



The new era of the always-on accountant.

Do you know how to stay relevant and get ahead of the curve?

Life as an accountant has changed: your clients expect a more consultative service – they want to be continuously plugged into their business to make better, more proactive decisions. So how do you stay one step ahead?

Three key trends facing accountants today

1

Clients are doing more for themselves

2

Greater focus on client service and adding value

3

Future-proofing through mobile and online tech

They're leading to challenges that accountants have to address

82% believe **new technologies** are changing their clients' expectations¹

70% say **attracting and developing new business**² is the top business challenge

But **retaining existing clients** is also a challenge in the changing environment

"Our accountant didn't give us proactive advice"



#1 reason why clients leave³

Challenges – accountants give their views⁴



"Deploying technology intelligently"



"Offering new services"



"Engaging prospective clients"



What your clients see as important services⁵

25% Business planning

25% Business strategy

20% Business analytics

But what does this mean for you?

These changing demands mean you need to...

Find ways to add value
You need to offer more value by offering a wider range of services

75%

of accountants believe broader skills and **being more of a business partner** are the most important value-adds⁶

Be more efficient
Run a better practice – have all your data at your fingertips

68%

of accountants say that **online accounting tools and data** would help them collaborate with their clients⁷

Grow your pipeline
Finding the right new clients is essential for your practice

50%

of accountants report that **generating more referrals** is their number one marketing priority⁸

The solution

Clients want a fuller, more consultative service. To achieve this, you need on-the-go visibility and always-on access to make decisions and provide services in real time.

Sage Impact is the answer

Sage Impact is a central **customizable hub** providing a real-time dashboard view of your entire practice.

Everything is in one place: email, calendars, community learning and much more.



Engage your clients

Become a **more responsive, valuable client adviser**



Optimise your practice

Run your practice **more efficiently** and **reduce admin**



Grow your practice

Find clients based on your skills and their needs

Stay one step ahead in the new era of the always-on accountant.

Sign up for Sage Impact today

Account for change.

1. Survey: 82% of top 100 accounting firms tie new tech to client retention, firm growth. AccountingWeb article, 2010.
 2. Visible Expert Research Study: Accounting & Financial Services Edition. Hinge Research Institute, 2015.
 3. What Do Your Business Clients Want? AccountingWeb, 2014.
 4. The biggest challenges facing accountants in 2015, the sector's leading suppliers speak. AccountingWeb, 2015.
 5. What Do Your Business Clients Want? AccountingWeb, 2014.
 6. Drivers of change in the UK. ACCA & IMA, 2012.
 7. Recent survey reports clients are driving adoption of cloud. Sage, 2014.
 8. New Survey Reveals Top Concerns for Accountants in 2015. AccountingWeb, 2015.