

THE CHANGING ROLE

OF

ACCOUNTANCY

THE TECHNOLOGY DIVIDE

88%



OF UK SMALL BUSINESSES DEMAND CLOUD-BASED SERVICES FROM THEIR ACCOUNTANTS

58%



OF SMBs ARE WILLING TO PAY FOR THE PRIVILEGE

61%



OF ACCOUNTANTS THINK THEIR CLIENTS WOULD LIKE CLOUD-BASED ACCOUNTING SOLUTIONS

37%



ARE OFFERING THESE SERVICES ALREADY

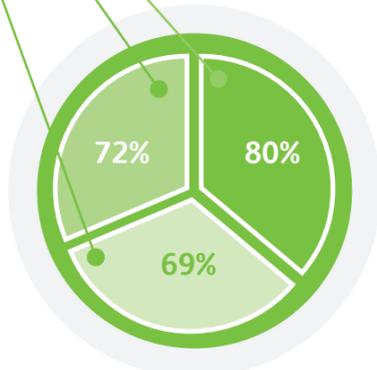
ADDING VALUE



82%

OF SMBs EXPECT THEIR ACCOUNTANTS TO BE MORE PROACTIVE IN DEVELOPING VALUE ADDED SERVICES

Modernising their brand



Increasing their skills base

Updating their accountancy software

ENCOURAGINGLY...

HALF

of accountants agree that they need to strategically change their position in the market



42%

see the cloud enabling them to do this

REVENUE OPPORTUNITIES

THE GOOD NEWS

FOR ACCOUNTANCY FIRMS IS THAT

More than half of those small businesses surveyed would pay for cloud-based accounting solutions



65%

Business consulting advice

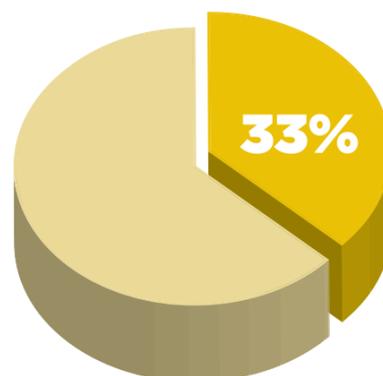


72%

Project financing and reporting



0 10 20 30 40 50 60 70 80



33%

OF ACCOUNTANTS RECOGNISED HOW THIS WOULD HELP THEM INCREASE PROFITS

Intuit (UK) Ltd commissioned a study into 'The Changing Role of Accountancy'. Conducted by Coleman Parkes in September and October 2013, this UK research includes feedback from 100 senior managers and owners of accountancy firms with between five and 250 employees. In addition 200 senior managers and owners of SMBs with between two and 250 employees were interviewed.

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