2023 SPECIAL REPORT



CPA Practice Advisor Technology Innovation Awards 2023



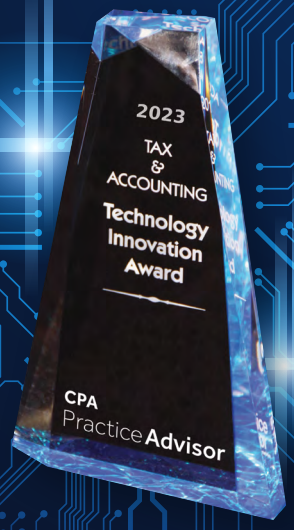
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AI SYSTEMS TAKE CENTER STAGE IN 2023 TECHNOLOGY INNOVATION AWARDS



In just a year, the promise of artificial intelligence has grown from a topic of science fiction movies into practical business applications. From the advent of first-to-market generative AI systems like ChatGPT, to highly specialized, accounting-focused systems, proponents of AI are fervent in their belief that the technologies will dramatically improve client services, firm management, small business accounting, and many other areas of operations.

Several AI systems were among this year's winners of the Tax & Accounting Technology Innovation Awards, presented annually by *CPA Practice Advisor*, a technology and practice management publication for public accounting firms.

The Technology Innovation Awards were first presented in 2004, as a means to honor new or recently enhanced technologies that benefit tax and accounting professionals and their clients through improved workflow and efficiencies, increased accessibility, enhanced collaboration, greater accuracy, or other means. Nominated products or technologies must be less than two years old or have had new, significant features or enhancements during that time.

"The Tax & Accounting Technology Innovation Awards get more exciting every year as new solutions and features are developed. Our software vendors are working non-stop to create the tools we need to do our jobs more effectively," said *CPA Practice Advisor* Editor-in-Chief Gail Perry, CPA. "We hope you'll take the time to examine each of our featured products this year as you optimize your potential for achieving success in your business." Perry also manages a tax practice and is the author of more than 30 books, including *Mint.com for Dummies*, *Surviving Financial Downsizing*, and *Idiot's Guide to Introductory Accounting*.



"THE TAX & ACCOUNTING TECHNOLOGY INNOVATION AWARDS GET MORE EXCITING EVERY YEAR AS NEW SOLUTIONS AND FEATURES ARE DEVELOPED."

— **Gail Perry, CPA, Editor-in-Chief, *CPA Practice Advisor***

The winners of the *CPA Practice Advisor* Tax and Accounting Technology Innovation Awards are selected from nominated products by an awards committee, which includes thought leaders and professionals engaged in various practice specialties across the accounting profession.

CPA Practice Advisor provides a variety of independent digital and print resources for accounting professionals, including practice resources, podcasts, reviews of practice technologies, interactive tools, and content that helps firms achieve greater productivity. Award winners are listed in alphabetical order.

2023 TECHNOLOGY INNOVATION AWARDS
WINNERS

Avalara Property Tax

https://www.avalara.com/us/en/products/property-tax.html

Avalara Property Tax is a digital business solution for real and personal property tax management designed to improve tax compliance with automation.

Avalara's new web solution enables accounting professionals to efficiently manage their clients' entire property tax portfolio and compliance activities, from preparing business personal property renditions to handling and processing assessments, appeals, and tax bills.

BILL

https://www.bill.com

BILL has launched three new features that help accountants provide their clients with improved cash flow visibility and more flexibility with payments: Invoice financing, BILL balance, and Pay By Card.



CPA Practice Advisor

2023 TAX & ACCOUNTING TECHNOLOGY INNOVATION AWARDS WINNER

Avalara Property Tax

https://www.avalara.com/us/en/products/property-tax.html

Avalara Property Tax is a digital business solution for real and personal property tax management designed to improve tax compliance with automation. Property tax is one of the most challenging business compliance activities due to the complexities of preparing personal property returns and the downstream implications of assessments and tax bills for real and personal property. All 50 U.S. states and the District of Columbia assess property taxes on real property (land, buildings, etc.). Additionally, 38 states and the District of Columbia levy a business personal property tax on tangible property—including supplies, equipment, etc. Further complications arise from many jurisdictions having different forms, due dates, terms, varying depreciation schedules, and transforming data from client systems.

Avalara's new web solution enables accounting professionals to efficiently manage their clients' entire property tax portfolio and compliance activities, from preparing business personal property renditions to handling and processing assessments, appeals, and tax bills. Pairing Avalara's technology with its intelligent document management for property tax vastly increases practice accuracy and efficiency.

Accountants and professional service firms that manage property tax compliance for clients require solutions that maximize the client service experience and minimize the cost of compliance. Leveraging the automation of Avalara Property Tax, accounting professionals can simplify all elements of managing the property tax process and valuation to ensure clients only pay the necessary property tax while minimizing risk and maximizing ROI.

Avalara Property Tax is scalable and configurable to address business requirements while supporting large volumes of work to meet demanding workloads. Avalara Property Tax offers future-proof SaaS flexibility for all property tax compliance activities across real and personal property managed in one secure, central hub. And significantly, as part of the Avalara Platform, accounting firms can use Avalara Property Tax to automate clients' property tax compliance alongside other tax compliance requirements.



Avalara



KARBON

Karbon AI

https://karbonhq.com/feature/ai/

Karbon AI is a GPT-powered artificial intelligence tool embedded within the award-winning accounting practice management software—Karbon. Karbon AI's first iteration focuses on making accountants more efficient with their email while improving the client experience they offer.

botkeeper
The Future of Bookkeeping

Botkeeper Operating System by Botkeeper

https://www.botkeeper.com/en/knowledge/botkeepers-new-operating-system

Botkeeper's new operating system will allow firms to be prompted for review when needed and ensure they're equipped with information that is accurate, accessible, and always reliable when serving their clients.



FIELDGUIDE

Fieldguide AI

https://www.fieldguide.io/

Fieldguide AI is the CPA industry's first enterprise-grade, secure, and private AI solution. Designed to help shape the firm of the future, Fieldguide AI allows firms to securely leverage the latest AI innovations in order to significantly reduce the manual work associated with audit and advisory engagements.

CPA Practice Advisor

2023 TAX & ACCOUNTING TECHNOLOGY INNOVATION AWARDS WINNER

Botkeeper Operating System by Botkeeper

https://www.botkeeper.com/botkeeper-platform-feature-overview

Experience more visibility into a centralized and consistent source of truth on transaction categorizations. With out-of-the-box powerful machine learning, firms can now expect more visibility and interactivity with Botkeeper's technology as it uses historical client details in combination with algorithms trained on millions of data points to intuitively auto-categorize clients' transactions and directly sync them back to the general ledger system. This will allow firms to be prompted for review when needed and ensure they're equipped with information that is accurate, accessible, and always reliable when serving their clients.

Gain deeper visibility into firm-wide operations on client work. Firms can adopt a sophisticated approach to project management across their clients, keeping their bookkeeping processes working in harmony without the need for multiple third-party integration tools. Workflow improvements and upgraded file structures will ensure that customer data is always consistent and up-to-date, even as the firm adds more clients, which means firms can scale with confidence.

More control over user access and permissions. Our upgraded experience gives system admins even more control of their data by making it possible to better control permissions for selected users and teams. This change gives firms a higher level of assuredness that their clients' information is only visible to the staff team members who should be seeing it.

Use powerful reporting – purpose built for accounting firms. Firms need quick answers to their clients' or even team members' questions, which can be tricky to access when reporting begins and ends in spreadsheets.

Now, firms can bring multiple widgets and reports into a single picture to help teams focus on the metrics that matter most. See powerful business insights and even schedule reports to be delivered via email on a recurring basis. View the Janover case study for Botkeeper Operating System's (BOS) impact across their firm: https://www.botkeeper.com/janover-case-study



botkeeper
The Future of Bookkeeping

CPA Practice Advisor

2023 TAX & ACCOUNTING TECHNOLOGY INNOVATION AWARDS WINNER

Fieldguide AI

https://www.fieldguide.io/

Fieldguide AI is the CPA profession's first enterprise-grade, secure, and private AI solution. Designed to help shape the firm of the future, Fieldguide AI allows firms to securely leverage the latest AI innovations in order to significantly reduce the manual work associated with audit and advisory engagements. The result is that team members are free to focus on more critical and higher margin work.

Built by practitioners, for practitioners, Fieldguide AI was expertly designed to enhance and automate the entire engagement lifecycle from writing test plans to analyzing evidence, to reviewing client documents.

Learn more about Fieldguide AI and how it can drive your firm forward.



FIELDGUIDE

FIELDGUIDE

AI Advisory & Audit Cloud

> Fieldguide is a step change in the CPA profession that addresses the talent pipeline challenges head-on.
>
> Mark Koziel, President and CEO of Allinial Global

Fieldguide enables audit and advisory firms to:

- Increase margins by 25% due to lowering cost of services
- Boost efficiency by 35-50% with streamlined engagements
- Improve client satisfaction by offering a digital client experience
- Recruit and retain top talent by minimizing tedious, repetitive busy work

Learn more about Fieldguide and how to unlock the power of AI for your firm.



> Our firm has improved realization rates by 15 - 25% thanks to Fieldguide.
>
> Paul Perry Partner, Warren Averett

CRI Carr Riggs & Ingram CPAs and Advisors · Clark Schaefer Hackett Business Advisors · holbrook & manter · Kaufman Rossin · FD Frazier & Deeter CPAs & Advisors · Wolf & Company, P.C. · withum · Schneider Downs Big Thinking. Personal Focus. · mazars · Warren Averett · WIPFLI · HBK

2023 TECHNOLOGY INNOVATION AWARDS
FINALISTS

Digits AI
https://digits.com/

Digits AI combines the strengths of generative natural language interaction with unparalleled data security and the accuracy of its proprietary financial modeling. From instant report generation to automated categorization and the ability to answer questions about a client's books in real time, Digits AI makes the full accounting pipeline faster and smarter. Digits AI truly represents the future of business finance.

HubSync Gateway
https://www.hubsync.com/gateway

HubSync's Engagement Letter Wizard (ELW) is a game-changer that redefines engagement letter and general document management. Its automation, customization, and tracking capabilities outshine existing tools, while its user-friendly interface and compliance features enhance efficiency and foster strong client relationships. ELW represents innovation at its finest.

nettTracker
https://www.nett-tracker.com/

nettTracker takes the pain out of recording fixed assets, prepaid expenses, deferred revenue, and accruals. Creating all the journal entries you need. Hours of time saved, and month-end made easy.

Once Accounting Technology
https://www.onceaccounting.com/

Once Accounting's client integration platform revolutionizes accounting firm workflows. By offering real-time data, simplified processes, and automation, CPAs experience improved efficiency, productivity, and profitability. Clients benefit from proactive service, accurate financial insights, and timely tax planning. Once Accounting's innovation drives success for professionals in the profession.

TaxPlanIQ
https://www.taxplaniq.com

TaxPlanIQ is a revolutionary way for accounting firm owners to organize their clients' tax strategies quickly and easily so they can demonstrate expertise, communicate value, and price.



CPA Practice Advisor

2023 TAX & ACCOUNTING TECHNOLOGY INNOVATION AWARDS FINALIST

HubSync Gateway

https://www.hubsync.com/gateway

The HubSync Gateway is a cutting-edge product revolutionizing tax and accounting automation. Developed by HubSync, this centralized dashboard seamlessly navigates the tax and audit landscape, making it a game-changer for CPA firms.

The HubSync Gateway empowers CPA firms by providing a real-time portal, fostering transparency and collaboration. Clients receive instant status updates, promoting efficient communication and setting a new standard for client engagement. Boosting productivity, the HubSync Gateway offers notifications, activity tracking, and task lists. By automating routine tasks and streamlining workflows, professionals can focus on value-added activities, leading to enhanced productivity and superior client service.

Incorporating secure data acquisition, real-time reporting, and advanced analytics, the HubSync Gateway enables teams to uncover valuable insights. The built-in visualization tools and data drill-down capabilities facilitate data-driven decision-making and strategy optimization, providing a competitive edge.

A standout feature is the HubSync Gateway's seamless integration with tax and audit-related applications. By eliminating data silos, CPA firms can access a comprehensive suite of applications on a single platform. Retrieving documents, data, and applications becomes efficient through favorites and quick links, improving workflows and overall efficiency.

The HubSync Gateway pushes the boundaries of tax and accounting automation. With its exceptional features, including enhanced visibility, seamless collaboration, improved productivity, advanced analytics, and seamless integration, it sets a new standard for CPA firms. Empowering professionals to provide exceptional client service, make data-driven decisions, and streamline workflows, the Gateway transforms the profession.



HubSync

CPA Practice Advisor

2023 TAX & ACCOUNTING TECHNOLOGY INNOVATION AWARDS FINALIST

nettTracker

https://www.nett-tracker.com/

The 'Core' nettTracker product was released just before the pandemic hit the world and was initially created to fully automate the fixed asset function for QuickBooks® Online users (allowing users to fully 'set and forget'). In April 2022, the prepayments and accruals features were added to enable accountants to make light work of creating regular accounting adjustments and at the same time maintaining a list of adjustments (such as prepaid expenses) that always reconcile back to the balance sheet.

Accounting professionals, in particular, 'Fractional CFO's', understand that in order to create accurate reports reflecting true accrual-based accounting, adjustments are required. Depreciation, Prepaid Expenses, Deferred Revenue, Accrued Income and Expenses—nettTracker can take care of all of these. Calculating adjustments, creating the journal entries, and maintaining lists in spreadsheets can create a huge amount of additional work, and is also prone to errors.

Further enhancements are planned, such as 'loans'. All in all, the idea is to provide accounting professionals with tools that will make the 'close' of any financial period much easier than it once was. The software follows a strict 'financial year' so that reports can always be printed off to support balance sheet values at the end of the year.

nettTracker currently has 43 ratings on the QBO Apps store with a average rating of 4.8. nettTracker also integrates with Xero and Sage Business Cloud. Created by a ProAdvisor for other ProAdvisors.



nettTracker

CPA
Practice Advisor