The Digital Professional

EFAA Conference
June 17, 2018

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VP, CPA.com

Our mission:

Empowering accountants and businesses for the digital age

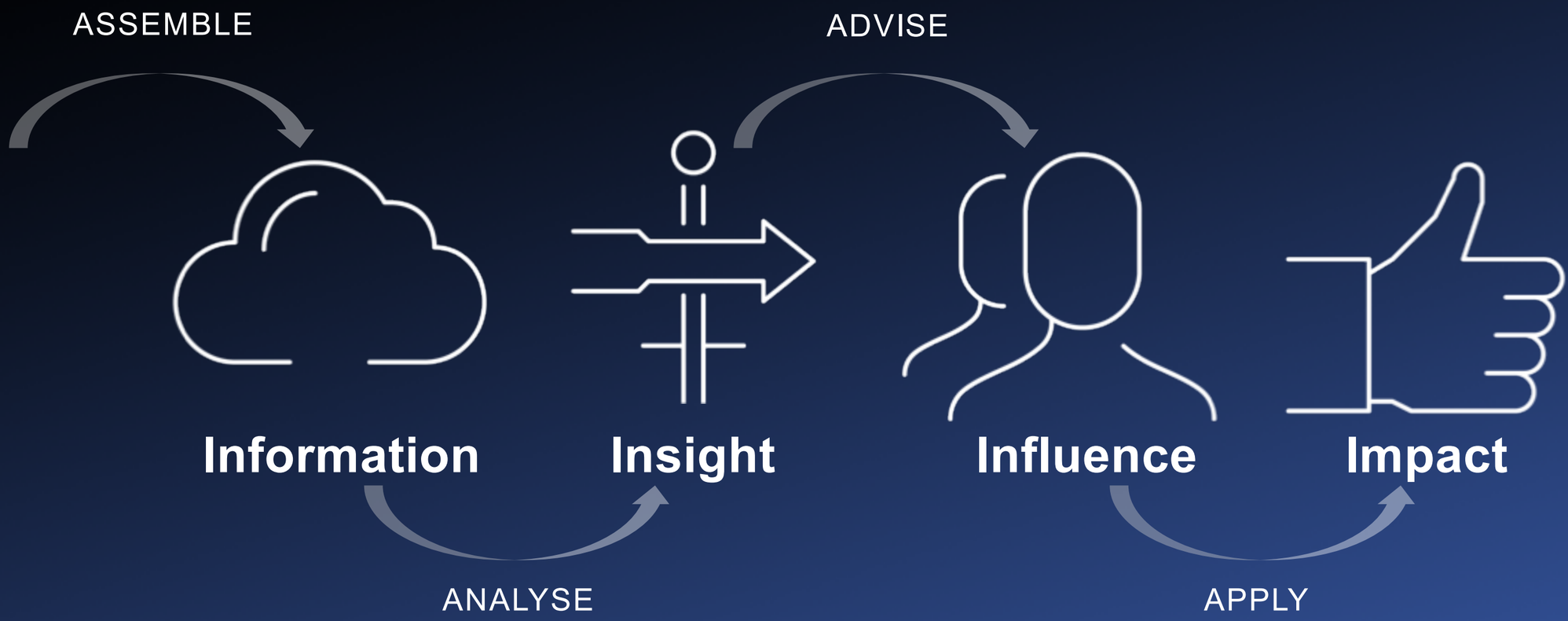
Our strategy:

Drive transformation of practice areas

Advance technology ecosystem for profession

Lead technology research & innovation for profession

Evolution of accounting & finance role



Comfort Zone

Value Zone

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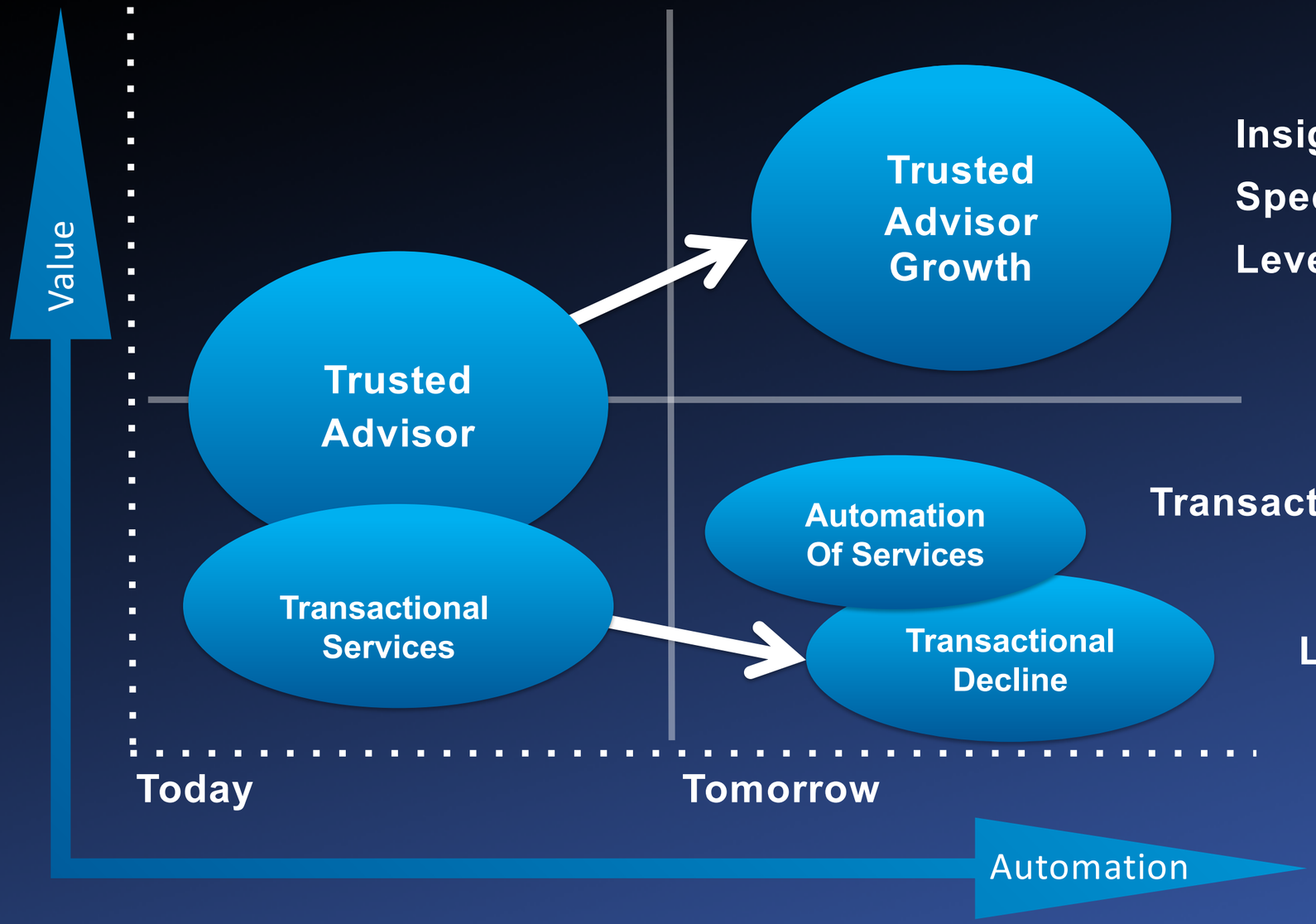
Drive Transformation of Practice Areas

Development of solutions, programs and training to drive **Audit**, **Tax**, and **Client Accounting Services**, and **Digital Relevancy of Profession**.

Move these key categories through partnerships, practice strategies, and talent plans to drive broader overall profession and marketplace success.

North Star



Insights and expertise

Specialization

Leveraging technology

Transactional work will be automated

Low margin and fee pressures

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Continued evolution of client accounting advisory services

Key Areas of Focus For Advisory Services

Growth

Standardization

Talent, pricing & prospecting

KPI - Metrics

Necessary resources

Accountability

KPIs

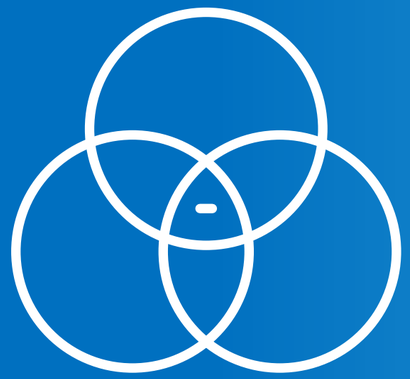
Internal Advocacy Tools

Shared Templates

Auditing & Assurance Services

Auditing in the future – key drivers

Technology



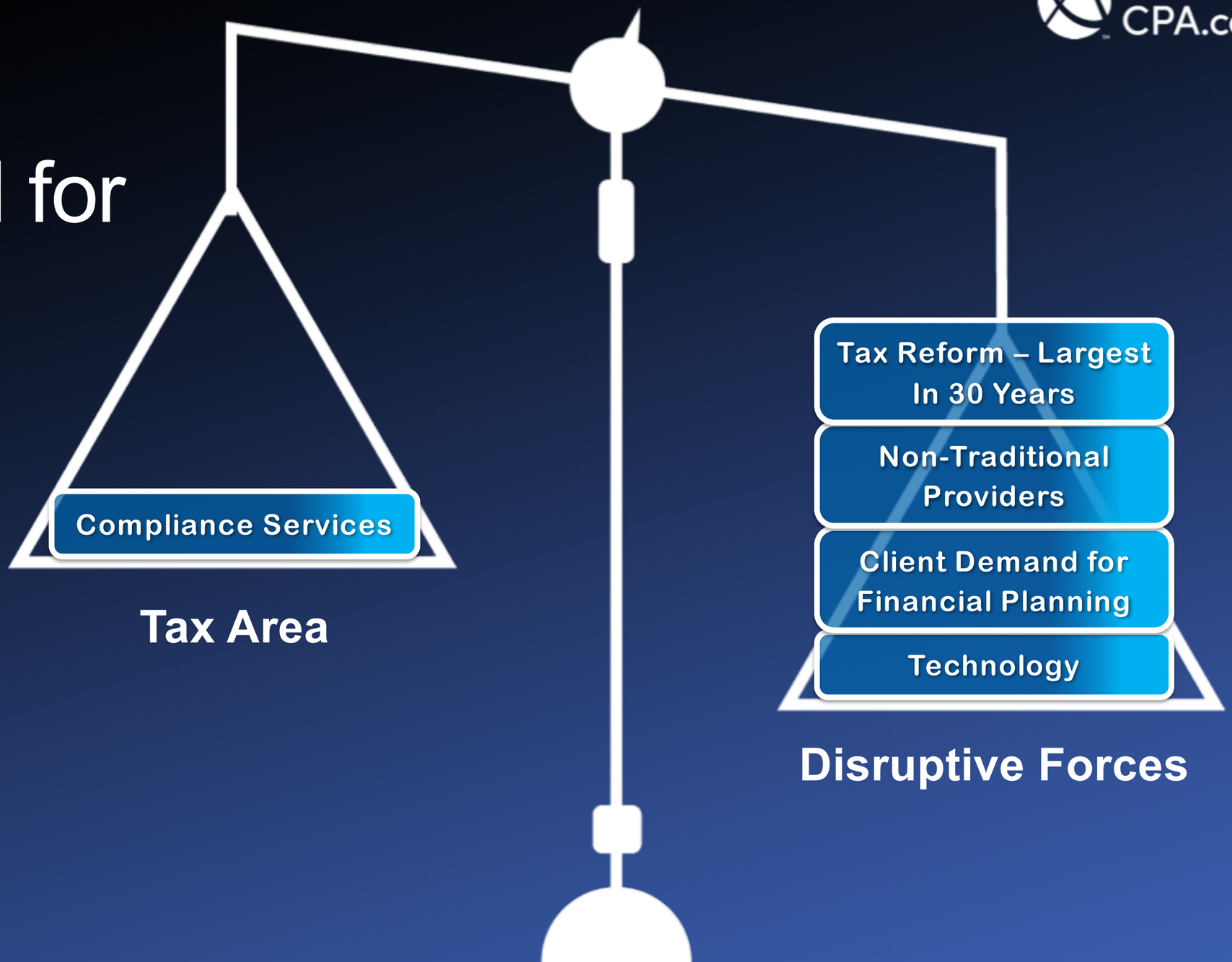
Methodology

Standards

New Skills

Advisory Tax & Planning Services

Disruptive period ahead for individual tax area



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Low End:

High End:

Need to provide compliance & advisory services

Low end not a threat but new competitors emerging

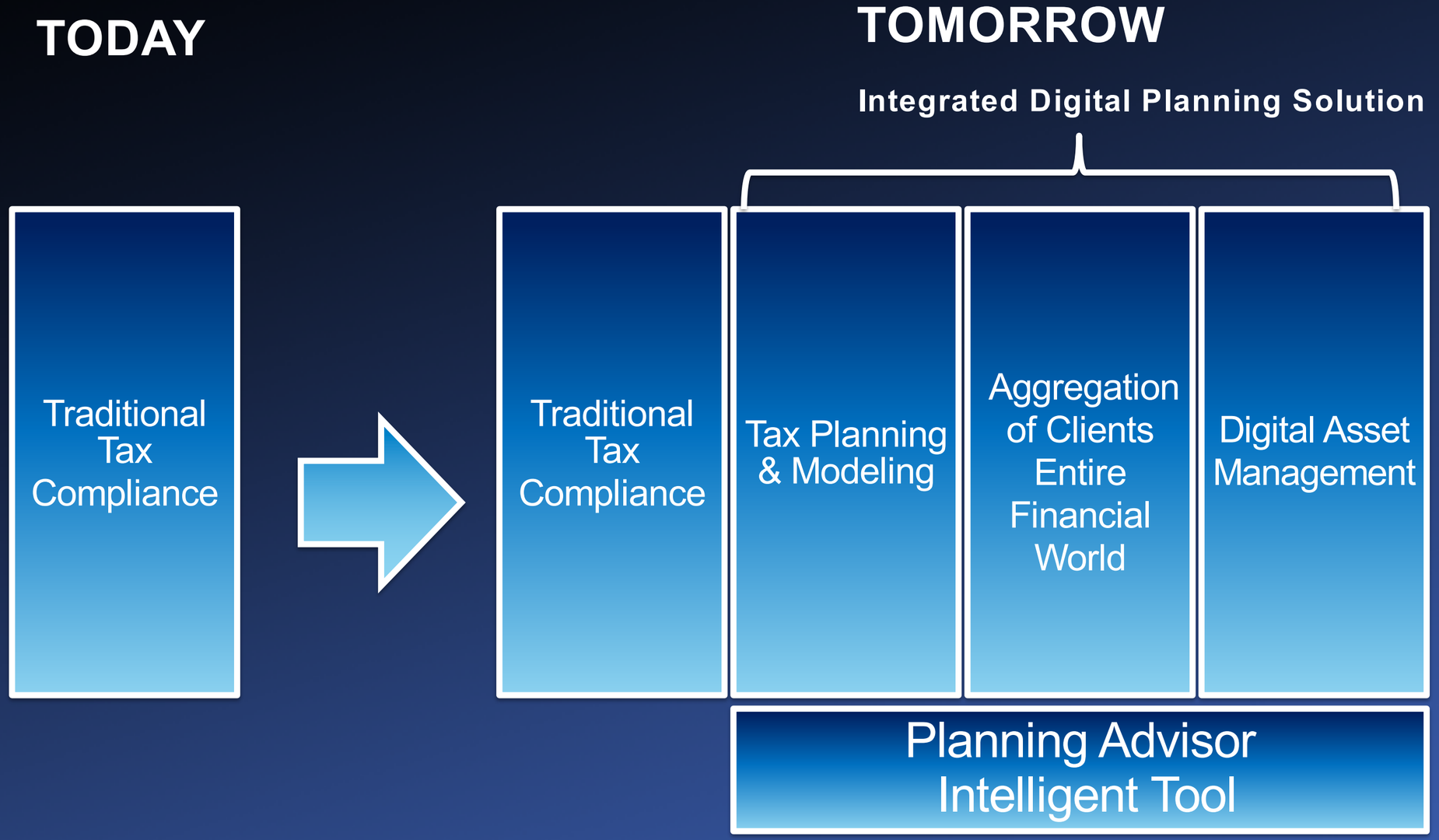
Free Space:

New Competitors:

Bundle of high end services

Wealth Managers

Opportunity to transform small to mid-sized firm tax practitioner



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Advance Technology Ecosystem For Profession

Lead technology ecosystem through a number of formal and informal activities with firms and technology companies.

Activities include: Executive Roundtable, Digital CPA, Strategic Partnerships, AICPA Conferences, Thought Leader Events, etc.

Collective Group Driving Change & Innovation

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2018 Executive Roundtable Attendees

Executive Roundtable Drivers

Advanc
e
Collecti
ve
Knowle
dge

AICPA & CPA.com Start-up Accelerator: First Cohort

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Transaction technology for alternative investments

Web-based tax workpaper tool with trial balance function

Digital professional development and coaching

Gamified talent and skills validation

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Future ready
through innovation
DCPA18
Digital CPA Conference 2018
December 3-5, 2018
Gaylord National Resort & Convention Center
National Harbor, MD
Early bird discount ends 10/26/2018

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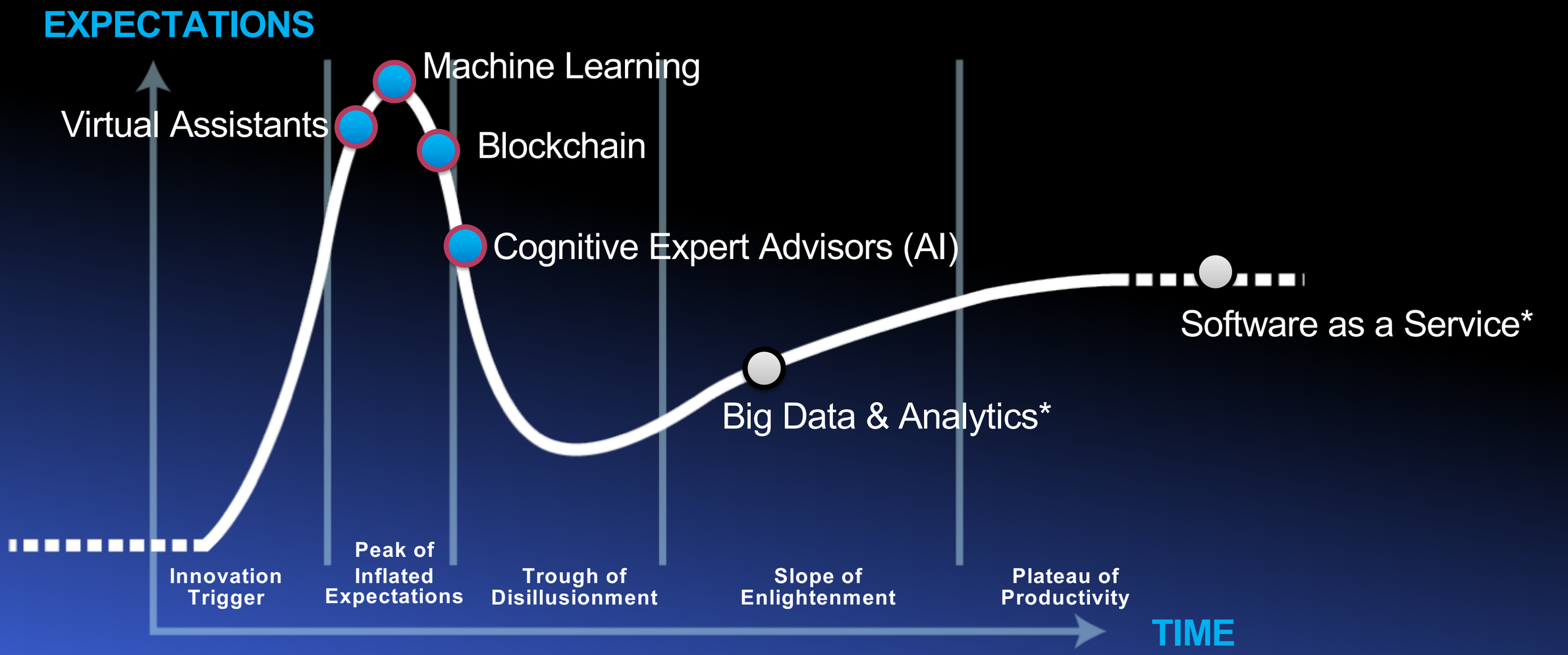
Lead Technology Research & Innovation For Profession

Identify and research key technology trends impacting Profession. Shape discussion and release key trend reports.

Put together frameworks for advancing areas which have significant opportunity and impact.

Key Tends For The Profession



Source: 2017 CPA.com Megatrends identified from Gartner Hype Cycle

* These trends plotted by CPA.com

AICPA/CPA.com – WSBA Partnership

Collaborating to drive blockchain opportunity for the profession

- AICPA/CPA.com to be tax and accounting WSBA working group
- Research blockchain opportunities across tax, audit and finance areas
- Develop educational materials for CPA profession
- Identify and advance prototype blockchain concepts
- Participate in joint events

Blockchain in Accounting Symposium

May 2018

- Report on findings – June 2018
- Formation of working groups – Summer
- Working group outputs – Fall
- 60 leaders

Never been a better time…