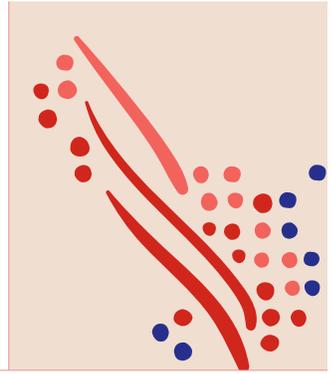


An Industry in Transition: Trends in Accounting

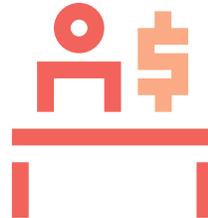
Emerging trends and the changing needs of businesses are driving accounting firms to create new strategies, move beyond traditional services and add incremental revenue streams.



55% of accountants expect **traditional revenue streams to dry up** in the near future

78% say they **need to move beyond traditional services** to survive

At the same time
57% of businesses say they are **not fully utilizing all of the services and insights** their accounting firm can provide



72% of Millennial

and **62%** of Gen X

accounting firm decision makers already offer or plan to offer HR/Talent Management consulting services — compared to just

34% of Boomers

Business needs are evolving:

1. Tax Services

64% of accountants think that three years from now, accounting software will allow traditional accountant work to be handled by non-experts **BUT ...**

70% of businesses say **automation of accounting has not eliminated the need for accountants** and 66% expect that tax laws will become more complex.

Challenge: Older accountants still rank tax services as #1 on delivering ROI for their firm, whereas millennial accountants believe it is #5.



2. Consulting Services

Over 90% of businesses are interested in consulting/advisory service offerings.

62% would like to receive HR/Talent Management insights from their accounting firm.

Challenge: Accountants are more likely to offer or plan to offer services than to say they or their staff have the skills to deliver on these services.



3. Integration

The average accounting client uses **FOUR software systems** to manage payroll, HR, HCM, time and labor, talent and finance.

96% want at least two systems integrated.

Integration priorities:

57% payroll	48% finance	44% time	43% HR
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