

The Top 5 Concerns For CPAs – And How To Resolve Them

The accounting business is a detailed one. As any accountant knows, it's all about accuracy – there's very little margin for error, if at all when it comes to your clients' finances.

That's why it can be so difficult to put up with the same concerns, day in and day out. The problems that plague the accounting industry can so quickly get in the way of the important, no-room-for-error work you're trying to do.

If an accounting firm can keep to their planned timeline, file taxes without delay, and meet their clients' expectations, there's no reason why those same clients won't come back next season, and even promote the firm via word of mouth to their friends.

When you rely on IT as much as accounting firms do, especially during their busiest time of year – tax season – any sort of unnecessary small delay can have big effects on the productivity of the entire firm.

It's important to understand the obstacles you – and everyone else in your industry – deals with every day. As well as how to overcome them.

What Are The Top 5 Concerns For CPAs?

1. You're Not Compliant.

Compliance is an ongoing struggle for members of the financial industry, given the standards that specifically dictate how you and your staff are to maintain and report client financial data. As complicated as these standards can be, the consequences for failing to follow them are untenable, often involving massive fines and worse.

This is another area in which the right technology, used the right way, can really help. Using modern applications, your staff can greatly improve the way they perform a number of common accounting tasks, such as:

- Communicate vital information from the office, home and on the road with Microsoft Office 365 cloud solutions and mobile platforms
- Manage information for financial statements with user-friendly and proven file-sharing and storage solutions
- Search, manipulate, and mine massive amounts of data sets with greater ease using intuitive modern technologies

2. You're Not Secure.

You don't need to be told how important something like cybersecurity is – it's obvious after all. Everyone knows the consequences of unsecured business technology.

However, your cybersecurity may not be up to snuff. Not because you don't think it's important, but because you have other things on your mind.

Your clients. Your employees. Your firm as a whole.

Despite all that, if you don't deal with cybersecurity in a proactive manner now, with the right tools and technology to prevent any problem, you'll just have to deal with it later – a.k.a. damage control.

Security can be a complicated and scary subject that's often ignored because of those same reasons. Most cannot confidently claim that their business is totally secure.

Can you?

If not, then you need to ensure you're working with an IT services company that will outfit you with a comprehensive range of cybersecurity solutions:

- Managed antivirus, managed antispam and patch management to ensure you have up-to-date software to protect against malware, hacking and other digital threats.
- Active monitoring of your IT endpoints around-the-clock to detect and resolve issues immediately before they result in costly disruption or downtime.
- Risk Assessments to identify and eliminate gaps in your security.
- Cloud Security to ensure your data is as secure as it is accessible via user-friendly cloud solutions.

3. Your Technology Isn't Optimized

Downtime comes in many forms – it could be the time an accountant is waiting while their computer restarts for the umpteenth time that day, or it could be the pause while legacy bookkeeping software attempts to open up one of the dozens of spreadsheets that the firm needs access to right that minute.

While the cause may vary, the effect is simple – wasted seconds and minutes quickly add up to hours over the course of the tax season. In the end, that's countless billable hours – or in even worse cases, days – that accountants are sitting around, getting more and more frustrated waiting for their tech to keep up with how quickly they're trying to work.

That's why the first step is to get the right tools for your needs, the most significant of which is undoubtedly the cloud. If you haven't moved your firm's IT environment into the cloud yet, you're missing out on major benefits that others in your industry are already taking advantage of, such as:

- Easy and simple access to Quickbooks and other industry-standard applications from anywhere that you and your staff need to do work.
- Automated and reliable off-site backup capability that ensures your firm can return to work with minimal downtime in the event of data loss at your office.
- Drastic reduction of conventional onsite hardware and the capital expenses required to pay for them.

4. Your Staff Is Wasting Time

The last thing you want is for your staff to be working against the technology they use every day. If your current software is a hindrance to staff productivity, then you're losing time that you can't afford to.

The right cloud solution will do more than help with tasks involved in financial compliance with further features including:

- Easy access to files from any configured device your staff may use, whether that's in the office, on the road, or at home.
- Simple, automated backup of the devices your firm uses, from workstations to tablets to smartphones, ensuring no file is lost due to human error.
- User-friendly and modern interface and design, ensuring that your staff is working in an IT environment they can understand and use effectively.

5. You Don't Have Support That's Specialized For Accountants.

As vital as each one of those tasks is for your accounting practice, there is still the problem of making sure they are all done on a regular basis. That's where a trusted partner in IT support can be so helpful. By having an expert team of financial IT professionals assess your network and manage its many aspects, you can ensure that your technology is optimized, without having to see to it yourself.

There are a number of advantages to utilizing the right managed services provider as your third-party IT support system, including:

- No more unnecessary, expensive upgrades.
- Exceptional local, in-person software support when you need it and without extensive hold times and frustrating communication gaps.
- The option to upgrade your software at any time while remaining under their expert software support system.

Techsperts understand that accounting firms value services that simplify the management of time and tasks and ensure sensitive data is always secure. IT is a vital part of your daily operations, so we want to work with you to guarantee you're getting the right services and support for whenever you need it.

Your industry is one in which details are incredibly important, with a single overlooked decimal or missing record having extensive effects on your business.

That's why it's so important to use your IT to its utmost potential. With the right tools and know-how, you can revolutionize how your accounting or bookkeeping firm records, reports, accesses and shares vital data, helping your staff to become more efficient and productive.

The Techsperts team of IT experts understands that many firms like yours are often unknowingly operating in outdated IT environments. Our team will assess your entire environment to identify any opportunities for improvement so that you can enjoy a genuine peace of mind when it comes to managing your clients' financial assets and sensitive information.

Want to revolutionize your accounting firm's IT? Contact Techsperts right away at (201) 262-5066 or info@techspertsllc.com to get started.