

## AICPA and PCPS Offer Resources for New Clarified Auditing Standards



Karen Kerber,  
CPA.CITP

The AICPA's new clarified auditing standards became effective for periods ending on or after December 15, 2012, and practitioners should be up to speed to avoid deficiencies in their audit engagements. "The Clarity Project is designed to make auditing standards clearer and more consistent with international standards, and firms need to be aware that in some cases these changes can be substantive," said Charles Landes, CPA, AICPA vice president of professional standards and services. "The AICPA has put together a number of resources so that practitioners can update their procedures and have a firm grasp of the underlying reasons for the changes."

### Why Clarity?

The Auditing Standards Board has [redrafted almost all of the auditing sections](#) in *Codification*

*of Statements on Auditing Standards* (contained in *AICPA Professional Standards*) to reflect the ASB's established clarity drafting conventions, which are designed to make the standards easier to read, understand, and apply. Among other improvements, generally accepted auditing standards now more clearly state the objectives of the auditor and the requirements with which the auditor has to comply.

As part of the redrafting, the ASB also converged the clarified standards with those issued by the International Auditing and Assurance Standards Board. All but one of the new standards are effective for engagements beginning on or after Dec. 15, 2012.

### A Wide Range of Tools

Practitioners can follow the AICPA's comprehensive [Learning and Implementation Plan](#), an AICPA member benefit that highlights available resources such as:

- [Understanding the Clarified Auditing Standards – 2012 Audit Risk Alert](#). This alert explains the background and implications of the Clarity

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## Call for Comments on a Proposed Reporting Framework

The AICPA's *Proposed Financial Reporting Framework for Small and Medium-Sized Entities* is designed for use by privately held small to medium-sized entities that aren't required to have GAAP-based financial statements. It is intended to bring greater relevance and cost effectiveness to financial reporting for millions of smaller companies and the users of their financial statements.

The comment deadline for the exposure draft is January 30, 2013, and CPAs, their private company clients and other stakeholders, such as bankers, insurers and investors, are encouraged to provide feedback. A wealth of information on the [proposed framework](#) is available in the AICPA's [Financial Reporting Center](#).

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Project and includes a useful chart of soon-to-be-implemented changes to current standards. It is available in a specially priced bundle with *Codification of Statements on Auditing Standards*.

- [The Clarified Auditing Standards...Talk to the Experts](#). In this audio webcast, a panel of experts answers questions on the Clarity Project and addresses changes auditors will face as they implement them.
- [The Engagement Letter: Best Practices and Examples](#). This how-to guide focuses on drafting effective client engagement letters, with changes reflecting clarified auditing standards.
- [The PCPS Clarified Auditing Standards Toolkit](#). Focused on implementation, the toolkit includes staff training PowerPoints, a client considerations evaluation worksheet, a client communication letter template and a template for client newsletters or the firm website. It is a [PCPS member benefit](#) and is also available for [purchase](#).

You can find Clarity Project-related resources at the AICPA's [Improving the Clarity of Auditing Standards web page](#).

## A Practitioner's Perspective

In implementing the standards, "don't try and reinvent the wheel. Use what's available," advises Karen Kerber, CPA.CITP, who oversees the audit practice at Wisconsin-based Kerber, Rose & Associates, SC. Kerber, who is also the chair of the [AICPA PCPS Technical Issues Committee](#), got an early start by putting the AICPA resources and the PCPS Clarified Auditing Standards Toolkit to work in her firm. Her specific goals included staff training. Since roughly 12 people on the firm's 60-person staff are involved in audits, it was easy to pull them together for training sessions that involved a discussion of audit reports and engagement and representation letters. "The sessions reinforced what they needed to know and raised new issues," Kerber says. After an initial training session in the fall, Kerber planned to bring the group back together again this month before field work begins in order to address new questions or ongoing challenges.

To focus their efforts, Kerber's firm also identified the clients who would be affected by the clarified standards. "We went through each client file to identify the audit procedures and other additional information that we would need to explain to that client." The firm presented the audit report to affected clients in advance so they would not be surprised by the new format or language, along with any other items that would affect their audit for this year. For new clients, this process was done as part of the firm's review of the prior year work papers.

Kerber recommends the AICPA and PCPS tools as "excellent sources." She notes the particular value of a chart comparing previous and new standards in "[AICPA Clarity Project: Extant AU Sections Mapped to the Clarified AU-C Sections](#)," a PCPS member benefit.

## Prepare to Implement GASB Pension Standards

Practitioners should be aware that the Governmental Accounting Standards Board has issued [two new pension standards](#) and should meet with clients well before their effective dates to allow for sufficient planning:

- Statement No. 67, *Financial Reporting for Pension Plans*—an amendment of GASB Statement No. 25, is effective for financial statements for fiscal years beginning after June 15, 2013. Earlier application is encouraged.
- Statement No. 68, *Accounting and Financial Reporting for Pensions*—an amendment of GASB Statement No. 27, is effective for fiscal years beginning after June 15, 2014. Earlier application is encouraged.

CPAs can turn to the [GASB](#) site for more details and resources.

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**Editor:** Anita Dennis: [adennis@aicpa.org](mailto:adennis@aicpa.org)

**Editorial Advisors:** George Willie, Cheryl Burke, Jason Deshayes, Loretta Doon, Joseph Falbo, Chris Farmand, Dick Fohn, Charles Fredrick, Robert Goldfarb, Carter Heim, Karen Kerber, Anthony King, David McIntee, Joel Olbricht, Melody D. Schneider, Jacquelyn H. Tracy, James Walker

## News for Practitioners from the AICPA Tax Section

### Hurricane Sandy Disaster Relief

Find resources and information to help you and your clients assess next steps in the days and weeks ahead, including disaster and financial planning guides, checklists, news on how to apply for assistance and other materials at [aicpa.org/Hurricane-Relief](http://aicpa.org/Hurricane-Relief). The AICPA is here to support you at this challenging time. Contact [service@aicpa.org](mailto:service@aicpa.org) to let us know how we can help you.

The Internal Revenue Service website continues to post useful links for those affected by Hurricane Sandy. You can find all of the IRS press releases available on one page under the heading [Help for Victims of Hurricane Sandy](#).

### IRS Continues Preparer Compliance Letters and Visits in 2013

While no formal announcement has been released publicly, the IRS has informed the AICPA that it plans to substantially revise and scale down its tax return preparer compliance initiative for the upcoming 2013 filing season. During its [2012 filing season](#) initiative, the IRS sent about 21,000 letters to tax practitioners and conducted approximately 2,100 preparer office visits.

According to sources, the IRS plans to send approximately 5,000 letters to tax return preparers for its 2013 filing season compliance program. About 1,350 of those preparers will receive office visits from an agent. IRS sources said these 5,000 preparer letters and office visits will be “educational” in nature and will focus on automobile and truck expenses found on Form 1040, Schedule C. Senior IRS officials further revealed that all office visits were expected to take place in December 2012 or early January 2013, just before the beginning of the 2013 filing season.

### IRS Extended FATCA Deadlines

The IRS has issued [Announcement 2012-42](#), which outlines delays in certain deadlines related to the Foreign Account Tax Compliance Act (FATCA) in response to taxpayer concerns that the existing deadlines were too close for them to comply. The announcement provided extensions to:

- certain timelines for withholding agents and foreign financial institutions to complete due diligence and other requirements, and
- certain additional guidance concerning gross proceeds withholding and the status of certain instruments as grandfathered obligations under sections 1471 through 1474 of the Internal Revenue Code.

The changes become effective with the issuance of final regulations.

### FATCA Compliance: What You Need to Know About NFFEs

The new rules for reporting offshore assets held by U.S. taxpayers impact more than just foreign financial institutions (or FFIs). One issue that practitioners should be aware of is the impact of FATCA on non-financial foreign entities, or NFFEs. AICPA Tax Manager Kris Esposito discusses this matter in her blog post, [Move Over FFIs, Here Come NFFEs](#).

### Attention Schedule C, E & F Filers: New Tangible Property Rules May Apply to You, Too!

Do you own a duplex or other rental property for which you file a Schedule E? Maybe you have a small business where you do minor home repair and report the income on Schedule C? Or maybe you are a farmer who files a Schedule F? Individuals who operate such businesses may be impacted by [new rules](#) effective for 2012 regarding tangible property. Many remain optimistic that final regulations may provide additional safe harbors or alternative methods for taxpayers below a certain size. However, such exceptions do not exist today. Therefore, all businesses, and the individuals who operate them, should evaluate the implications of these new rules and what steps they should be taking now.

### AICPA Suggests Improvements to the Partnership *De Minimis* Section 704(b) Proposed Regulation

On November 2, the AICPA submitted [comments](#) on the [proposed regulations](#) (REG-109564-10) that withdraw

### Keeping Up with Changing Rules and Making the Most of Busy Season Opportunities

CPAs who want the latest news on the upshot of the fiscal cliff negotiations can turn to [aicpa.org/fiscalcliff](http://aicpa.org/fiscalcliff), a one-stop webpage to help navigate through the uncertain tax landscape. The site features resources such as client communications tools, the PCPS health care toolkit, news, analysis and tax planning insights from national experts.

Given all the uncertainty over the fiscal cliff, clients will be more anxious than ever for sound tax planning advice. That means that this busy season is a great time to reinforce relationships with clients, expand your services for them and promote your firm to prospective clients.

The [AICPA Tax Practitioners Toolkit](#), an AICPA member benefit, can help. It features a wealth of resources designed to help CPAs communicate their value. To enhance ease of use, the tools are categorized for [small](#), [medium](#) or [large](#) firms and based on whether they are designed to educate firm members, engage clients or promote services.

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the *de minimis* exception of Treas. Reg. § 1.704-1(b)(2)(iii)(e) (the “*De Minimis* Exception”) regarding a partner’s distributive share. The proposed regulation was withdrawn because the rule may have resulted in unintended tax consequences. The AICPA comments address the withdrawal of the *De Minimis* Exception and suggest an alternative that will reduce the burden of complying with the substantial economic effect rules without diminishing the safeguards that the current rules provide. The AICPA believes that partnerships that pose little to no risk to the underlying policies of section 704(b) should be excluded from the complicated substantial economic effect rules.

## AICPA Letter on S Corporation Pro Rata Distributions and the Creation of a Second Class of Stock

In its October 23 [letter](#) to the IRS, the AICPA recommended that the Service incorporate two

private letter rulings into regulations to allow distributions associated with taxable income to be made, regardless of the year in which taxable income is modified. The AICPA’s letter also requests that the IRS confirm that S corporations can make both pro rata distributions according to current stock ownership and other distributions that meet the varying interest rule. Moreover, the letter requests that the IRS clarify whether a distribution in the current year can take into account varying interests of both the preceding and current years without creating a second class of stock.

*Membership in the AICPA Tax Section helps CPAs maximize the value of their expertise through tax practice support (such as checklists, practice guides, exclusive webcasts), access to the tax center [website](#), exclusive discounts (save on tax-related conferences, publications and CPE), and other tools and aids. Plus, [Tax Section members](#) can subscribe to the Tax Adviser for just \$30.*

### FYI

It pays to be a member! The Private Companies Practice Section represents more than 6,500 local and regional CPA firms. PCPS provides member firms with up-to-date information, advocacy and solutions to challenges facing their firms and the profession. For many CPA firms, the price of membership is more than matched by the thousands of dollars in member benefits and discounts. If you have any questions about PCPS membership, please call 1-800-CPA-FIRM or e-mail [PCPS@aicpa.org](mailto:PCPS@aicpa.org).

## TECHNOLOGY UPDATE

# Why an Annual IT/Security Briefing Is Important

by Roman H. Kepczyk, CPA.CITP, CGMA



Roman H. Kepczyk,  
CPA.CITP, CGMA

Information security has long been at or near the top of the [AICPA’s Top Technology Initiatives](#) and has become an important concern for CPA firm owners. In a paperless environment, where virtually all firm and client information exists within the realm of the firm’s IT infrastructure, it is more important than ever

to proactively protect this data, particularly as the firm has a fiduciary responsibility to do so. While IT technical personnel usually do a good job of setting up network firewalls, running operating system patches and automatically updating anti-virus applications, they often neglect to update employees on current IT threats or offer security training beyond the initial employee orientation and “firm-policy signing” process done by human resources when any new hire starts with the firm. As technology and IT threats continuously evolve and affect the firm’s computer

and Internet use, owners must ensure that all firm personnel are aware of current threats and of resulting changes in firm policies and IT practices. The best way to do this is to mandate that all personnel participate in an IT/security briefing at least once a year.

### Ensuring Awareness

This briefing should be developed and delivered by a combination of the firm’s IT and human resources personnel to ensure that recommended IT practices are agreed upon, documented in the firm’s written policies and, as an end point, that all firm personnel confirm they are aware of them. In planning the update, begin by reviewing current policies and determining what updates should be considered. Trends that many firms are considering now include BYOD (bring your own device; see a [CPA Insider](#) article for more details), the impact of social media, remote access confidentiality when working from home or public spaces, and security on devices such as tablets, to name a few. Firms can turn to resources such as [StaySafeOnline.org](#), [Microsoft.com/Security](#), and [SANS.org](#) to get up to speed on the latest threats and gain access to

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resources they can use in developing their training programs. After the updated policies have been reviewed and approved by owners, they should become a core part of the IT/security briefing.

The IT/security briefing should inform firm members of the updated firm's policies, IT threats, best practices for minimizing IT risks and how to respond when a questionable event occurs. Reviewing the policies at least annually makes it possible to communicate needed updates and remind firm members of all policies.

## Six Key Areas

There are a minimum of six key areas on which firms should consider educating employees annually:

- 1. Policy review and updates.** The firm's IT policies for computer and Internet use, remote access, smartphone and tablet use, digital client confidentiality, social networking and passwords should be updated annually. The update should focus on specific changes and emphasis points, along with information on how to access policies stored on the network. Employees should be quizzed on policy changes to ensure they are aware of them.
- 2. Password and PINs.** Access passwords should be changed at least twice a year, using complex passwords and passphrases. This means passwords that are at least eight characters and include an upper and lower case letter, along with a number and special character. Employees must be trained NEVER to share them with anyone (especially if they are asked to do so in an email or instant message). They should be educated on "social engineering" attacks designed to elicit disclosure of information that can be used to expose the firm's security and client data. If a password is disclosed, the employee should change it as quickly as possible or notify IT personnel.
- 3. Workstation protection.** Workstations should be set up for automatic updates of operating systems, browsers and key security applications, such as anti-virus and spyware tools, so that they can't be circumvented or uninstalled. Firm members should be reminded of the importance of workstation protection and told specifically NOT to ever turn off their firewall or download any non-firm applications to a local workstation without the IT team's knowledge and approval. One of the most common attack methods is a message that pops up when browsing a website that states that the computer's system has been breached and that the user should immediately download a fix. Firm members should be aware of how to safely close a suspicious pop-up message (Ctrl+F4) without downloading any malware. If the workstation begins to perform erratically or slowly, the user should notify IT support immediately.
- 4. Email threats.** Firm members must be reminded annually how to identify and deal with suspicious emails. The firm should alert them to current phishing and pharming threats and remind them that they can take many forms, including email, instant messaging or pop ups on any of their screens (workstation, tablet and even smart phone). It's useful to offer information on how to spot a suspect email address, email subject or attachment name and how to verify the actual sender/hyperlink. Firm members should be on the lookout for generic ("Dear User") or incorrect salutations instead of their name, obvious grammatical or spelling errors within the body of the text, alarmist messages ("Your information has been breached; click here to minimize your loss") or ANY request for personal logins or passwords. They should also be reminded NEVER to use a hyperlink from within an email that would link to any confidential resources. Instead, they should open a new window and type in the site they want to visit. Employees should also be made aware that telephone numbers listed within suspicious emails can also be linked to fake calling centers, so care should be taken to verify that the number is valid before calling. For more information on current email scams, turn to the [Snopes.com](http://Snopes.com) website, which is frequently updated and easy to search.
- 5. Confidentiality.** Firm members should not transmit client, firm or any personal confidential information via email or instant messaging unless there are encryption tools or verified secure (SSL) connections in place, especially when using public or client Internet access. Instead, they should be required to use the firm's selected method, such as secure portal and/or encrypted email service, and be directed to ask clients do the

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same. Confidentiality should also extend to work in remote sites. Employees should be educated to take care whenever anyone can view their client data, including, for example, when working on multiple screens at home where a neighbor or family member could inadvertently see the screens. As a general rule, employees should be taught that all public WiFi sites are unsecure as it is easy for thieves to create "Free WiFi" sites or to log activity on these sites.

6. **Physical security.** Finally, firms should also remind personnel about physically securing devices, since a stolen laptop, lost smartphone, misplaced USB thumb drive or an unsecured door can lead to a security breach. Internet-enabled devices should always have a secure PIN/password and any client data residing on them should be encrypted. Recommended policies include using privacy filters when working in public places, encrypting digital data on hard drives and thumb drives, locking the screen when not in use and reminding users always to have

their devices in their possession or physically locked to a desk if they leave their work area. Educate them on IT breaches that have happened to other firms (laptop stolen out of a car in a parking lot) and the firm's related policies (always take your laptop with you if outside of the office).

### The Weakest Link

What's the greatest vulnerability for most firms? The weakest security link in most cases is firm members' ignorance of firm computer and security policies or failure to adhere to them. An annual reminder and update will go a long way towards minimizing the risk of falling victim to a security breach.

*Roman H. Kepczyk, CPA.CITP, CGMA, is Director of Consulting for Xcentric and works exclusively with accounting firms as an independent, outsourced Chief Information Officer (CIO), optimizing the firm's tax, audit, client services and administrative workflows, utilizing the Firm Process Optimization (FPO) Review process, which Roman has partnered successfully with over 275 firms.*

## PCPS BRIEF

# It's Never Too Early to Start Having Fun in Busy Season



Alex Imhoff



Kim Danek, CPA



Gabrielle Luoma, CPA

is over. "The partners give everyone that Friday off," explains Alex Imhoff, an audit associate who chairs the committee. "We have the happy hour at day's end because we don't have to come to work the next day." The same happy hour takes place after the September and October tax deadlines.

The pre-season festivities begin with a holiday party and a Secret Santa exchange,

including a lunch paid for by the Funn Committee. There are also monthly parties for team members with birthdays that month to provide a regular break amid all the hard work.

The committee includes a partner, associate, managers and seniors. They are free to get involved as they wish, helping to plan a party or an outing to a sporting event or bowling alley. It is successful "because the partners take it seriously," says committee member Kim Danek,

Are we having fun yet? Although busy season hasn't kicked into high gear, January is a good time to begin laying plans for minimizing stress and getting off on the right foot. At Texas-based Sanford, Baumeister & Frazier, LLP, the Funn Committee meets in January to chart events for the coming year. (The committee got its name because it's so much fun that it needed two n's.) Some events occur every year, including the happy hour scheduled for the first Thursday after busy season

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a tax senior. “We plan the events and put together a budget, and if it’s realistic they’ll pay for it.”

## Clients Can Have Fun, Too

Of course, it’s not necessary to limit the fun to firm members alone. In Tucson, sole practitioner Gabrielle Luoma invites clients and other members of the community to a pre-season cocktail party. “We started doing it around four years ago because we thought it would be a good way to touch base with clients,” she says. In recent years, the firm has also added a Super Bowl party that takes place shortly before the game.

The benefits have been obvious to the firm, which has four full-time people and two-part-timers. “It has

helped us to build a better relationship with clients and to make them feel like part of the family.” Luoma and her staff are available at the party to address tax questions or simply to chat with clients about family or personal interests.

For prospective clients, the parties are “a casual way to meet us and see if we’re right for them,” Luoma says. “Some people have a lot of anxiety about taxes and who they will work with on them.” Meeting in an informal situation often gives them the reassurance they need to choose the firm, she says.

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## Fun: How to Make It Happen

How does your firm find the fun in busy season? Here are some of the ways firms add enjoyment to a stressful time.

- *Plan to have fun.* The best intentions of having fun during busy season are often derailed by, well, work. When you make a plan to have fun, you and your staff can ensure they are available to participate. The [PCPS Busy Season Calendar](#) provides a great starting point for planning time to relieve stress.
- *Take on a whole new you.* Some firms designate days on which everyone wears a silly hat, styles themselves like someone from the 60s (or 70s or 80s) or dresses like their favorite movie character.
- *Bring your favorite dish.* Have a potluck lunch in which team members bring in their own culinary masterpieces, their childhood favorites or dishes that are a family tradition.
- *Who’s that kid?* Ask firm members to bring in childhood photos, then hang them in a conference room and let everyone guess who’s who.
- *Make your own art show.* Have talented team members bring in their own creations. Or include everyone in the fun by challenging individuals or teams to fashion a work of art out of objects found in their offices. This can be done during lunch hour or at a convenient break time. Display the creations in a break room or other common area.
- *Play a game.* Choose a regular time when teams or the entire firm can get together for foosball, bean bag tosses, trivia challenges, board games or whatever is everyone’s top choice. A few minutes away from the desk can help reenergize everyone. To maintain interest, consider keeping score throughout the season to see which team or individual will emerge triumphant once the busy season crunch is over.
- *Celebrate.* Have a party whenever the firm or a team hits an impressive milestone, when the season is halfway over or when any excuse arises. A box of cupcakes and a few moments of camaraderie should go a long way toward relieving stress.

## A Decade of Small Firm Networking



Curt Kleckler, CPA



Chad Fenstermacher, CPA

Have you ever wished you had a sounding board for questions about your practice? For 10 years, the members of the first PCPS Small Firm Networking Group (known as the 2002 group) have had just that. The group recently celebrated a decade of shared experiences and ideas. “We’re just a phone call away from people who have struggled with the same challenges,” says practitioner Curt Kleckler, one of the founding members of the group.

The [PCPS Small Firm Networking Groups](#), which are designed for sole practitioners and small firms with up to ten CPAs, meet twice a year and set their own agenda. Because of their popularity, there are now three small firm groups (as well as [groups for medium and large firms](#)).

Kleckler’s firm was at a turning point when he went to the group’s first meeting, ready to grow but eager to hear about the experiences of others in the same situation. “We wanted to know what was working for them, what wasn’t and what challenges we would have to deal with,” he says. Ten years later, Kleckler, now with Benning Group LLC, in Rockford, Ill., can say that the group has worked out exactly the way he hoped it would.

Chad Fenstermacher, of Fenstermacher & Company, LLP, discovered the group after its first two meetings had taken place. “When you’re running a small practice and trying different approaches, it’s great to be able to bounce ideas off other practitioners,” he notes. Fenstermacher’s Kennett Square, Pa.-based firm, which his father started, has grown from eight people to 15 in the time he has been attending the networking group meetings.

“Every meeting, I come away with an idea that I want to bring back and implement,” Fenstermacher explains. He points to his firm’s early adoption of a paperless initiative as a step he achieved using advice from other group members.

### A Willingness to Share

The group’s geographic diversity is the key to its success, Kleckler says. “I was involved with a local MAP [Management of an Accounting Practice] group, but we didn’t feel comfortable sharing plans or problems because we were talking to competitors.”

Fenstermacher agrees. At the first PCPS group meeting, “I was pleasantly surprised at how open everyone was,” he says. “They talked about their successes and failures, their profitability, what they were making. They were willing to share things you wouldn’t necessarily share with everyone.”

Fenstermacher also notes the group’s broad range of knowledge. “There are tremendous resources in the group,” he says. “We have people who specialize in business valuation, audit, tax. We even have someone who specializes in the equine industry. If we have an engagement that involves tax concerns in another state, we often have someone to turn to,” he says, citing as an example a Texas franchise issue another group member helped him with.

Group members contact each other throughout the year. “I will get on the phone and ask them about how their new software worked out or if they’ve found a solution to a problem we’re having,” Kleckler reports.

### Strong Friendships

After a decade, group meetings offer the chance to catch up on how each other’s kids are doing or what’s new in their practices. “We have developed friendships,” Kleckler says. “It’s nice to turn to those friends when you need to know if there are easily accessible answers out there.”

# Digital CPAs and the Cloud

The overwhelming majority of CPAs say they have a role to play in technology adoption for their clients, and almost 40% see themselves as catalysts for innovation, according to a recent AICPA survey.

## A Defining Moment

Only 17% of CPAs say they play a minimal role or no part in helping clients embrace cloud, mobile and other emerging technologies that can improve business decision-making, according to the survey, released at [Digital CPA: 2012 CPA2Biz Cloud User Conference](#), which was held last month.

“We’re at a defining moment in the accounting profession,” said Erik Asgeirsson, president and CEO of CPA2Biz. “It’s now possible for small and medium-sized businesses to tap powerful technologies that make them more productive and offer faster, better insight into financial decision-making. But most of these companies need a tech-savvy business advisor to help them take advantage of these opportunities, and that’s a role CPAs are uniquely qualified to fill.”

Some 11% of CPA firms already operate completely in the cloud and therefore have a strong incentive for getting their clients to use digital technologies too, according to the survey. Another one-third use professional-grade cloud solutions, such as bill management, accounting or payroll applications in some parts of their practice.

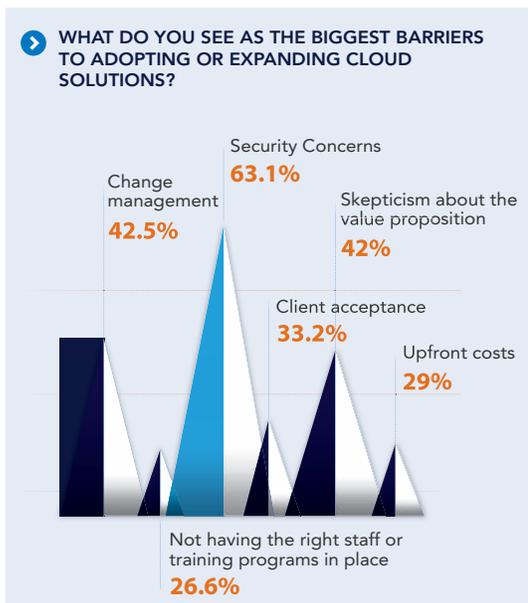
## Identifying Barriers

The biggest barriers to cloud adoption remain security concerns, change management and skepticism about the technology’s value proposition, the survey found. Respondents were also asked to list the biggest benefits. In order, they are:

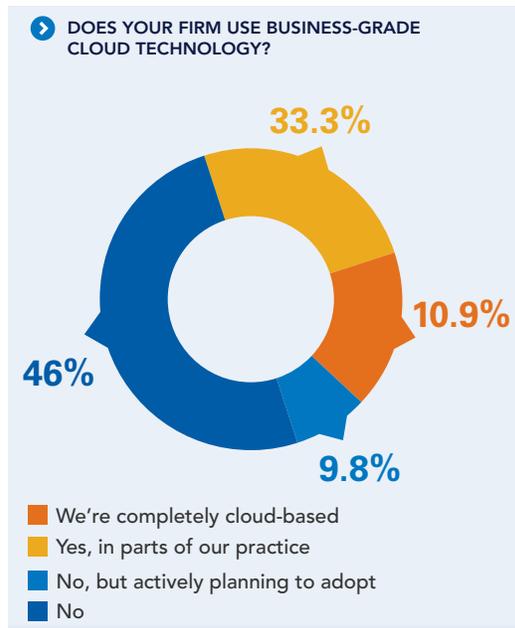
1. The ability to work virtually or expand beyond current geographic reach (65%).
2. No worries about software updates, maintenance or troubleshooting (57%).
3. Better assurance of business continuity and disaster recovery (53%).
4. Productivity improvements (43%).
5. The ability to offer new service lines to clients (24%).
6. Better visibility into CPA firm and client finances (20%).

A new research report, [“Accounting Services: Harness the Power of the Cloud,”](#) by tech consultant and author Geoffrey Moore, tech consultant and bestselling author of “Crossing the Chasm,” describes how CPA can take advantage of the trend.

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Source: AICPA Digital CPA Survey



Source: AICPA Digital CPA Survey