

# A Day In The Life of a CPA

You certainly must be facing more than just your typical workload these days. Your clients are coming to you for guidance, on everything from compliance issues to process improvements.

This can be a stressful situation, or an opportunity to broaden your client relationships and enhance your firm's capabilities.

**Let's tackle some of the difficult questions you may be asking yourself:**

1



## How can I keep up with the avalanche of regulations I'm facing?

ADP will keep you informed on compliance and regulatory changes through industry and educational resources, such as benchmarking data, free CPE courses, and the CCH Resource Library.

40%

of mid-sized business owners indicate they've been penalized for non-compliance.



2

## How can I arm my people with the digital tools they know are available?

We have flexible solutions for you and your clients. You'll have unparalleled access to streamlined data and add-on services to accommodate growth.

5%

Only 5% of CEOs feel they have strong digital leaders in place.<sup>1</sup>



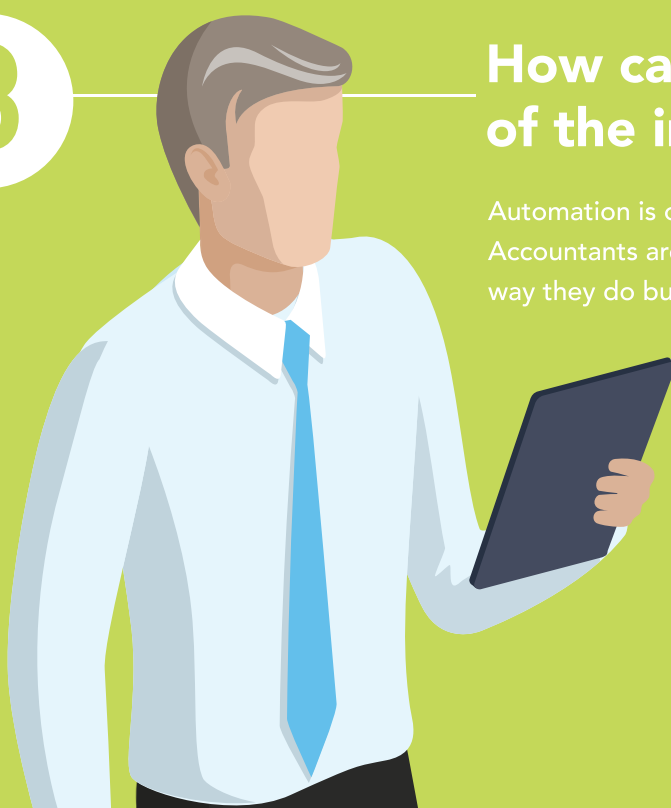
3

## How can I keep up with the future of the industry?

Automation is on the rise and is poised to impact every industry. Accountants are especially concerned as to how this will impact the way they do business.

45%

of people fear that automation, smart machines and artificial intelligence will replace people who do repetitive work.



4

## How can I attract new talent to my firm?

Retaining qualified staff and succession planning are both major concerns. My field is complex and strenuous; I need support when it comes to engaging the next generation of accountants.

50%

By 2020, millennials will make up 50% of our workforce, bringing with them a completely different set of expectations.



At ADP we understand you are in need of support that often goes beyond the core competencies of your advisors and centers of influence.

- We offer flexible partnership models that can be customized to meet the needs of your firm.
- We provide your firm with dedicated support through our Accountant HelpDesk, to help you understand ADP's solutions, and any opportunities that may benefit your clients.
- You also have access to our award winning cloud-based Accountant Connect<sup>sm</sup>, which gives you access to multi-client payroll, tax data, analytics, and industry-leading practice resources.

Resources/Footnote:

<sup>1</sup> <https://www2.deloitte.com/insights/us/en/focus/human-capital-trends.html>

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