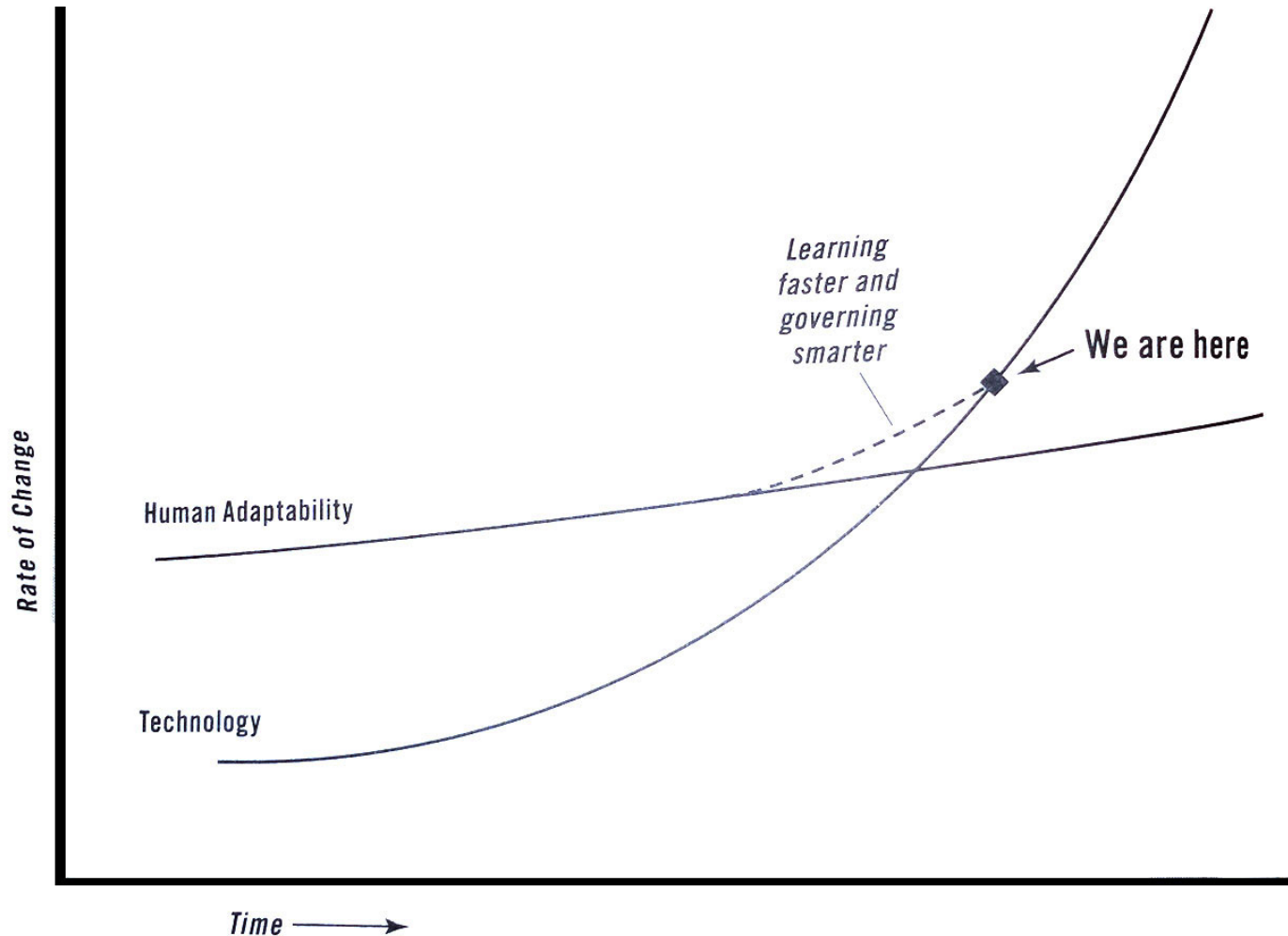





Key Insights From The 2019 IPA And PrimeGlobal Survey And The Information Technology Survey: What IT Leaders Need To Know

Michael Platt • INSIDE Public Accounting •
mplatt@plattgroupllc.com

Our Job Is To Prepare For An Accelerating Rate Of Change



Source: “*Thank You For Being Late*” by Thomas Friedman

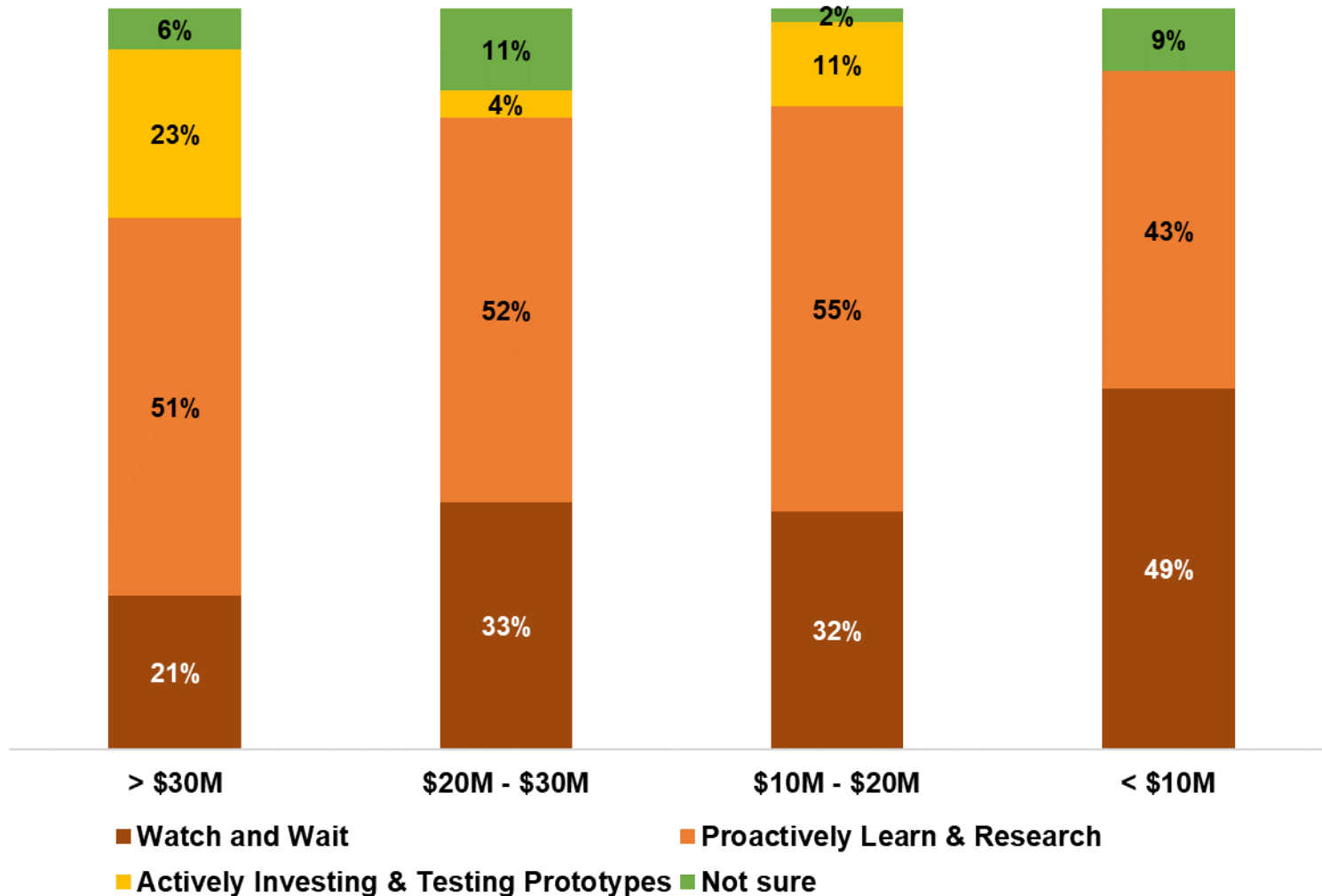


“When fast
gets really fast,
being slower to adopt
makes you really slow –
and disoriented.”

– *Thomas Friedman, Journalist*

Firm Intentions Regarding A.I.

Source: 2019 IPA Information Technology Report



Firm Intentions Regarding A.I.

Source: 2019 PGNA Information Technology Report

Actively Investing In And Testing Prototypes:

Manning Elliott
Mauldin & Jenkins
Petrinovich Pugh & Company



PrimeGlobal

*An Association of
Independent Accounting Firms*

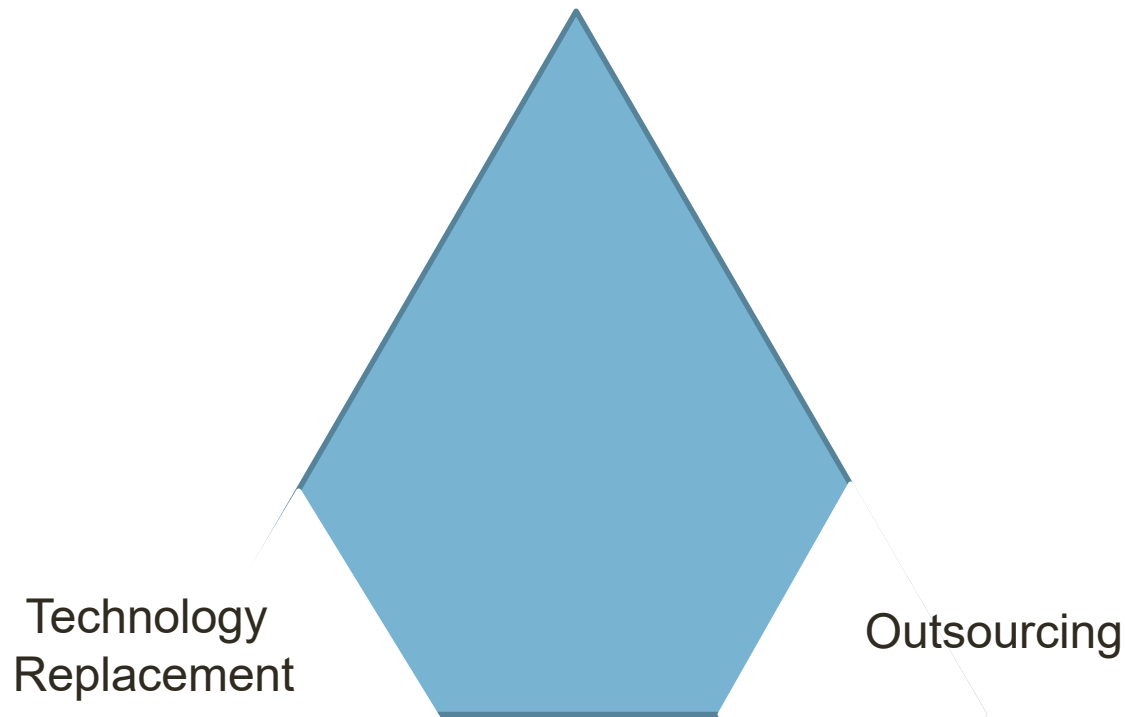
IPA

The Strategic Issues This Raises

- How does this change who we hire?
- How does this change our staffing model?
- How does this fundamentally change our role with clients?
- How will we elevate our skill set?
- What's the risk of NOT enthusiastically adopting new technologies?
- How does this change our pricing model?

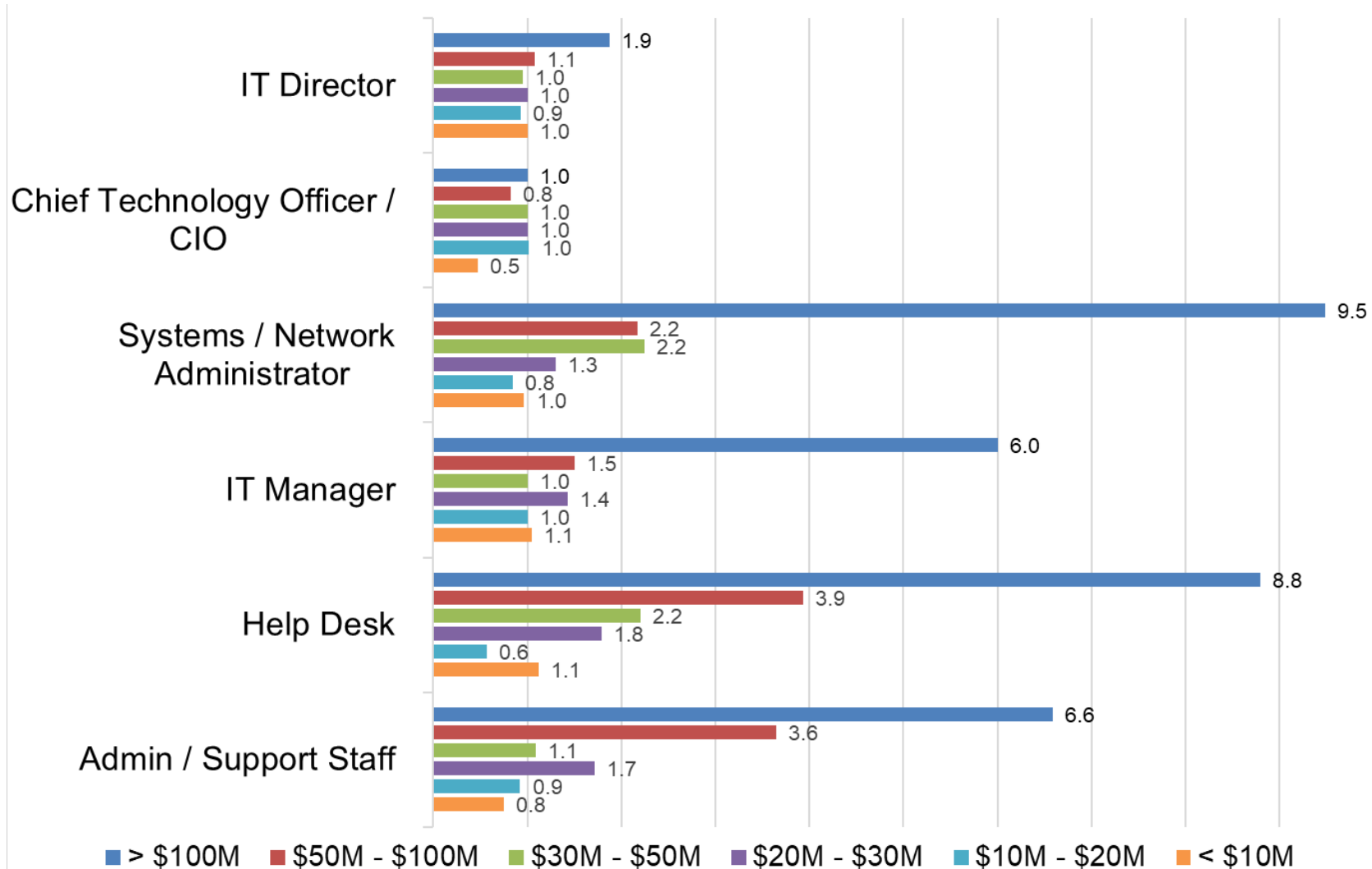


Will This Be The Staffing Model Of The Future?



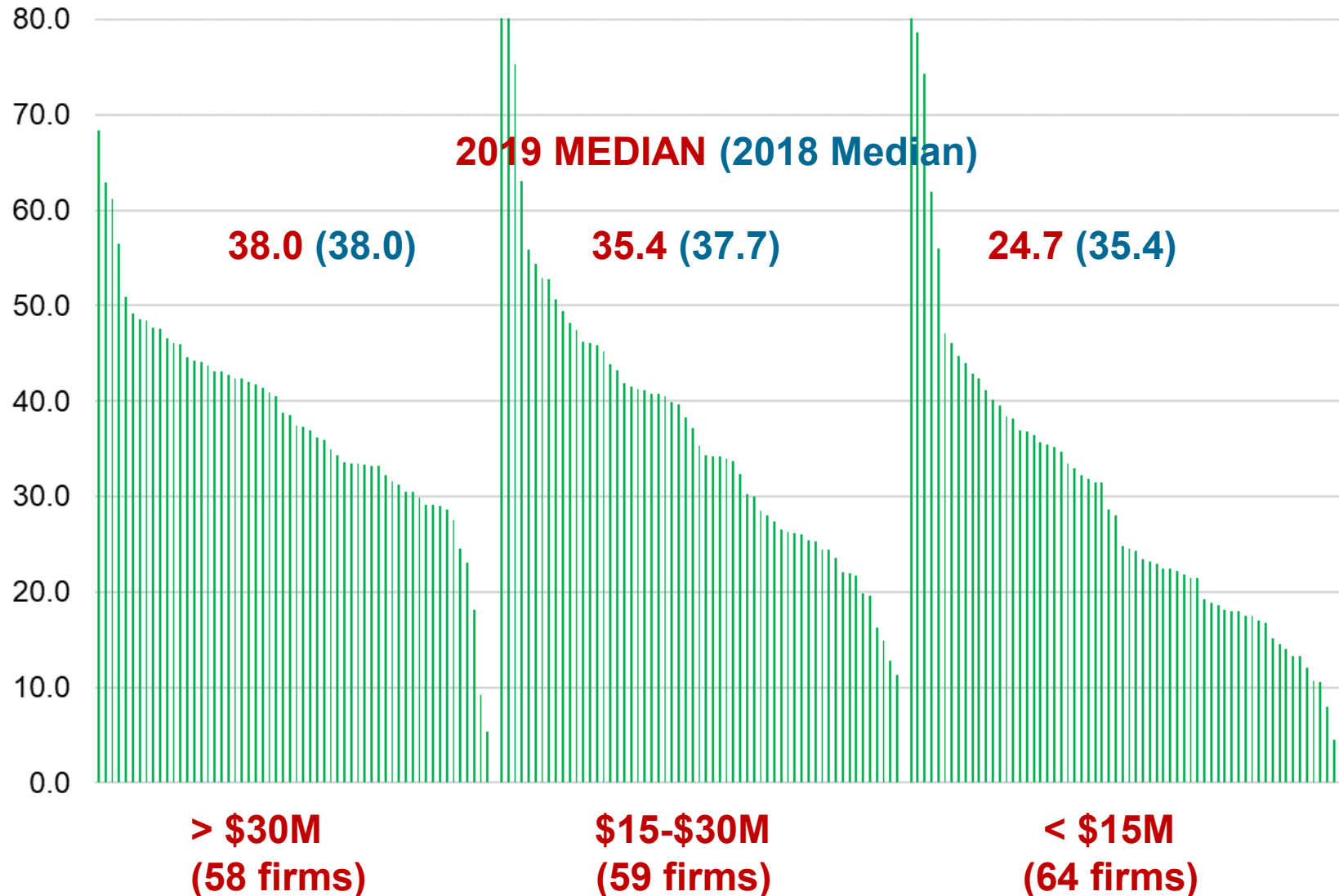
IT FTE By Firm Size

Source: 2019 IPA Firm Administration Report

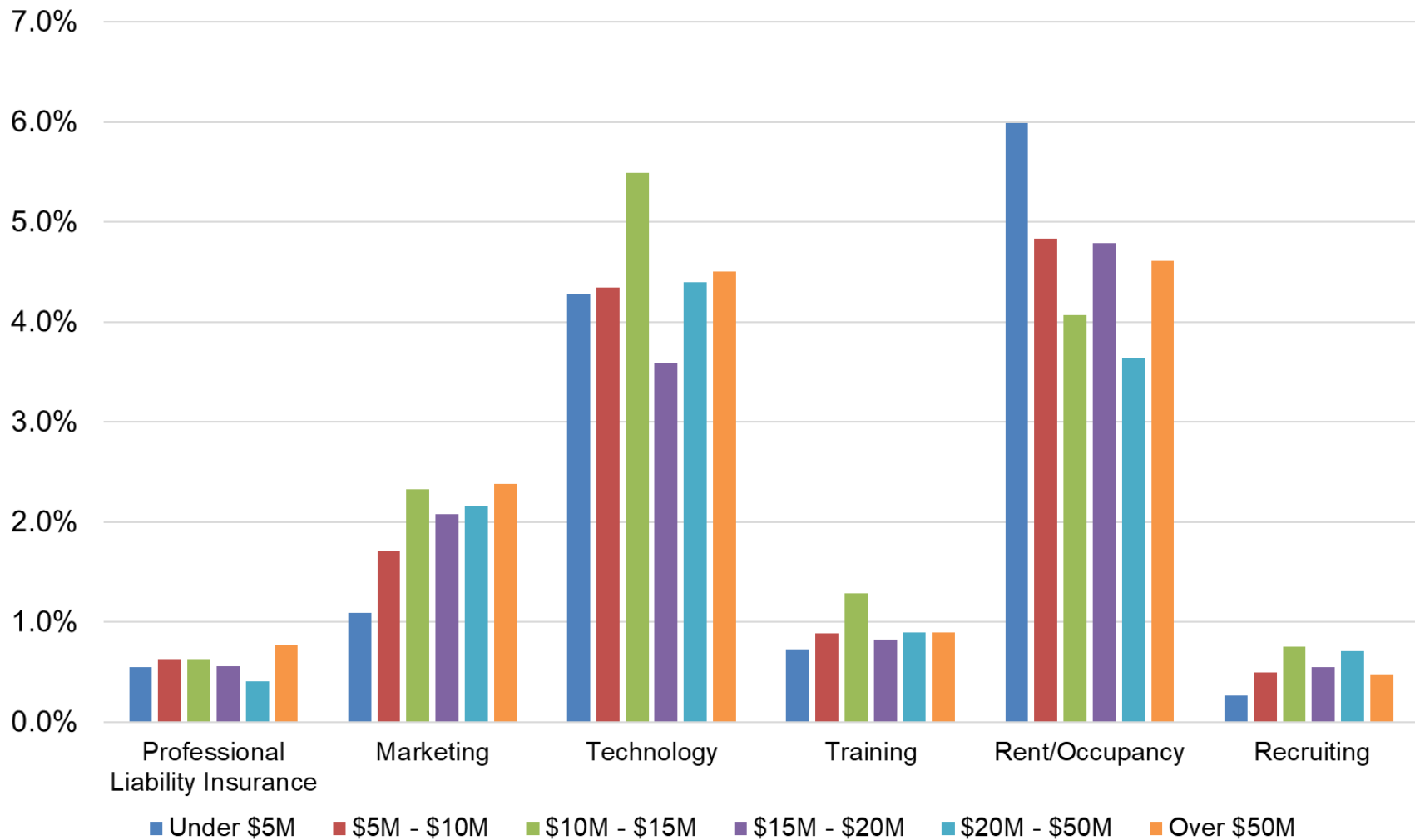


Firmwide Users Per IT Staff

Source: 2019 IPA Information Technology Report

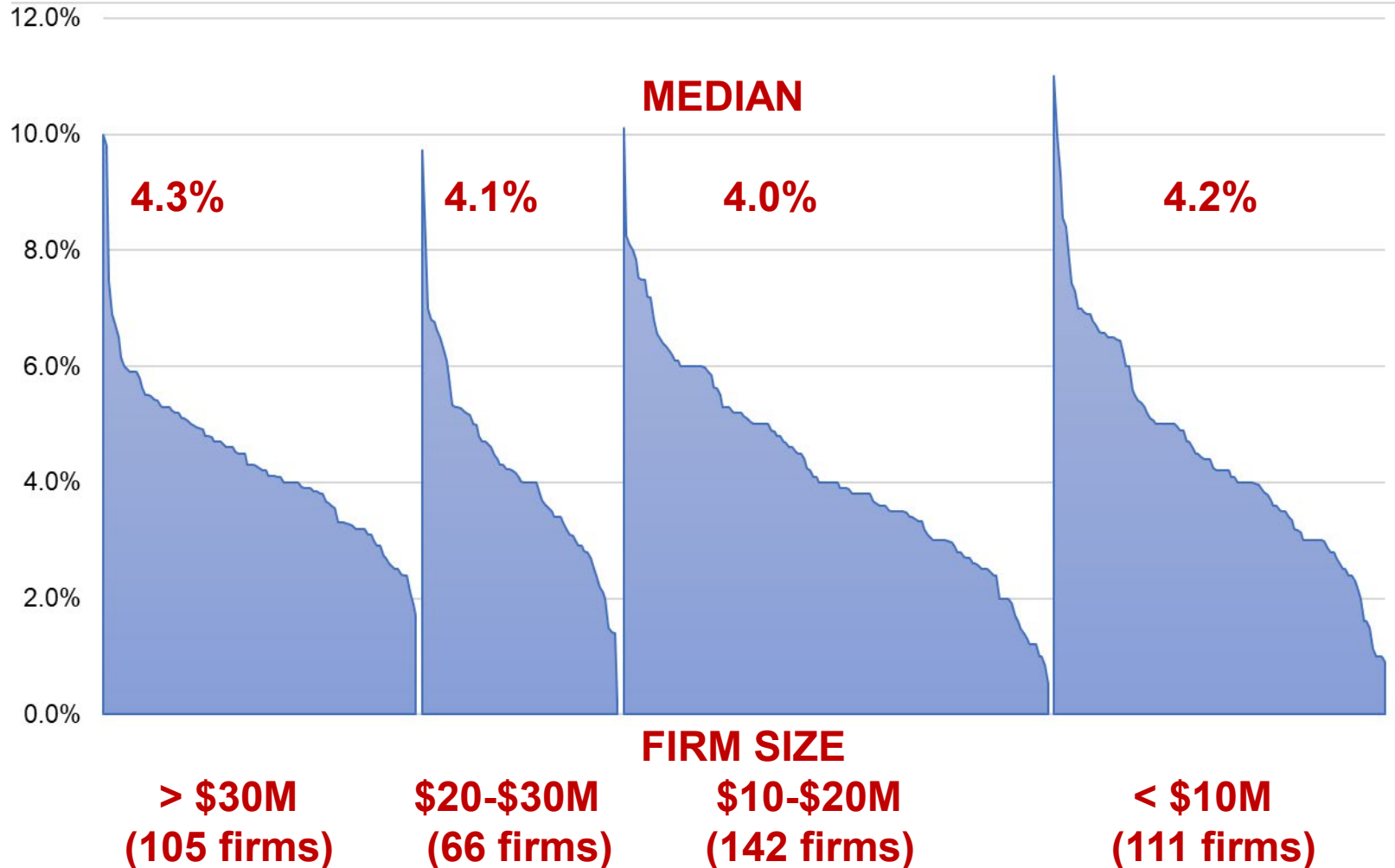


PGNA: Certain Expenses As A Percentage Of Total Net Revenue



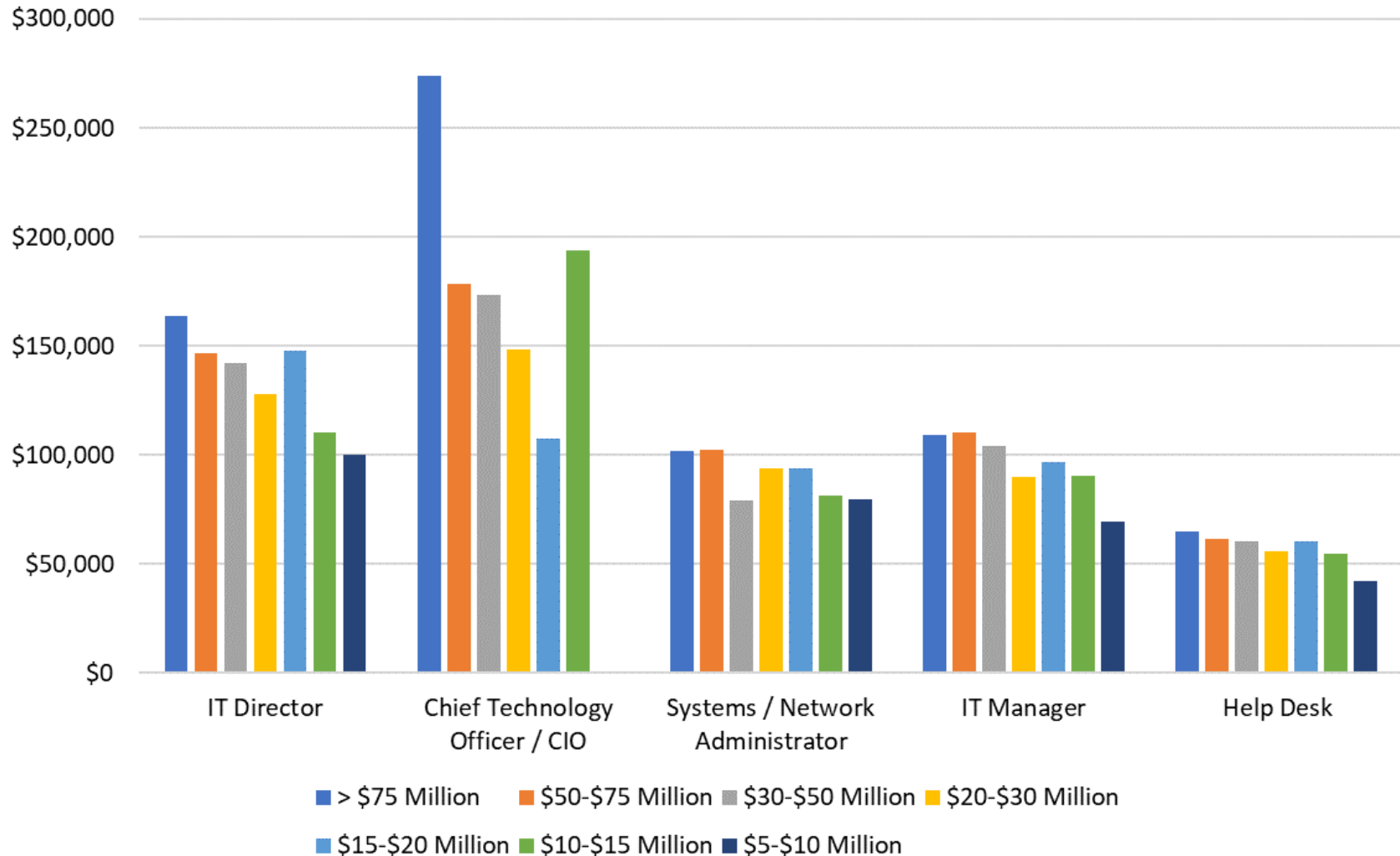
Technology Costs As A Percentage Of Total Net Revenue (Includes Salaries)

Source: 2019 IPA National Benchmarking Report



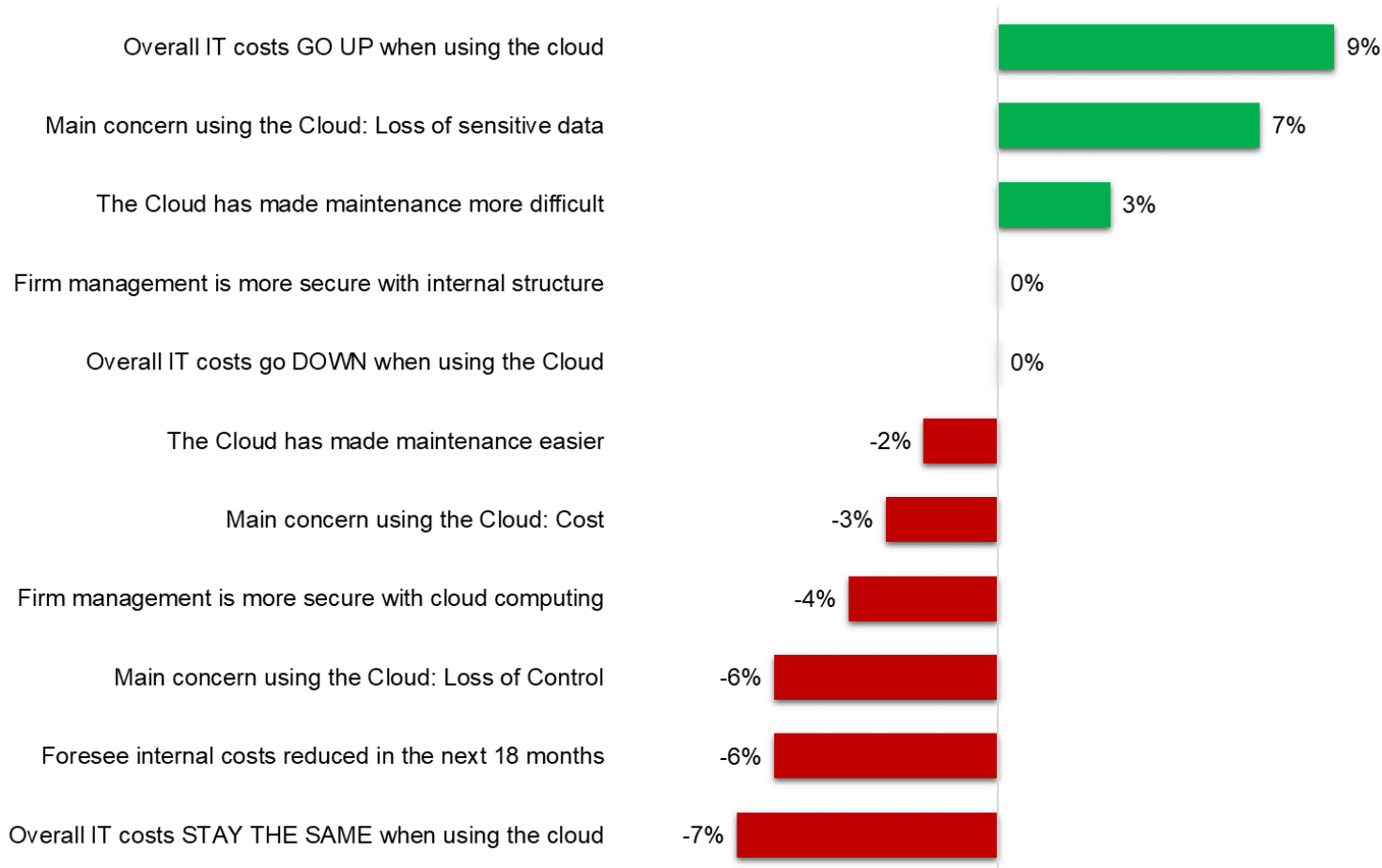
IT Compensation

Source: 2019 IPA Firm Administration Report



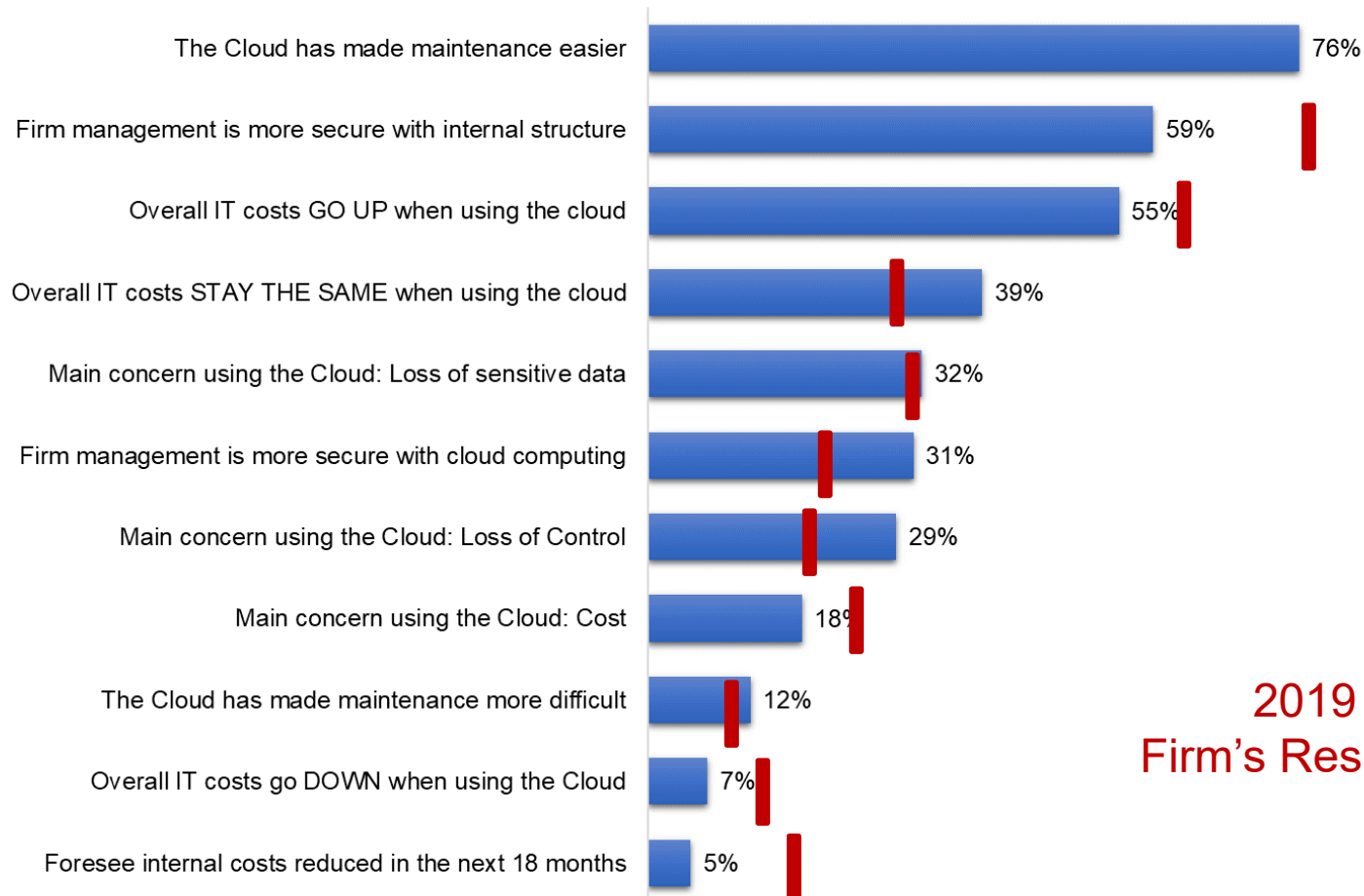
Changing Perspectives On The Cloud From 2018 To 2019

Source: 2018, 2019 IPA Information Technology Reports



Perspectives On The Cloud

Source: 2019 IPA Information Technology Report



2019 PGNA
Firm's Responses

IPA

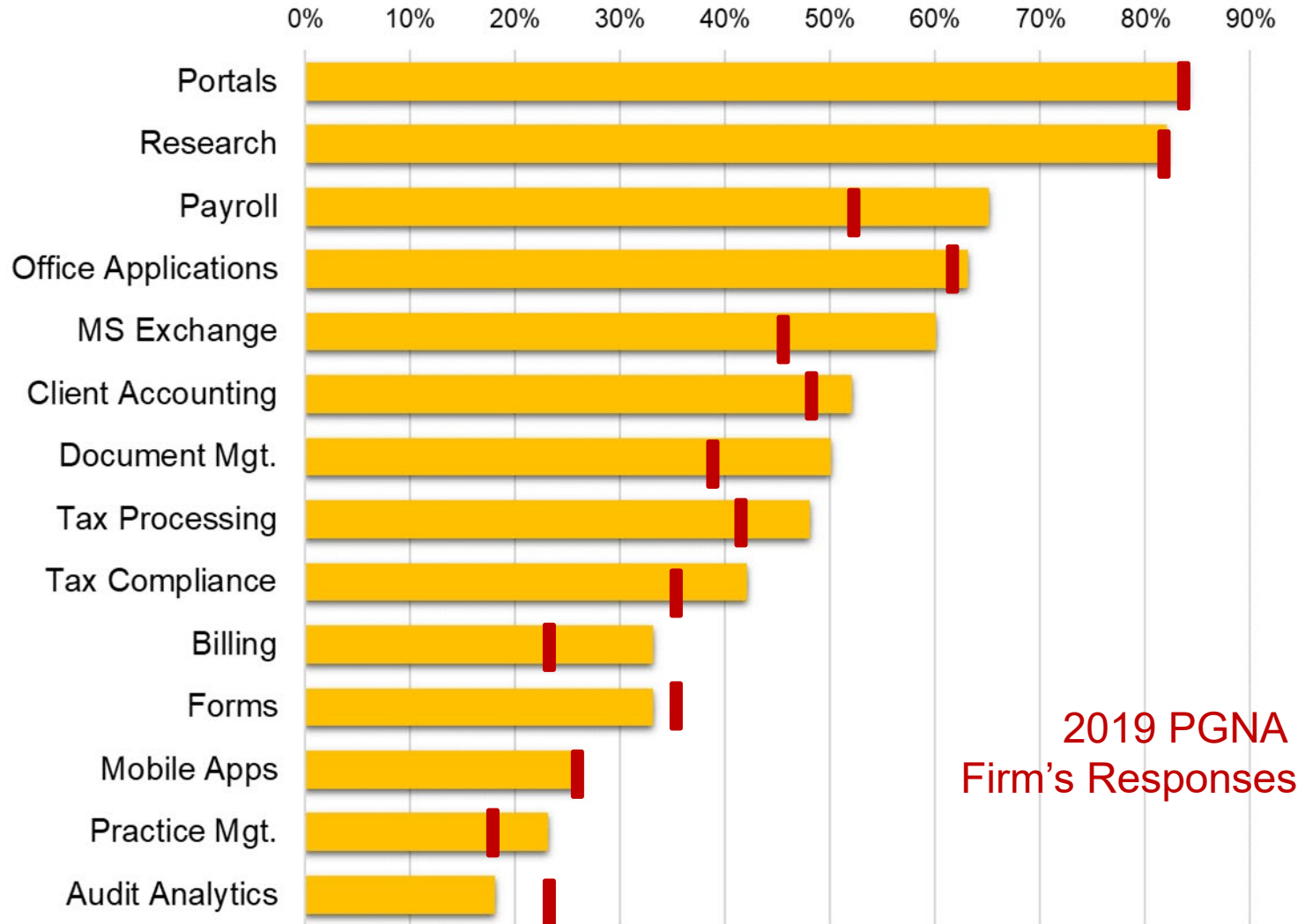


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Applications Running In The Cloud

2019 IPA Information Technology Report



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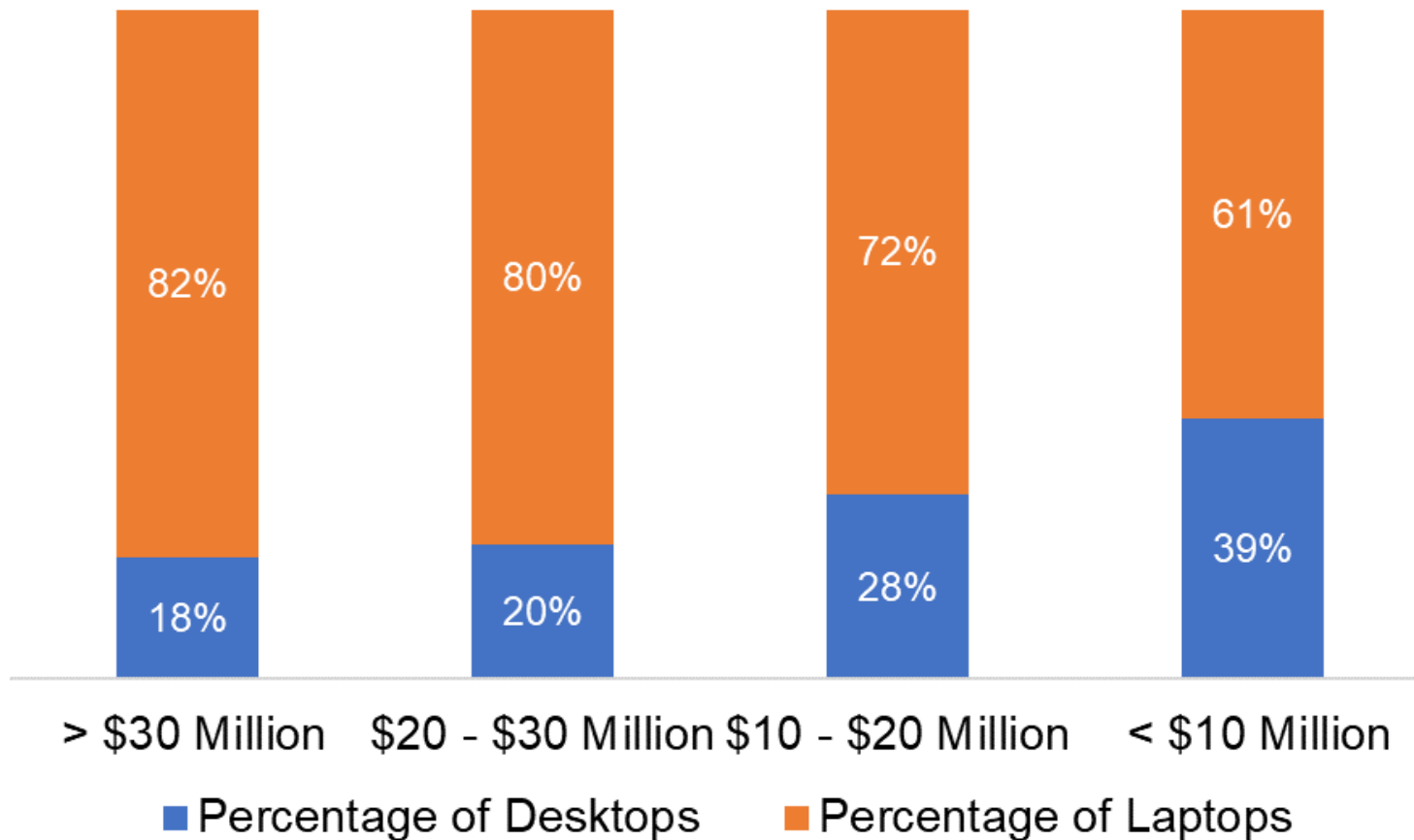
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Desktops Or Laptops?

Source: 2019 IPA Information Technology Report

Average Percentage Split (Desktops/Laptops) In Participating Firms



Most Popular Software Programs

Source: 2019 IPA Information Technology Report

Application	Software (Percent of all firms using)
Antivirus	Symantec (16% - steady)
1099 / W-2 Compliance	AMS – 1099 Etc. (24% - down from 31%)
Client Write-Up	Intuit – QuickBooks Accountant (70% - steady)
Audit / Trial Balance	CCH ProSystem fx Engagement (64% - down from 69%)
Contact Management	Firm's Time & Billing (54% - up from 45%)
Desktop Publishing	Adobe Creative Suite (38% - steady)
Document Management	CCH ProSystem fx Document (22% - down from 28%)

Most Popular Software Programs

Source: 2019 IPA Information Technology Report

Application	Software (Percent of all firms using)
Due Date Tracking	XCM Solutions (30% - down from 36%)
Federal & State Tax Compliance	CCH ProSystem fx (53% - down from 75%)
Fixed Assets	CCH ProSystem fx Fixed Assets (45% - down from 53%)
Hosted / Web-Based Client Write-Up	QuickBooks Online (58% - up from 53%)
Internal Accounting	QuickBooks (42% - up from 38%)
Payroll	ADP (25% - steady)
Practice Management	CCH ProSystem fx (51% - down from 61%)

Most Popular Software Programs

Source: 2019 IPA Information Technology Report

Application	Software (Percent of all firms using)
Research	Thomson Reuters Checkpoint RIA (78% - steady)
Sales and Use Tax	CFS Tax Software (11% - steady)
Scheduling	Excel (40% - steady)
Tax Preparation	CCH ProSystem fx (49% - down from 64%)
Tax Planning	BNA Income Tax (57% - steady)

Be sure to check the full 2019 IPA Information Technology Report for software information by revenue band.



90% of all PGNA firms have changed systems, software or policies due to Cyber threats. What has been the most effective?

Best Practice Sharing

Who is using two-factor authentication?
For what?

What successes have you had in balancing
security & ease of use?

What have you done to help ensure employee
compliance?

Thank You!

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