

AI UNCHAINED

Accounting Intelligence. No boundaries. No limits.

2024



CHECK IN: 1009ISI

AI UNCHAINED

Accounting Intelligence. No boundaries. No limits.

INNOVATIVE SOLUTIONS FOR REVENUE GROWTH AND PRACTICE OPTIMIZATION THROUGH CAS

WEDNESDAY, OCTOBER 9

AGENDA

- Transformation & Growth of CAS
- Optimization: People, Process, Technology, & Go-To Market
- Revenue Growth Case Study: Creative Planning
- Embracing Success
- Q & A
- Contact Us

PRESENTERS:



CHRIS GALLO

DIRECTOR OF OUTSOURCED ACCOUNTING AND PAYROLL,
CREATIVE PLANNING



MARIANNE FISHER

SENIOR ACCOUNTING OPERATIONS AND STRATEGY LEADER,
AVALARA



DENEEN DIAS

HEAD OF ACCOUNTING ALLIANCES,
TRULLION

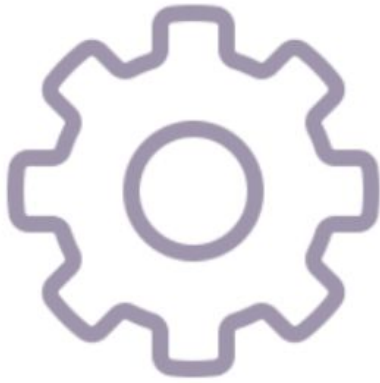
TRANSFORMATION & GROWTH OF CAS



**Client
Advisory
Services
(CAS)** is
disrupting
the status
quo

*NO longer bookkeeping to
support tax*

4 INDUSTRIAL REVOLUTIONS



Mechanization,
water and steam
power



Mass production,
assembly lines,
electricity

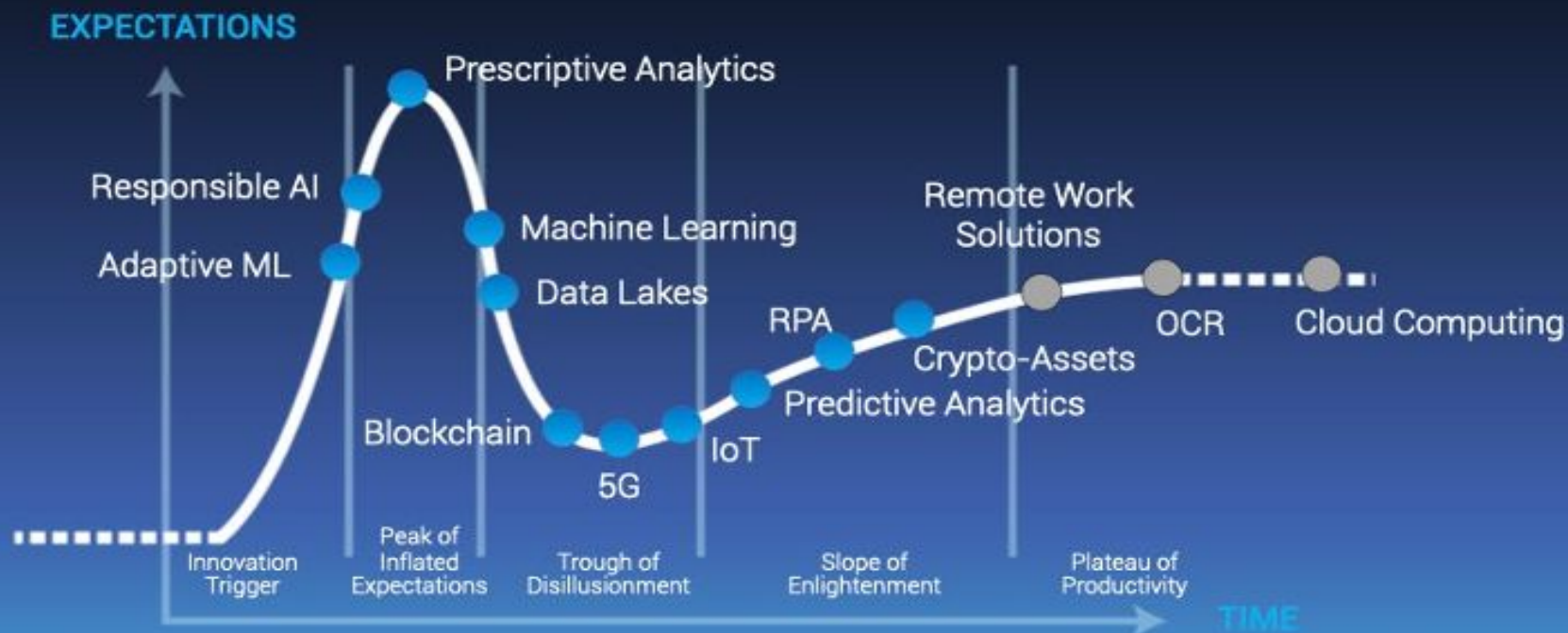


Computers,
electronics and
automation

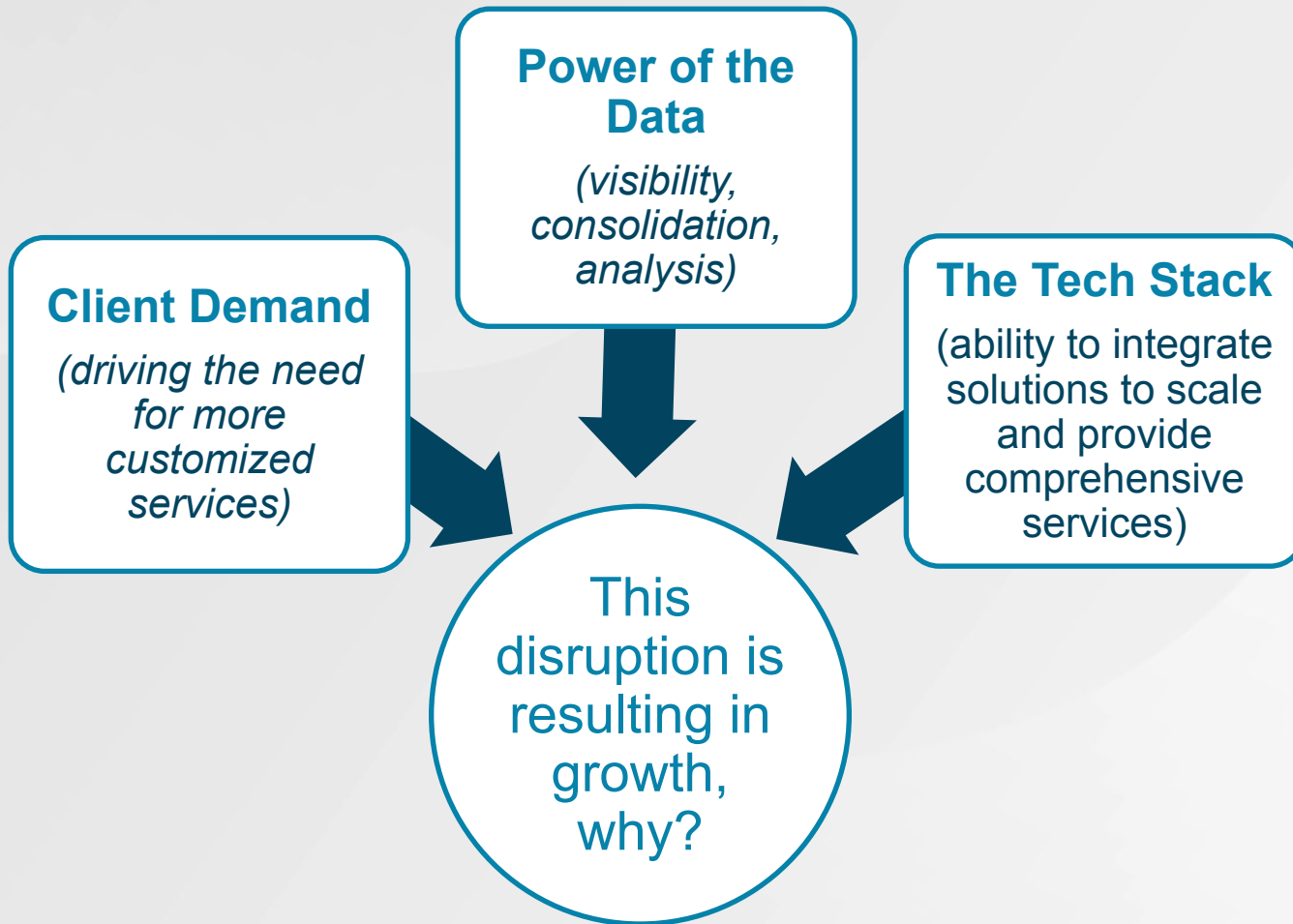


Cyber-physical
systems, Internet of
Things

CPA.com Accounting Profession Megatrends, 2021

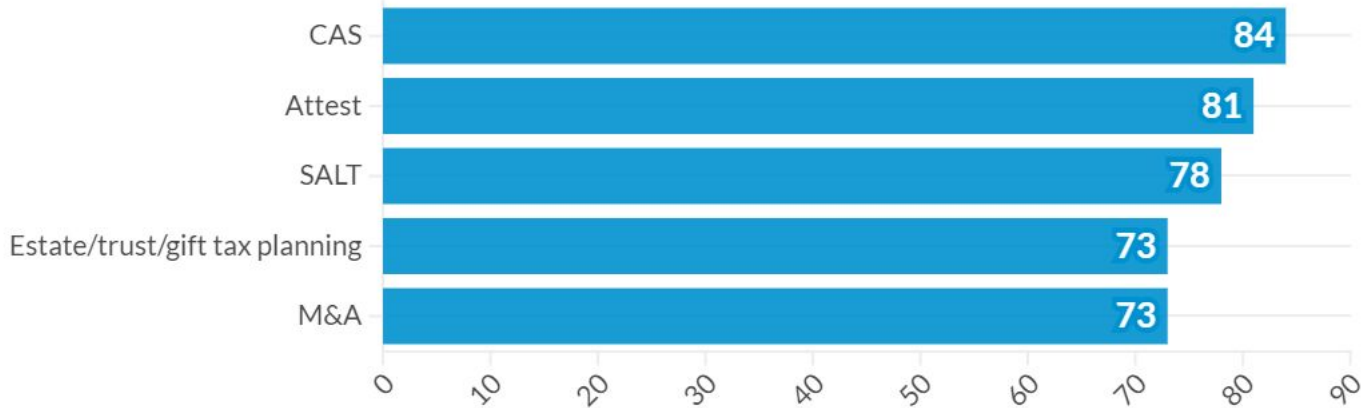


Source: 2021 CPA.com Identified Megatrends Plotted on the Gartner Hype Cycle Framework



CAS in the lead

■ % of Top 100 Firms reporting growth in this service area



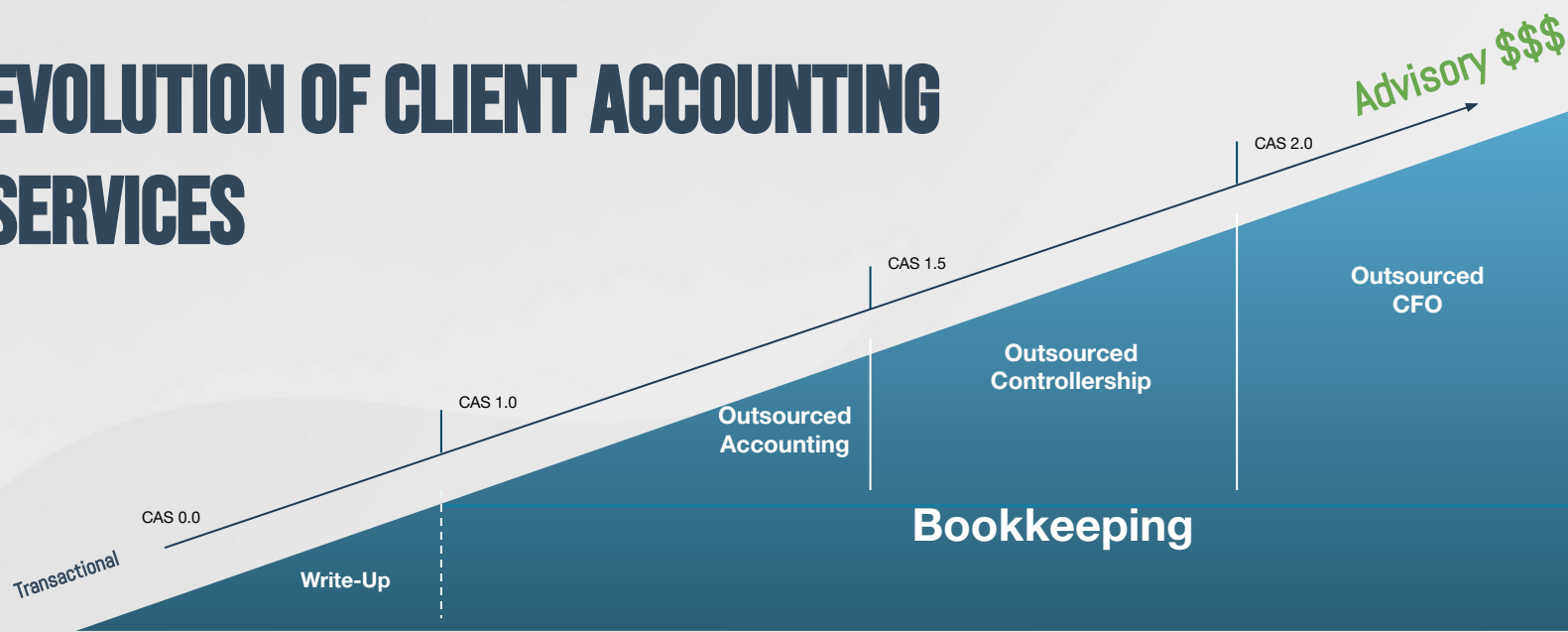
Source: Accounting Today 2024 Top 100 Firms

POLL #1

What stage is your CAS practice?

- CAS 0.0
- CAS 1.0
- CAS 1.5
- CAS 2.0

EVOLUTION OF CLIENT ACCOUNTING SERVICES



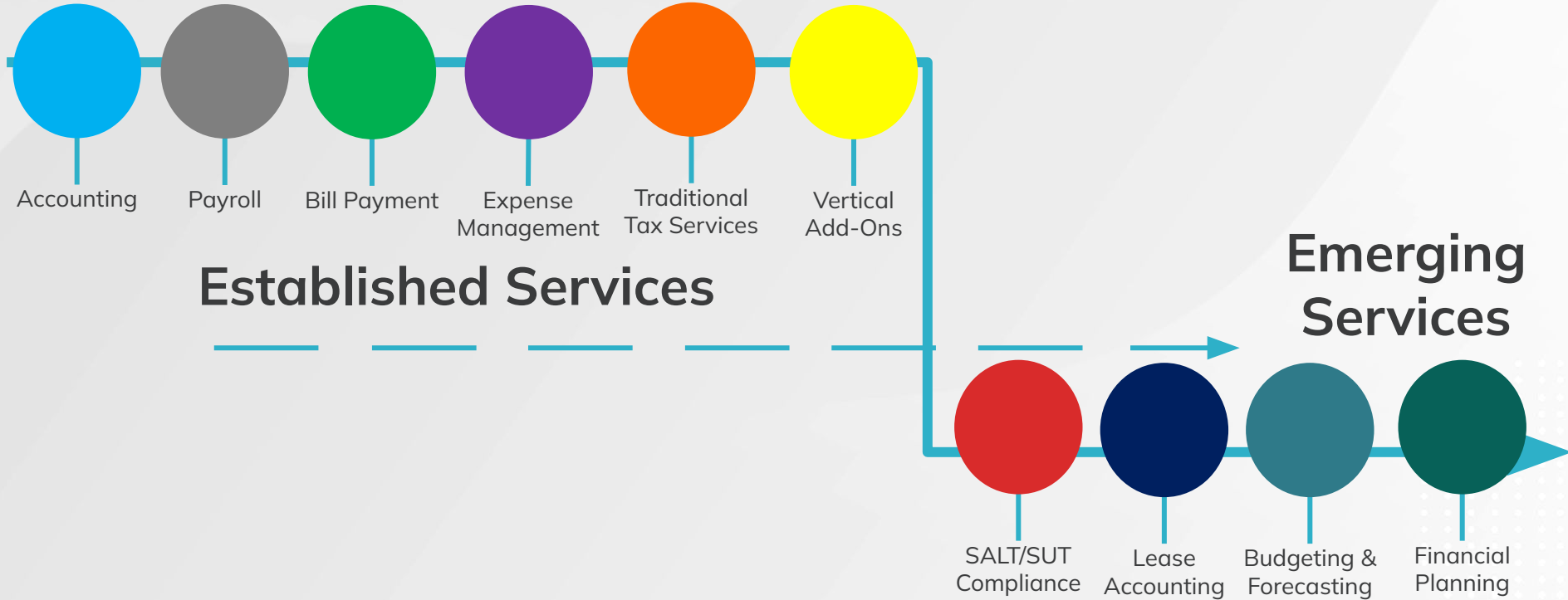
- General Ledger / Trial Balance
- Cash Reconciliation

- AP / Bill Payment
- AR / Collections
- Payroll
- Cash Management and Reconciliation
- Tax Prep Assistance
- Debt Management
- Bank & Credit Card Transaction Processing
- Financial Statements

- Comparative Reporting
- Cash Flow Forecast
- Budgeting
- Month End Close
- Software suggestions & implementation
- Control Costs & Profits
- Deferred Revenue
- Fixed Asset Management
- Revenue Recognition
- **Lease Accounting**
- Multi-Entity
- Job Costing
- Advance Inventory
- **Sales & Use Tax**

- Financial Planning & Strategy & Modeling
- Market Analysis
- Forecasting
- Pricing Policy
- Managing Profitability
- Strategic Planning, Vision, Advice
- Quality Management
- Promoting Process Improvement
- Corporate Finance
- Developing Budgets
- Financial Skills
- Exit Strategy
- Mergers & Acquisitions
- Measuring KPIs

EVOLUTION OF CAS SERVICES



POLL #2

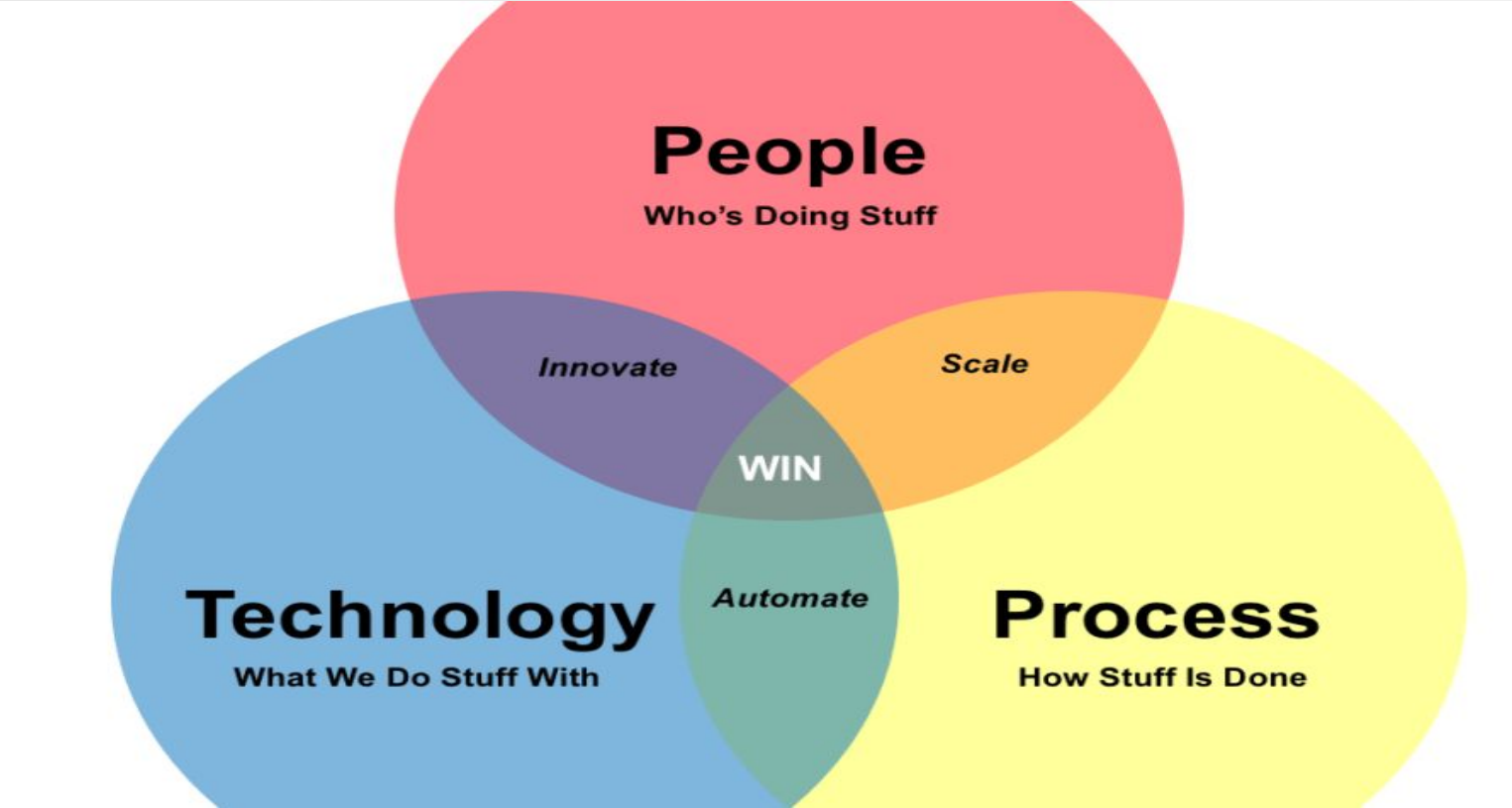
Does your firm have a Data Analyst?

YES

NO

OPTIMIZATION: PEOPLE, PROCESS, TECHNOLOGY, & GO-TO-MARKET

ALL THREE MOVING AT THE SAME TIME



Job landscape

By 2025, new jobs will emerge and others will be displaced by a shift in the division of labour between humans and machines, affecting:

97 million



Growing job demand:

1. Data Analysts and Scientists
2. AI and Machine Learning Specialists
3. Big Data Specialists
4. Digital Marketing and Strategy Specialists
5. Process Automation Specialists
6. Business Development Professionals
7. Digital Transformation Specialists
8. Information Security Analysts
9. Software and Applications Developers
10. Internet of Things Specialists



85 million

Decreasing job demand:

1. Data Entry Clerks
2. Administrative and Executive Secretaries
3. Accounting, Bookkeeping and Payroll Clerks
4. Accountants and Auditors
5. Assembly and Factory Workers
6. Business Services and Administration Managers
7. Client Information and Customer Service Workers
8. General and Operations Managers
9. Mechanics and Machinery Repairers
10. Material-Recording and Stock-Keeping Clerks

THE ASSEMBLY LINE

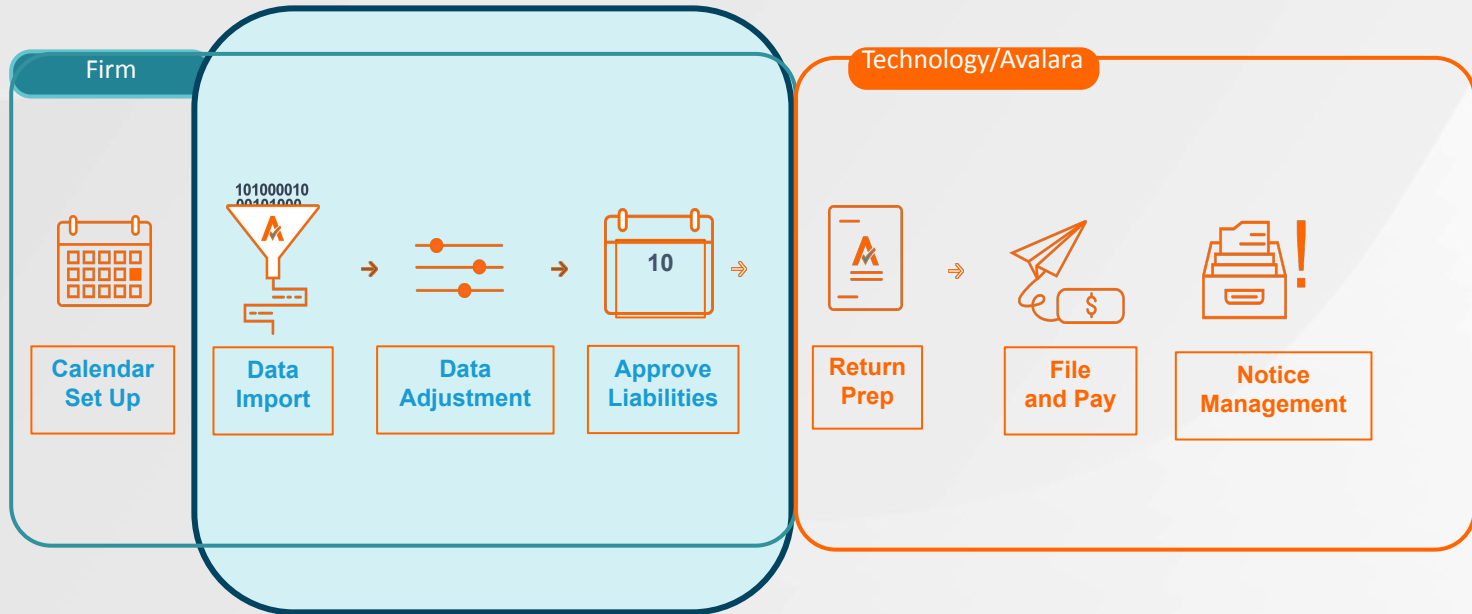
Pivotal invention of the industrial revolution that developed the automotive industry

- Initiative
- Standardized
- Process Oriented
- Efficient
- Allowed for Profitability
- Delivered time savings



EXAMPLE: THE SALES TAX RETURN & FILING ASSEMBLY LINE

How To: Process designed to deliver consistent recurring, scalable services



YOUR TECHNOLOGY COSTS WILL GO UP

SHIFTS in **HUMAN ROLE** –

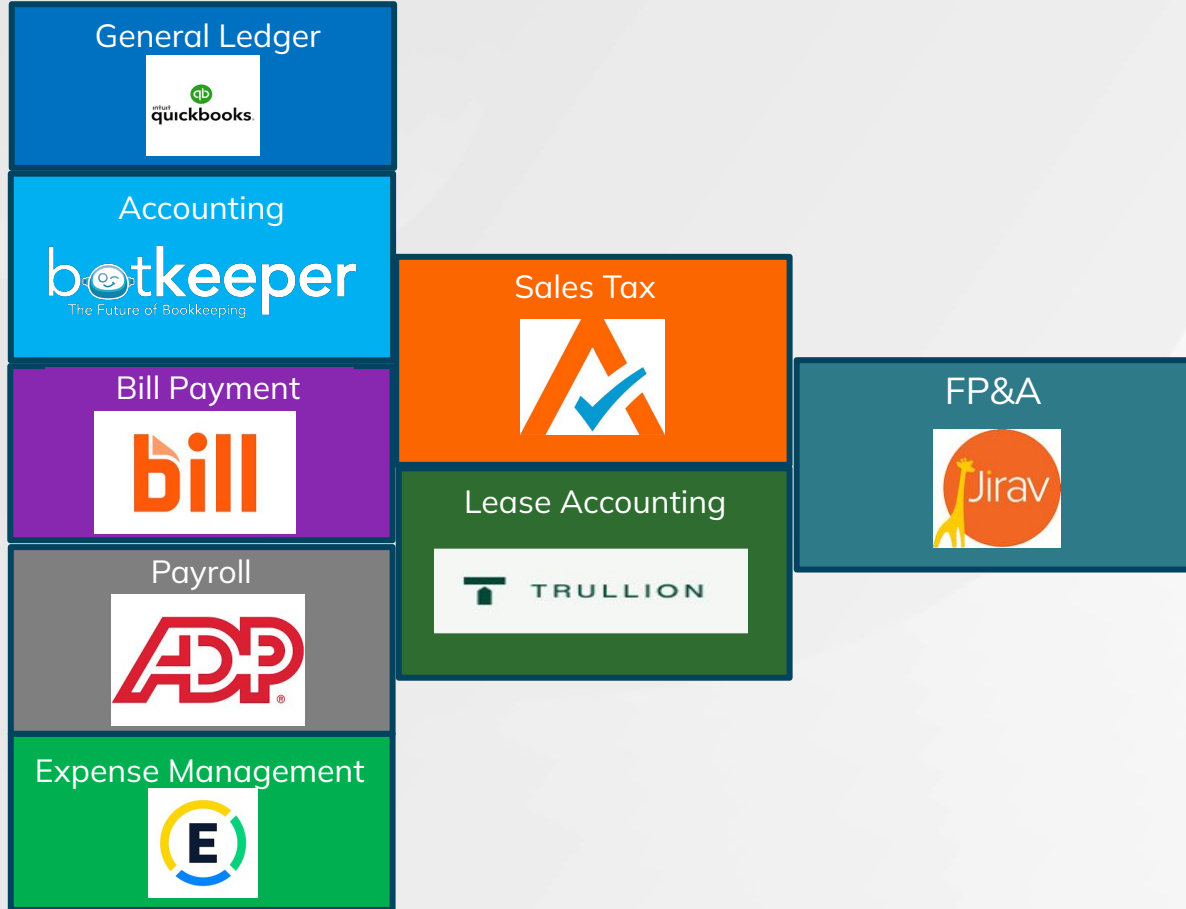
From manual to strategic and analytical

LESS staff needed to do mundane, time-consuming tasks

TECHNOLOGY is the answer –

Routine tasks to be done by software for accounting workflows as well as helping firms analyze the data in new ways

EXAMPLE OF TODAY'S CAS TECH STACK



POLL #3

Which is the most important for your CAS practice right now to focus on?

- People
- Process
- Technology
- GTM

WEBSITE: CHERRY BEKAERT



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Advisory >

Assurance

Tax

Strategic Alliances

Collateral Review Services

Cybersecurity

Cybersecurity Maturity Model Certification (CMMC)

Digital Advisory

Business Intelligence & Data Analytics

Digital Platforms

Digital Strategy & Transformation

IT Due Diligence

Managed IT Services

Optimization & Workflow

Government & Public Sector Advisory

Grants Management Services

Human Capital Advisory

Outsourced Accounting Services

Fractional CxO Services

Recruiting & Staffing Services

Risk & Accounting Advisory

Accounting Advisory Services

Enterprise Technology Solutions

Financial Services Regulatory Compliance

Internal Audit Services

Information Technology Audit & Consulting

Risk Advisory Services

Strategic Growth & Innovation

Sustainability & ESG Services

Transaction Advisory Services

Deal Advisory

Forensic & Dispute Advisory Services

Transaction Tax Services

Valuation Services

GO-TO-MARKET

WEBSITE: CREATIVE PLANNING

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Personal Wealth

Wealth Management

Investment Management

Strategic Tax Planning

Estate Planning & Trusts

Financial Planning

Retirement Planning

Insurance

International

Retirement & Foundations

Retirement Plan Services

Institutional

Business Services

Audit & Attest

Business Tax

Outsourced Accounting & Bill Pay

Payroll Services

Legal

Technology

Insurance

Business Valuations

GO-TO-MARKET



REVENUE GROWTH CASE STUDY: CREATIVE PLANNING

CREATIVE PLANNING: OPTIMIZING GROWTH

Revenue Growth from \$2M to \$18M



1

SERVICES

Determine and clearly communicate services offered



2

PEOPLE

Invest in the best talent

- Hire
- Onboard
- Train
- Upskill



3

PROCESS

Streamline processes to drive consistent workflows

- Develop
- Define
- Document



4

TECHNOLOGY

Drive efficiency & standardization through the tech stack

- Evaluate
- Implement
- Integrate
- Go-Live
- Client Onboarding



5

GO-TO-MARKET

Maximize Revenue

- Pricing
- Engagement Letters
- Cross-sell
- Internal & External Clients
- Marketing

EMBRACING SUCCESS

TIPS & TRICKS

- Be open to process change
- Build relationships with your tech partners
- Say **yes** to the work, leverage technology
- Set **expectations** with clients regarding the services you are providing and those that you are not providing
- Manage **scope creep**
- Define firm and client **responsibilities**
- Your services are valuable, **bill** for them everything
- Leverage **resources** across the profession



Q

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A

Q

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CONTACT US



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THANKS!

The background is a deep blue color with a complex digital pattern. It features a grid of small, light blue dots and lines that resemble a circuit board or data flow. The pattern is more dense and detailed on the right side and fades slightly towards the left. The word "THANKS!" is centered in a bold, yellow, sans-serif font.