm and start your list. Once you have a few value propositions down on paper, it's much easier to develop your own unique story. Remember, if you don't tell people why you are a rock star, no one else will. ●

Kristy Short, Ed.D

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PRODUCTIVITY in PRACTICE

BY ISAAC M. O'BANNON, *TECHNOLOGY EDITOR*

Helping Clients Succeed: A SaaSy Approach

Imagine an accounting practice where you rarely met your clients, didn't market to the local business community or belong to chambers of commerce … and don't even have a sign on the office. You worked pretty much when you wanted to and tried to focus on anything *but* tax returns. This is probably nearly impossible for many practicing public accountants to envision, especially as a successful model. But with the right personality, work ethic and a few eccentricities, there's a market for it.

That's the definition of Kara Haas, a CPA and certified fraud examiner (CFE) in Englewood, Florida, (www.DeductMe.com) and a good description of the firm she's built over the past six years. There is a method and a reason to her madness, of course. She focuses primarily on helping small businesses implement SaaS bookkeeping and management systems, and is an expert when it comes to point-of-sale systems. The web-based systems she most often recommends to her clients are Xero (www.xero.com) and Vend Point of Sale (www.vendhq.com).

Among her clients is a business with 10 retail locations, some of them automated, which requires good inventory management and remote data access. She also has clients willing to try new things, such as Silver Obsession (www.silverobsessionjewelry.com) in Sarasota, which was her first client, and one who has gone through all the phases of the firm with her. She says the store's owner, Leslie McKnight, has been a champion for testing new technologies, from virtual bookkeeping to new POS and e-commerce systems.

She also offers virtual accounting, multi-state sales tax compliance and some income tax services. She partners with other accounting professionals to aid them in servicing their clients' IT needs, including data file design, getting staff and management trained, and providing support and trouble-shooting.

These specialty services come from a love of entrepreneurs and a desire to help them be more productive, and she makes it a goal to understand her clients' needs and processes. She's also energized by her interest in technology, especially social media, and she's turned heavily to Twitter and Facebook for marketing her practice and for personal use.

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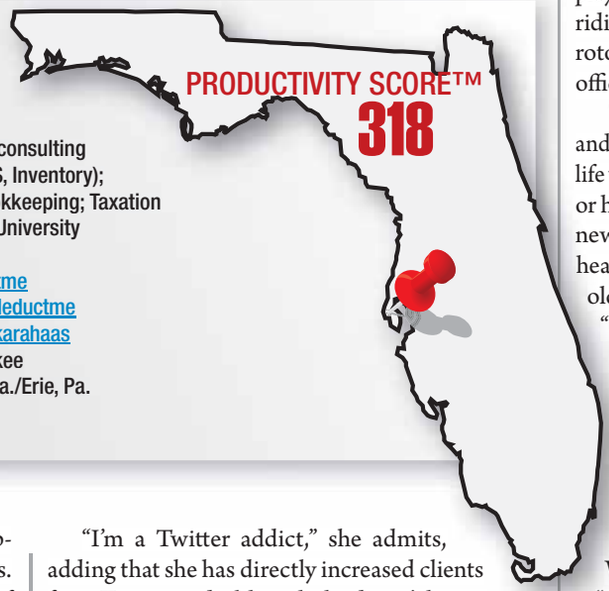

"I'm a Twitter addict," she admits, adding that she has directly increased clients from Twitter and, although she doesn't have a set posting schedule, she averages at least four posts per day, not including direct messages. "It just comes so naturally to me. Chatting with other people, even on non-business subjects, can help build relationships that eventually extend into business ones."

An Apple MacBook and iPad user, Kara also relies upon many web-based technologies in her practice, allowing her to work from home, her office or her client locations. She also has what she calls a "technology tolerance" that allows her to work with varying programs that many other accountants won't. She scored a 318 on the Productivity Survey (www.CPAPracticeAdvisor.com/productivity), a free online tool that helps firms assess their use of technology and workflow processes.

She wasn't always so tech-inclined, and even wasn't initially focused on accounting. Her undergraduate degree from Marquette University was actually in Spanish and international affairs, but after a few years in the workforce, she returned to school for her MSA, where she also discovered her technological interests, then worked for the Chicago Mercantile Exchange and several small accounting practices prior to moving down to Florida and opening her own firm.

There was just something about the real business world, small businesses in particular, that steered her back on course. That something was probably in her blood, passed on to her and her brother Martin, an industrial engineer, by their entrepreneurially addicted father, Marty. Their dad has owned several businesses over the years, mostly geared toward machining industrial parts, and the entire family played a role. Some of Kara's early memories include riding bikes in steel chips and helping make brake rotors in a warehouse, before she moved into the office to help with the bookkeeping.

The life of a serial business starter is rarely boring, and throughout her childhood and even into her adult life whenever significant decisions needed to be made or had already been made about moving, starting a new business, college or personal matters, they'd head out for a drive. Even in the decades since the old Dodge has been gone, Kara says the phrase "Going for a ride in the Caravan," continues to mean "We need to talk" or "Somebody's going to get an attitude adjustment."

Although her dad now claims to be retired, he still owns a few businesses in Florida and Pennsylvania, and Kara still helps run them. But she doesn't do their taxes, and instead relies upon the family's long-time CPA, George Wachter. During a recent audit, which she called "the best worst experience ever," this extra level of professionalism helped, since it was independent of the family interests.

Among recent events, the family purchased an ornamental iron fabrication shop with its existing inventory, and has established a business (Kreissle Forge) selling cathedral-style fans and lights, as well as custom gates, railings and patio furniture. Even the family home is a business, with her parents living on an old fruit farm that still produces concord grapes they sell to Welch's, as well as apples and peaches that are sold wholesale.

While she moved down to Florida to escape the Chicago winters and to be near the family while her dad was facing some health concerns, she's also benefitted in other ways. Starting her own practice has given her much more autonomy, of course, but her drive to work is also much more enjoyable.

"I always used to have at least an hour commute, but now with an office just three miles from home,

it only takes a few minutes." Being in the office is overrated anyway, and she says she takes advantage of her clients using web-based systems since it allows her to be more mobile, too.

Being on the Florida gulf coast, midway between Tampa and Fort Myers, has its recreational benefits. But when Kara really wants to escape on a vacation or short trip, she sets her eyes back north, but not during the winter. "I don't really have a favorite, it's wherever my friends are," she says, but then notes that she has good friends in Denver and Milwaukee, where she went to school. And she's planning to visit Milwaukee again for the 2011 Summerfest, an 11-day music festival.

Her practice and the various family businesses keep her pretty busy, so she's not as involved in the local community as she once was when she coached, taught Sunday school and participated in leadership programs, but she is a vocal supporter of the local Minor League Charlotte Stone Crabs.

Kara's found success in her niche and, although her brother calls it "chasing their dad's dream," the entrepreneurial spirit must be in the genes, because it really has become their dream, as well. That is, unless there are any upcoming "rides in the Caravan" she isn't aware of.

What We've Learned

(an interesting stat)

PRODUCTIVITY SCORE AVERAGES

- **Regarding wireless in the office:** Over one-third of firms indicate that they provide wireless access in their offices. Unfortunately, 10% don't seem to encrypt and/or hide the SSID.

- **Regarding wireless in the office:** Over one-third of firms indicate that they provide wireless access in their offices. Unfortunately, 10% don't seem to encrypt and/or hide the SSID.

- **Regarding the tax review process:** While 44% of the firms claim to review all returns "on screen," the percentage falls to only 30% for the lowest scoring one-third of firms and rises to over 56% in the highest scoring one-third.

Work/Life Balance in a Mobile World

Gregory L. LaFollette, CPA.CITP

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Ah, the good old days. Back in the '70s, tax season meant being in the office by 7:00 a.m., a 12-hour work day, then home to see the family. Add nine hours on Saturday and a few on Sunday afternoon, and it toted up to a respectable 70+ hour work week. And then, along came technology. We didn't recognize *mobile* at that time, but the mid '80s were the beginning. At first, it was a "car phone," then a "bag phone" and then a Palm Pilot. Finally, 10 years later, we'd found the Holy Grail — remote connectivity! Never mind that it was so slow as to be virtually unusable. I could now go home a few hours earlier, actually talk to my wife, see my kids and have dinner as a family … and THEN "dial-in" to the office to review a few more tax returns. Life was good. Well, at least it wasn't as bad.

WE'VE COME A LONG WAY SINCE THEN. And *mobile*, that whole array of devices and technologies that provide anytime, anywhere access to everything, has revolutionized not only the tax and accounting world, but the worlds of our clients. Before *mobile*, life was simple: Work really hard at the office and then go home. See, it was simple. The office was for work, and home was for relaxation. But we've moved to a new world where there simply is no here nor there, and you can't ever seem to really leave "work" and go "home." Until technology blurred all the lines, most communication was asynchronous. Until the telephone was invented in the late 1800s, virtually all business communication, other than direct personal conversation, was paper-based and, by definition, asynchronous. The telephone changed the concept of communication to synchronous. When you were ready to communicate with me, I had better be ready to communicate with you. If not, well … as Paul Newman's famous Cool Hand Luke put it, "*What we've got here is a failure to communicate*." Now, *mobile* has placed asynchronous communication back in our hands. *Mobile* changes not only the here/there paradigm; it also destroys the concept of now/then. Everyone is free (or maybe required, depending on your point of view) to communicate when and where it's most convenient for THEM.

And therein lies the rub. Just as employees now complain that they "can't go home," firm managers complain that their employees "can't come to work" and be 100% present. It's technology's double-edged sword: work/life balance.

It's surprising to me that many managers today seem so concerned about technology distracting staff during working hours. "We control Facebook on our network, but we can't control the smartphones," is a common refrain of partners scratching for an extra percentage point on chargeable time. I constantly get questions about policies and technologies that might solve this perceived problem. But is there really a problem? I submit that there is not! And if there is a problem, it is most decidedly NOT a technology-based one.

LET ME EXPLAIN. I'll start with the assumption that you've hired good, honest, reliable and trustworthy staff. If you can't agree to that statement, please stop reading now. If you agree, I challenge you to consider how often the typical staff member is "communicated with" by your firm and your clients via email, IM and text message. Now, add the more traditional phone calls, drop-ins, appointments, meetings, etc. How many of these communications are outside of normal working hours? Each and every "out of the office" contact represents personal time that your employees spend on firm business. Each also represents a client or other stakeholder who chose

to communicate on THEIR time! I find that most staffers do not see these contacts as intrusions into their personal time, but rather view the enabling technology as freeing them to work when and where it's most convenient for them to do so. Are you as concerned about your employees working during those times as you are about the few minutes a staffer takes during "work time" to check his Facebook or update her Final Four bracket? Unfortunately, I doubt it.

BACK TO WORK/LIFE BALANCE. While there is no bright line here, I have observed that older practitioners seem to be concerned about "work time," while the younger tend to focus on "personal time." It seems to hinge on history. If you grew up on those crazy 75-hour tax-season weeks, you're more likely to think about the "work-time" side of the equation. If you've always been smart enough to avoid the insanity of the 14-hour day, you're more likely to center on the "personal-time" side.

So who's right? Remember the words of that great Jewish theologian Tevye, who in *Fiddler on the Roof* listened to one side of an argument and responded, "He is right," and then, hearing the other side, said, "He's right." And then, when told that they couldn't both be right, noted, "You know, you are also right." ●

REUTERS/Jason Lee

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