

## MicroAccounting CPA Alliance Program

# CPAs, you are clients' trusted advisors. Be their technology influencers, too.

Your clients have looked to you for years for input on their decisions—and not just those related to accounting. CPAs, you have earned this respect with proven business smarts, and willingness to share your time. To extend these relationships into the future, and continue to offer relevant wisdom, it's important to keep up with rapidly changing technology trends.

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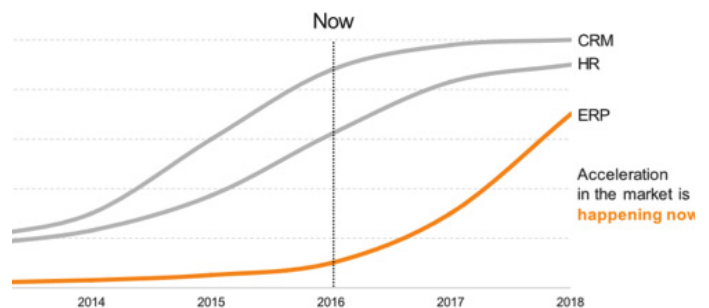
We developed this new program to provide educational opportunities and business management tools for you and your clients to remain contenders in the era of cloud, mobile and other integrated solutions. Align with us and stay in the know about the technology developments that impact you and your clients..

Perhaps the most prevalent change to understand is the move from on-premise solutions to the cloud. Note the trajectory of market acceleration in the graph, "Business applications transition to the cloud."

### Why is the cloud relevant today?

- Reliable security
- Real-time data availability
- Accessibility from any location with Internet access
- No in-house server maintenance upkeep

### Business applications transition to the cloud



### Who is MicroAccounting?

We have been helping businesses select, implement and personalize innovative business management software for more than 25 years. MicroAccounting aligns with only the best partners to offer a combination of technology solutions to meet an organization's goals.

Many of our staff members also happen to be CPAs, so they serve as an excellent resource in identifying the needs specific to your clients. Rest assured, however, we are not owned by or affiliated with any CPA firm.

The goal is to have a strategic, mutually beneficial, relationship between our organizations.

*MicroAccounting CPA Alliance Program details on page 2.*

# MicroAccounting CPA Alliance Program

## MicroAccounting CPA Alliance Program Overview

### No-cost to CPA alliance firms

#### Financial benefit options

- Referral fees
- Discounts passed on to clients
- Co-hosted, sponsored events
- Donations made in your name to charities of choice

#### Beyond Compliance Education Series

- Illinois CPE credits (application pending)
- Live webinars
- Technology training for CPA firms
- Guest speakers

#### Educational and networking events

- Breakfast/Lunch-n-Learns
- After Hours

CPA Alliance program participants will learn more about the latest innovations in technology, MicroAccounting business solution offerings, and participation incentives for your firm.

#### On-premise, hosted and cloud ERP:

**Intacct** endorsed by The American Institute of CPAs (AICPA) and the International Federation of Accountants (IFAC)

**Acumatica**

**Sage 100, Sage 500 ERP, Sage X3, Sage Fixed Assets, Sage CRM**

**Mobile apps** for direct route sales and delivery; integration.

**Human Resources and Payroll solutions**

**Hosting**

**Business Intelligence solutions**

## Contact:

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