

AI UNCHAINED

Accounting Intelligence. No boundaries. No limits.

2024



CHECK IN: 1010DAII

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Accounting Intelligence. No boundaries. No limits.

DEMYSTIFYING AI: THE AI SOFTWARE REVIEW

THURSDAY, OCTOBER 10

PRESENTERS:



DUSTIN WHEELER

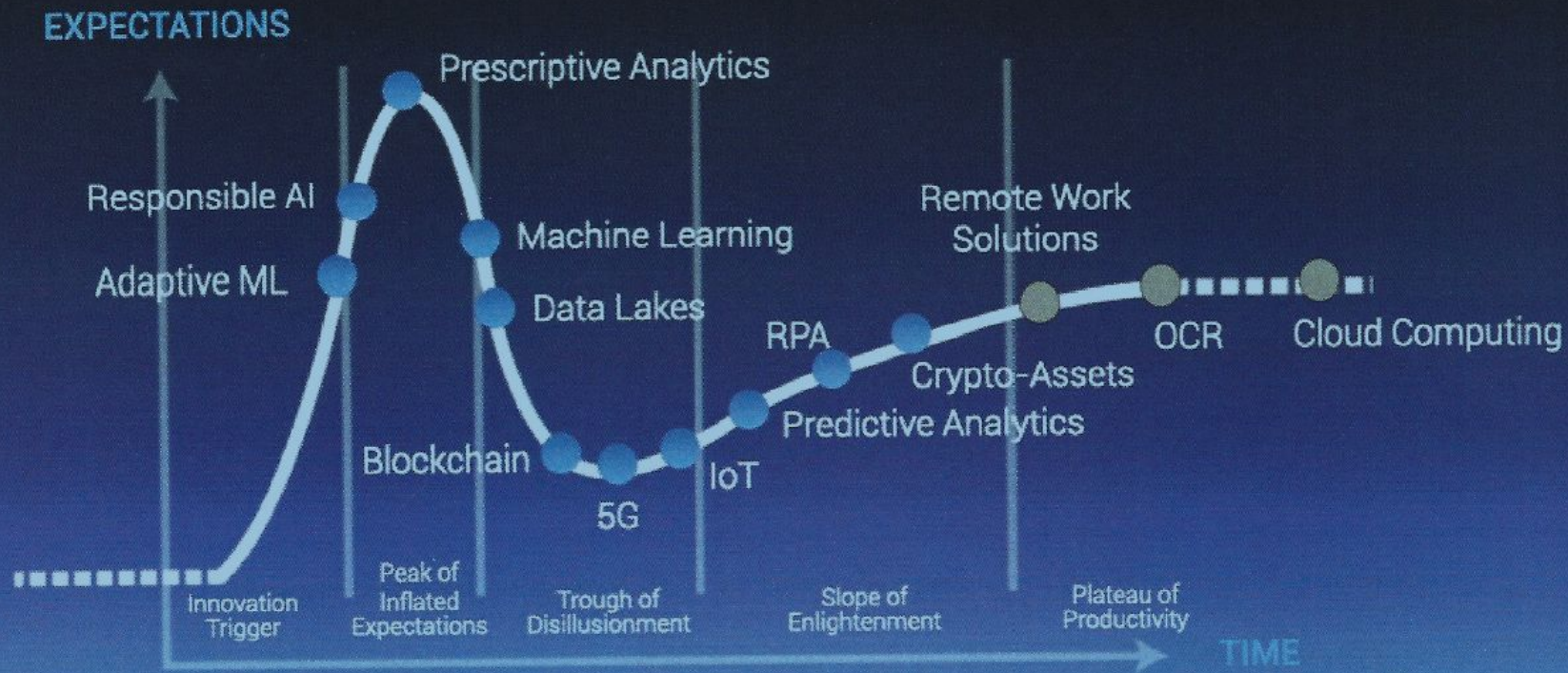
**CHIEF FINANCIAL OFFICER & DIRECTOR OF TAX STRATEGIES,
ANDINA ADVISORS**



DAVID BERGSTEIN

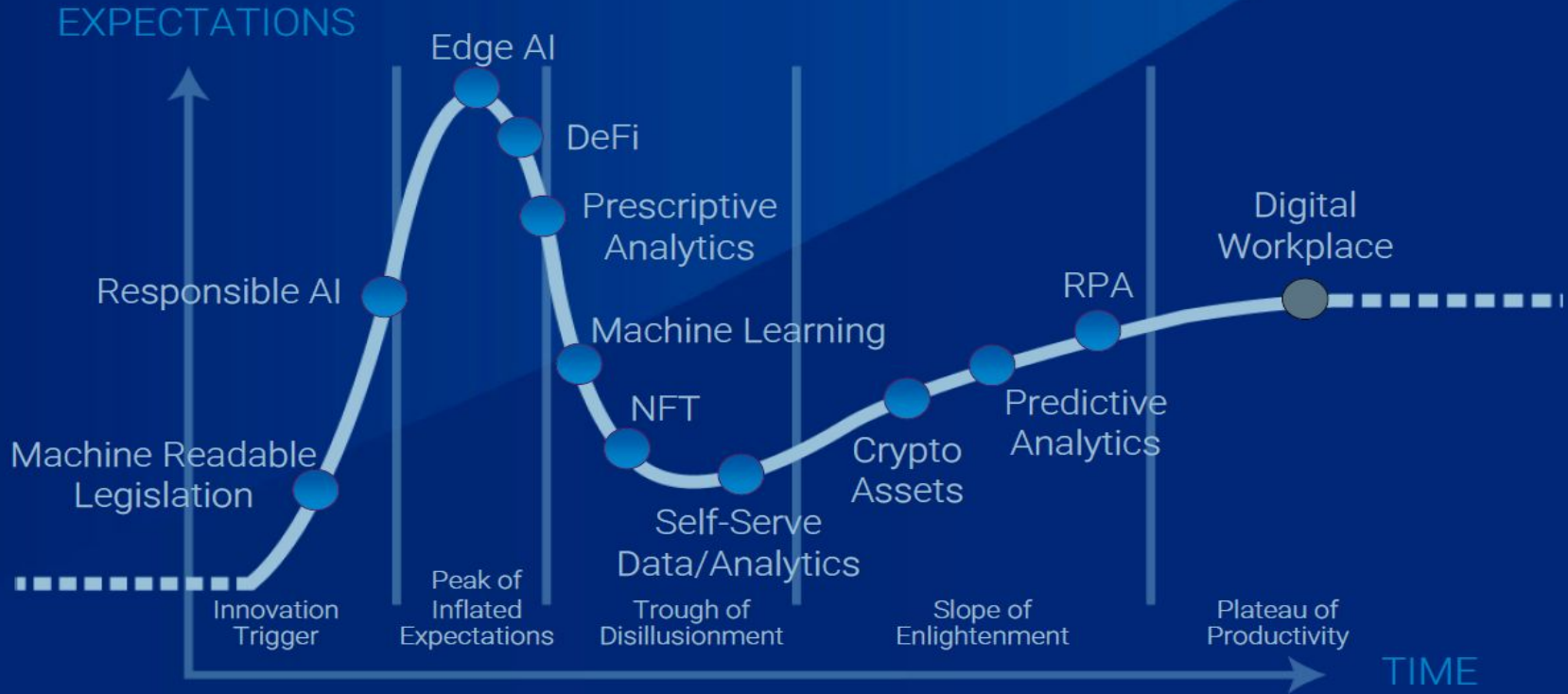
**CHIEF INNOVATION OFFICER,
BERGSTEIN CPA**

CPA.com Accounting Profession Megatrends, 2021



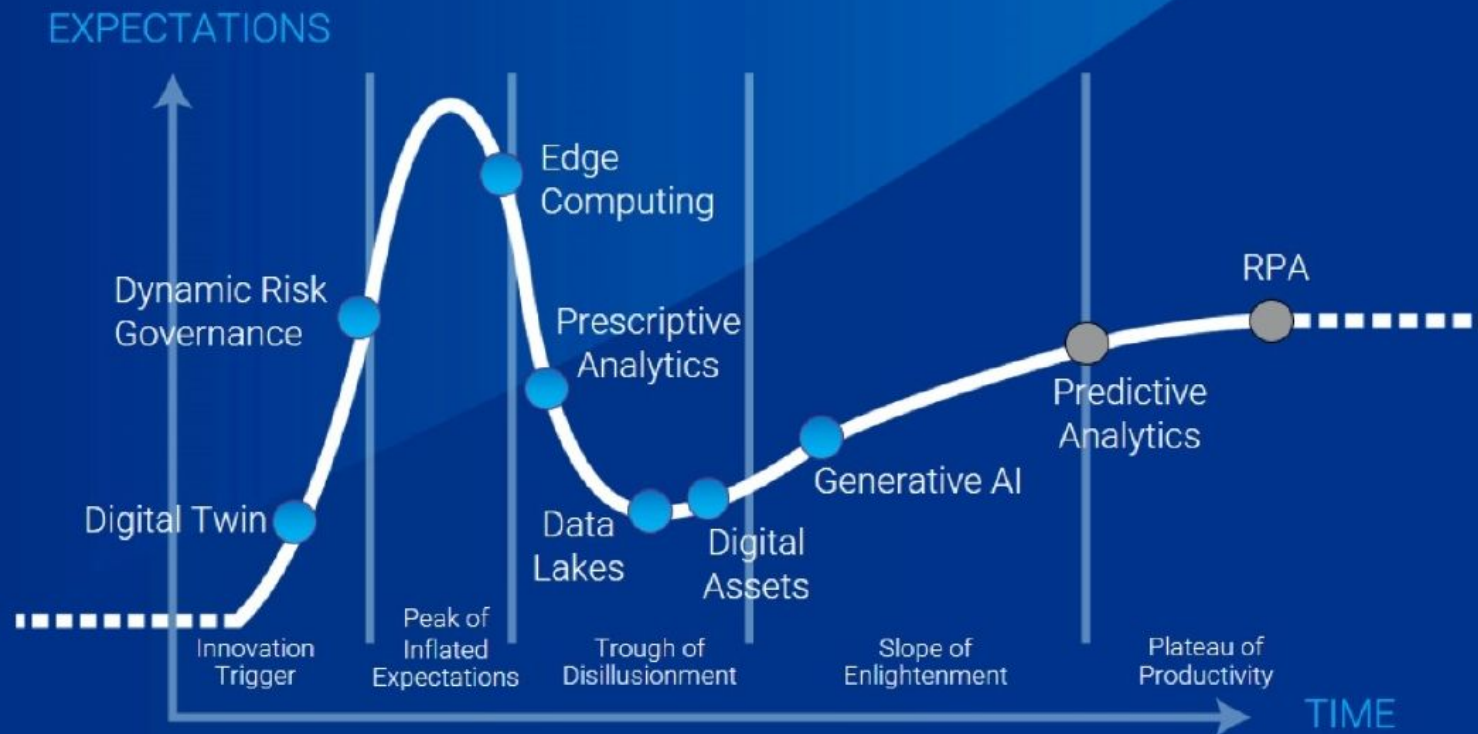
Source: 2021 CPA.com Identified Megatrends Plotted on the Gartner Hype Cycle Framework

2022 Accounting Profession Technology Megatrends



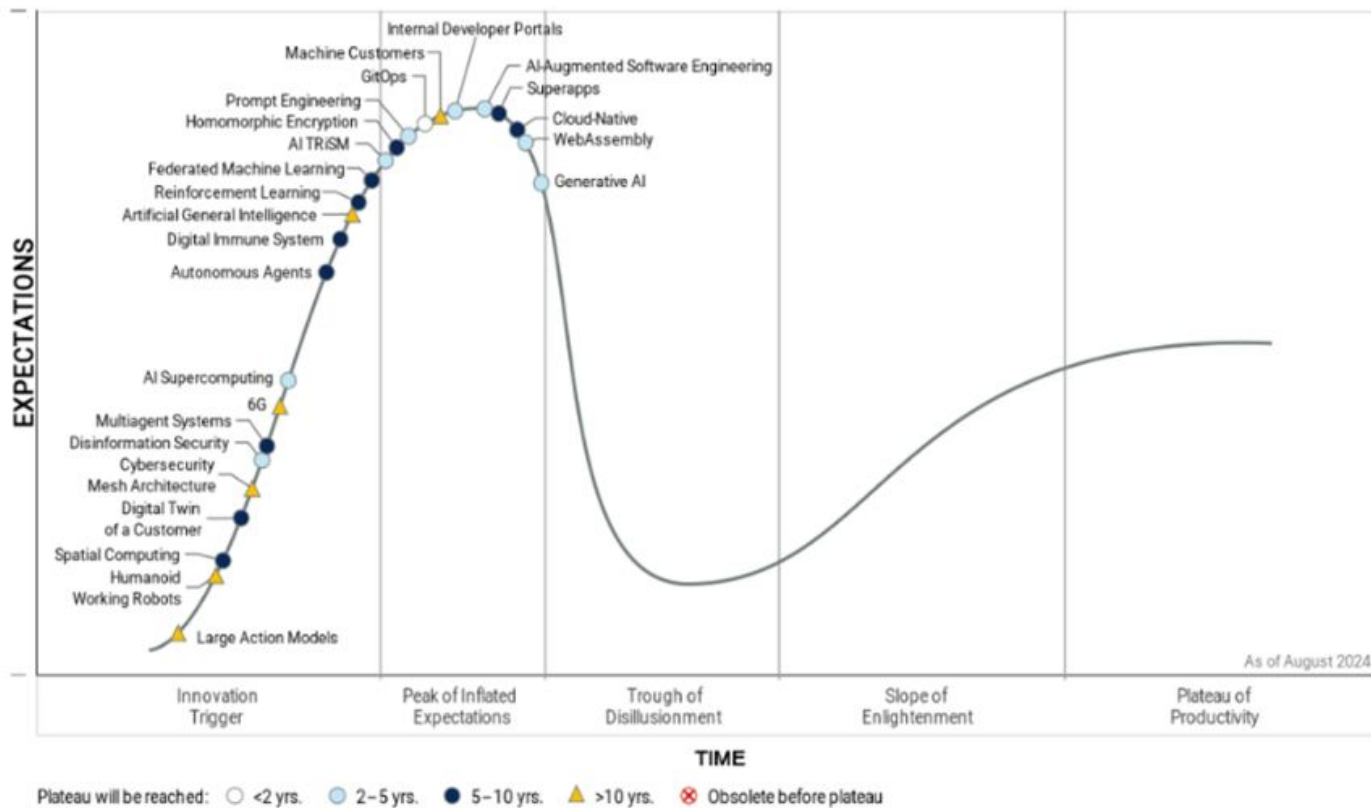
Source: 2022 CPA.com Identified Megatrends Plotted on the Gartner Hype Cycle Framework

2023 Accounting Profession Technology Megatrends



Source: 2022 CPA.com Identified Megatrends Plotted on the Gartner Hype Cycle Framework

Figure 1. Hype Cycle for Emerging Technologies, 2024



WHAT IS GENERATIVE AI?

- **Generative AI** is a broad term that refers to **artificial intelligence systems specifically designed to create new content**.
- **Generative AI** applications are extensive and diverse, impacting numerous industries and fields. For instance, in the creative arts, generative AI can produce music, design graphics, and even write poetry.
- In more technical fields, it can simulate complex processes or create detailed data visualizations. The underlying principle is the ability to **generate new, meaningful content based on learned patterns and structures from existing datasets**.



THREE LEVELS OF AI

Narrow AI Aka Weak AI	General AI Aka Strong AI	Super AI Aka Artificial Super Intelligence
<ul style="list-style-type: none">• Only form of AI that exists today• Limited to a defined task• Chatbots• ChatGPT	<ul style="list-style-type: none">• Exists in theory only• AGI – Artificial General Intelligence• Can accomplish new tasks without human training• Intellectually on par with humans• Current predictions are around 2030	<ul style="list-style-type: none">• Exists in theory only• Think / reason / learn / make judgements• Cognitive abilities surpassing human beings• Understand human feelings and feel emotions• Develop own beliefs and desires• No consensus prediction on arrival timeline

GenAI USE CASES

- Jump start writing: compose essays, emails, social media posts
- Improve written communications
- Staff training
- Summarize content (e.g. tax legislation)

More GenAI USE CASES

- Analyze/summarize documents and spreadsheets
- Create lists
- Write/generate code (e.g. Excel macros)
- Build your resume
- Create PowerPoint presentations
- Research business plans
- Help practice difficult conversations with clients
- Supplement client advisory services

TECHNOLOGY

Accountants share how they're using AI

By [Chris Gaetano](#) May 6, 2024 9:30 AM



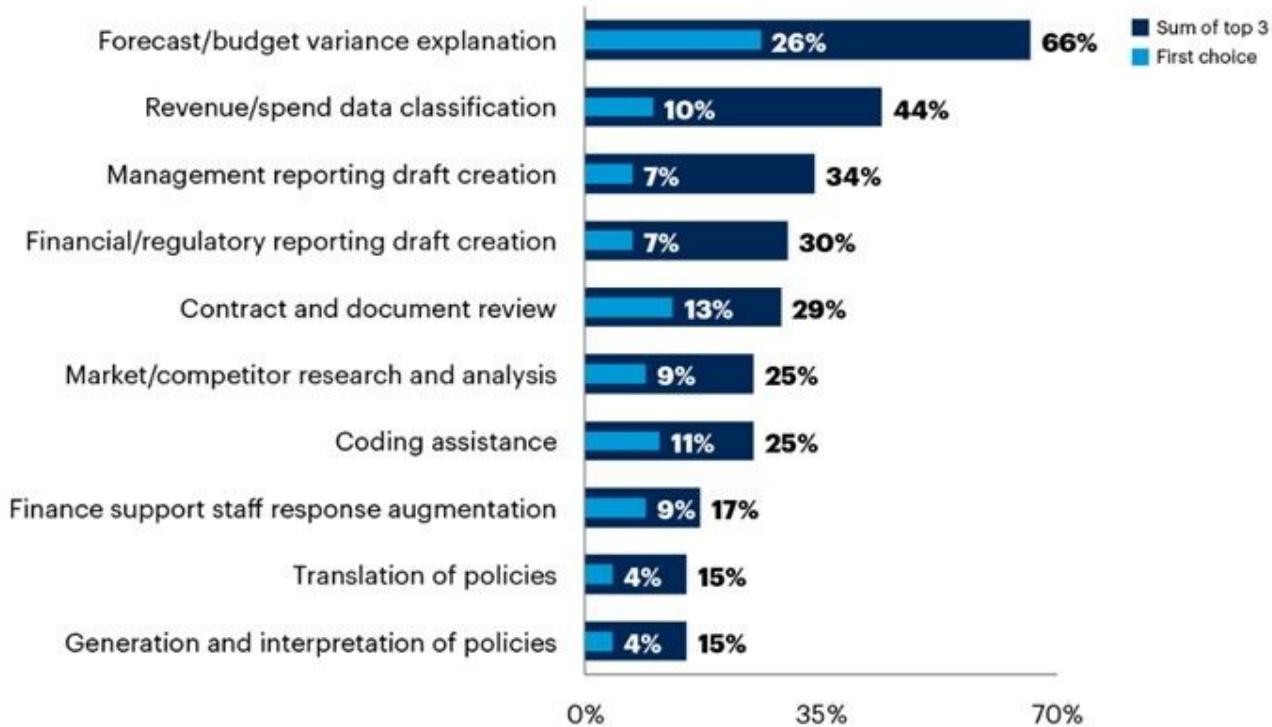
While many accountants are determined to stay as far away from artificial intelligence as possible, others have found ways to use the technology to yield tangible benefits for their firms (see "[Accounting's reluctant AI revolution](#)").

Whether they're fully embracing AI or still keeping it at arm's length, accounting leaders are already using these tools to address the pipeline crisis, surface insights and enable new efficiencies — often in some very specific ways.

Below, six firms share the multiple ways they're implementing AI and related tools, and the benefits they've seen.

MOST IMPACTFUL ANTICIPATED USE CASES FOR GenAI IN FINANCE FOR 2024

Percentage of respondents



n = 100, respondents in finance

Q. Over the next 12 months, what are your finance organization's top three most impactful use cases for generative AI?

WHICH IS THE BEST AI?

Copilot



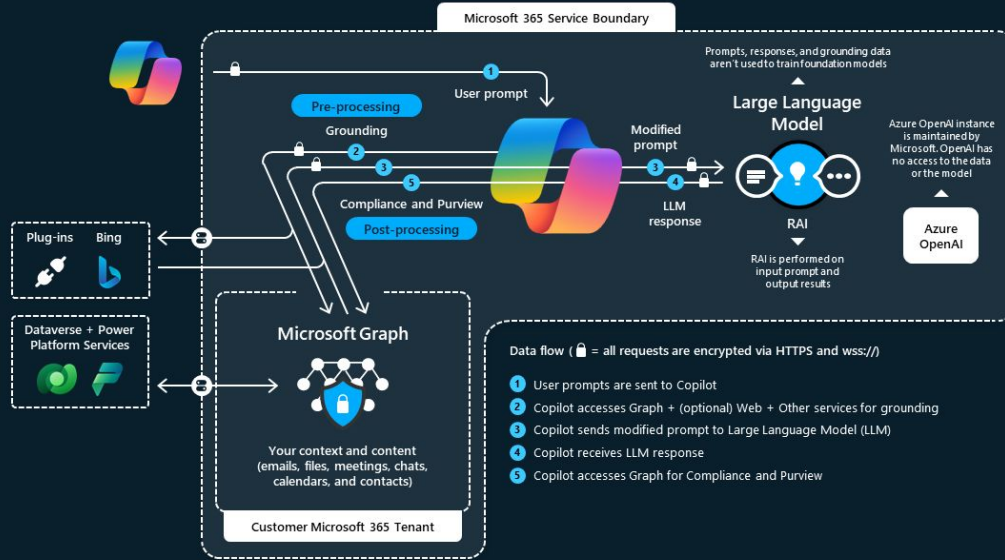
ChatGPT



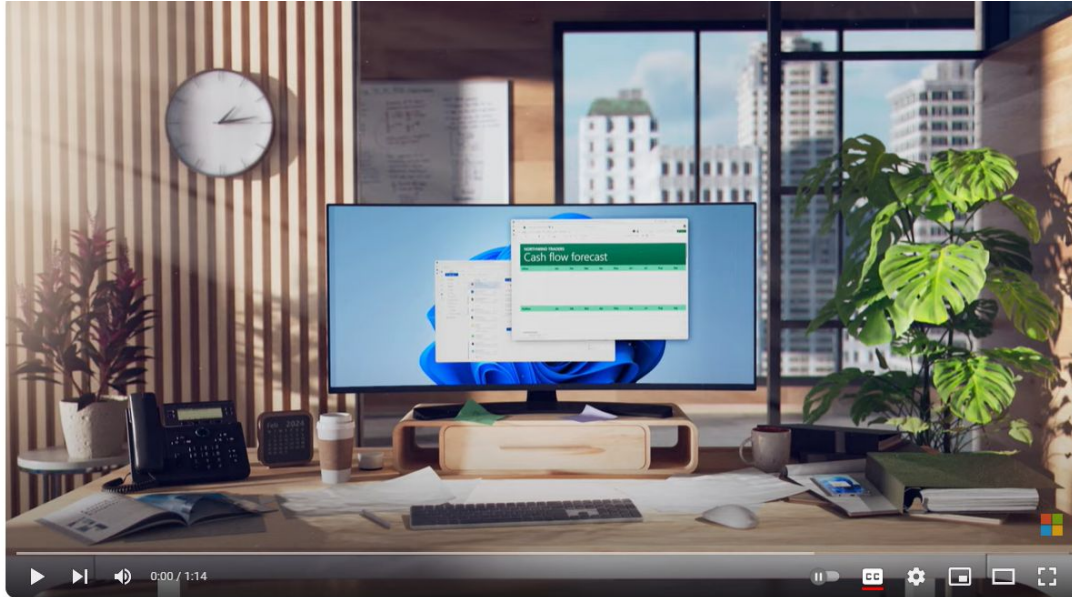
Midjourney

Microsoft Copilot Flavors

Microsoft Copilot for Microsoft 365 architecture



Microsoft Copilot for Finance



Microsoft Copilot for Finance



Microsoft Dynamics 365 
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COMPUTER PROCESSORS – *NPU



tom's guide

US Edition f x @ y p r

Windows 11 keyboards are getting a new AI button in the form of a Copilot key

By Alex Wawro last updated January 04, 2024

Get ready to meet the first new Windows key in nearly 30 years



(Image credit: Microsoft)

***Neural Processing Unit**

THE ART OF PROMPTING



THE ART OF PROMPTING

4 Key Parts:

G.C.S.E.

Goal

What do you want

Context

Why do you need it

Source

What information should be used

Expectation

How should Copilot respond

Bad prompt:

Summarize my emails.

Good prompt:

From my emails over the past week **create a table of actions**, including whose action it is, the person that assigned it and when it is due. **I need this to have a good structure to organize my day. Be concise.**

COPILOT PROMPT EXAMPLES

- Create a simple agenda for the next meeting with [client name/team/group]. The agenda should be simple with objectives for each item. Look for content in Teams chats, emails, and meeting transcripts.
- Create a 3 slide PowerPoint about [topic] that I can present to [client name/team/group]. Include background information and examples. Please make this professional.
- Summarize last week's emails that mention me. Make it detailed, highlighting the sender and categorized by the topic of the email.

Use professional scepticism with responses!

Treat the answer like it is from a first-year professional.

CRAFTING

- Basic mistakes in prompt crafting are hiding the true power of the technology from many users, said Byron Patrick, CPA/CITP, CGMA,
<https://www.journalofaccountancy.com/issues/2024/apr/genai-for-accountants-10-prompt-writing-tips.html>
- It's often about the user's clarity, specificity, imagination, and experimentation.

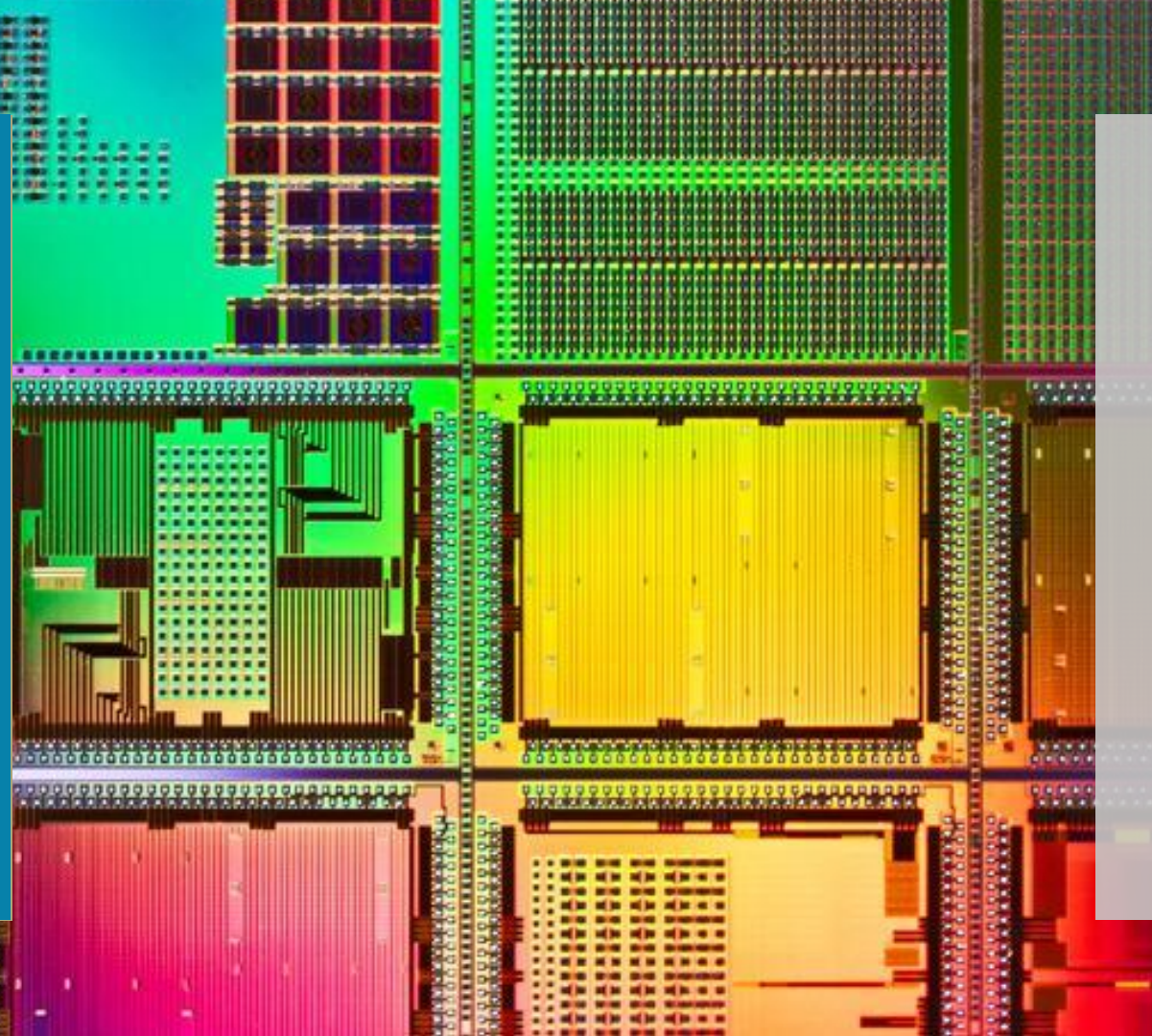
- Example



PDF CONTENT ANALYSIS AND SUMMARIZATION

- Open PDF in Edge
- Select document in Windows Explorer
 - Right click on document
 - *Open with*
 - Select *Microsoft Edge*
- Open Copilot in Edge
- What can you do:
 - Summarize
 - Ask questions
 - Translate to/from foreign languages
- Prompts:
 - *What are the key insights or findings presented in the document?*
 - *How do these insights align with our current business strategy and objectives?*
 - *What are the implications of these insights for our business/practice?*
 - *What actions or decisions does the document suggest or support?*

The
Democratizin
g of Artificial
Intelligence is
a
Double-Edged
Sword



A man and a woman are shown in a meeting. The man is in the foreground, gesturing with his hand while speaking. The woman is in the background, looking towards him. The image has a blue and orange color overlay. There are four colored rectangular shapes at the bottom: orange, teal, light blue, and green.

**“You won’t be replaced by AI,
but you will be replaced by
someone using AI!”**

[AICPA/CPA.Com](https://aicpa.com)

Startup Accelerator 2024



▶
Startup Accelerator 2024

CHECK OUT: 1010DAIO

THANKS!



Do you have any questions?

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www.yourwebsitehere.com

RESOURCES

1. [Accountants share how they're using AI](#)
2. [Google Gemini vs. Microsoft Copilot: Which is right for your business?](#)
3. [Complete Guide to All Microsoft Copilot Versions: Features, Pricing, and Best Uses Explained](#)
4. [What's new or changed in Copilot for Finance in September 2024](#)
5. [GenAI for accountants: 10 prompt-writing tips](#)
6. [Democratizing artificial intelligence is a double-edged sword](#)
7. [Accelerate your startup and the accounting profession](#)

POLLING

1- Do you believe that the function of bookkeeping will be totally automated from transaction to ledger?

2- Are you utilizing one of the Generative AI tools such as Chat GPT, Gemini, or CoPilot in your practice? (good timing for this would be at slide 14)

3-Will you be providing advisory services in addition to compliance work for all of your clients or just a subset?