



# Mobile Computing Takes the Fast Lane with Tax & Accounting Professionals

---

Presented By:  
Gregory LaFollette, CPA.CITP  
Matt Jagst, Thomson Reuters Product Manager

# Greg LaFollette



**Host**

Speaker / Consultant / Columnist / Author /  
Practitioner

Eide Bailly, LLP

Sr. Manager, Tax & Technology Consulting

AICPA Committees

TECH Conference Planning Committee

CITP Credential Committee

NAC (National Accreditation Commission)

Top 10 Technologies Review Committee

Former:

*The CPA Technology Advisor* – Ex. Editor

Thomson Reuters Tax & Accounting CS

Vice President - Product Strategy

LaFollette, Jansa, Brandt & Co. , LLP

Tax & Technology partner



# Matt Jagst



**Guest**

- Pragmatic Marketing® Certified product manager for practice management products and SaaS offerings at the Tax & Accounting business of Thomson Reuters
- Held a number of positions in his 16+ years with the organization, including product support, product development analyst, trainer/consultant and manager of the Training & Consulting group.

# Today's Agenda

---

- Mobile computing and its impact on today's tax and accounting firms.
- The latest mobile devices – from smart phones to Apple iPad™.
- Boosting your productivity with how to use it and how to buy it.
- What about cloud computing and mobile computing?
- Leveraging mobile computing to manage your firm from the field, from the home, from the road.



# **MOBILE WEB SHIFT...**

**Some perspective**

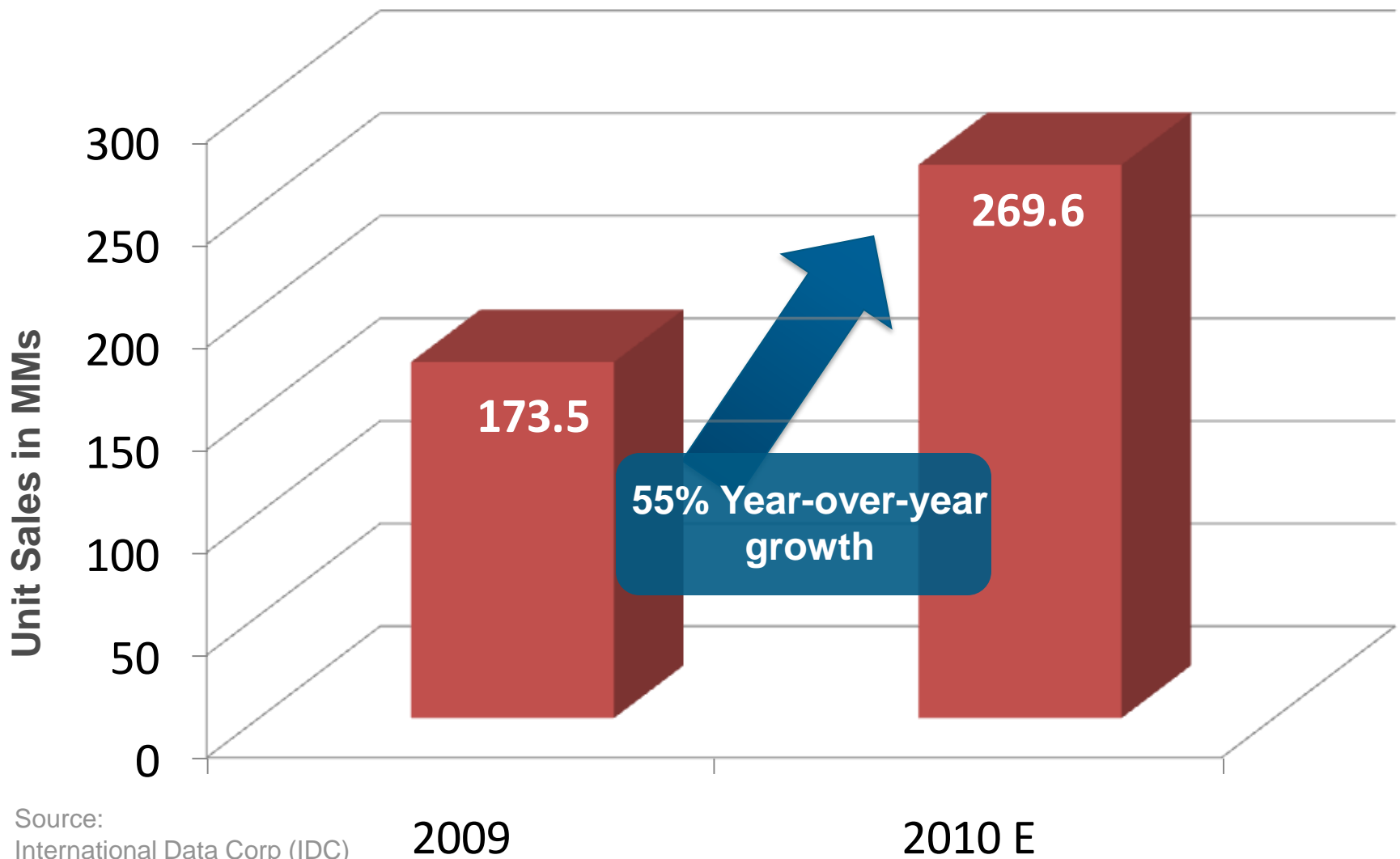
## Mobile Usage Today

---

- 23% of adults use their cell phone completely (no landline)
- 59% of adults are mobile web users
- 53% of AT&T customers are smart phone users today

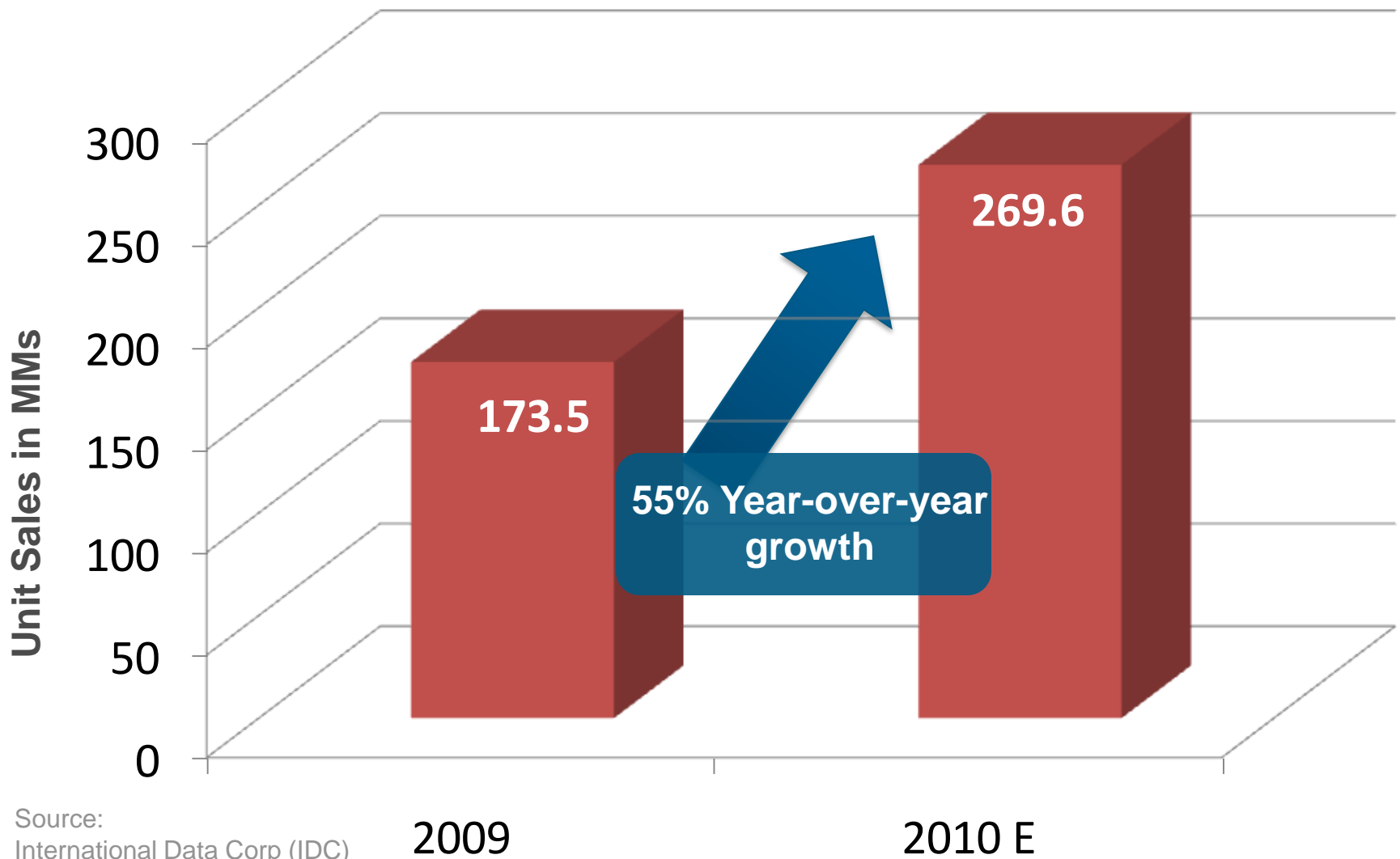
Source: Pew Internet “The Rise of Apps culture”  
Source: AT&T CEO, September 15, 2010

# Worldwide Smartphone Sales in MMs



Source:  
International Data Corp (IDC)

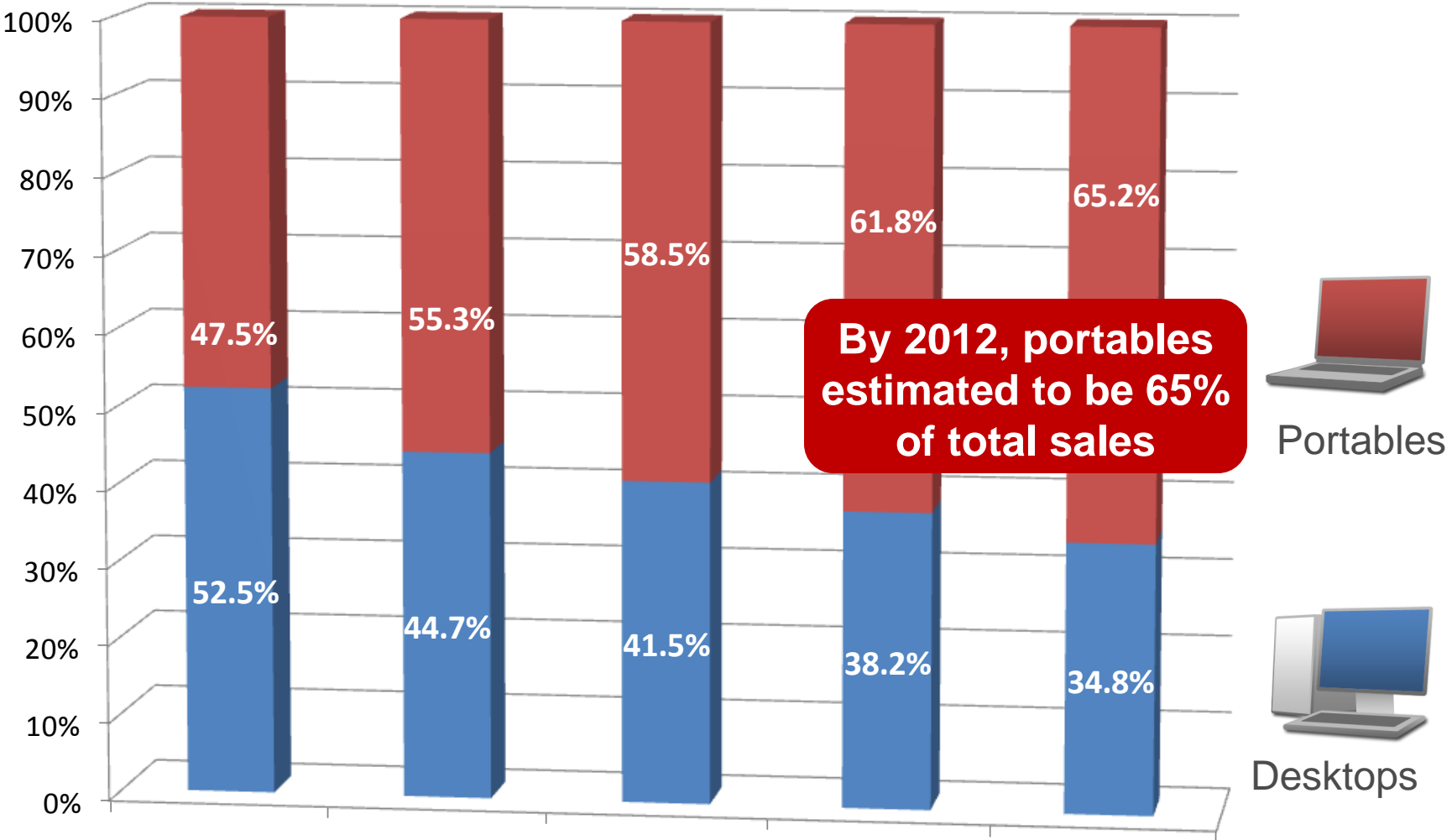
# Worldwide Smartphone Sales in MMs



Source:  
International Data Corp (IDC)

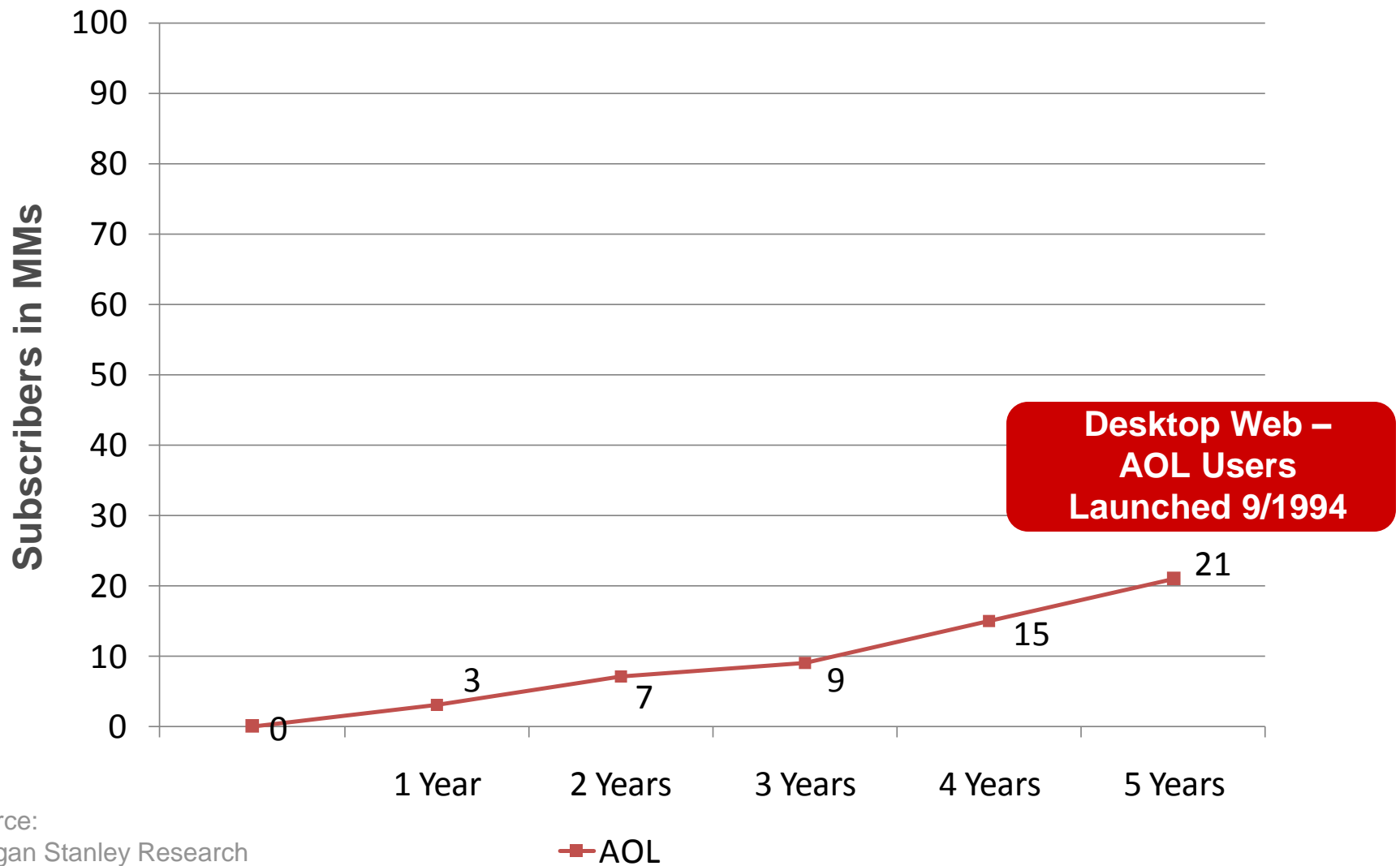


# PERCENT OF PC SHIPMENTS – DESKTOP vs. PORTABLE



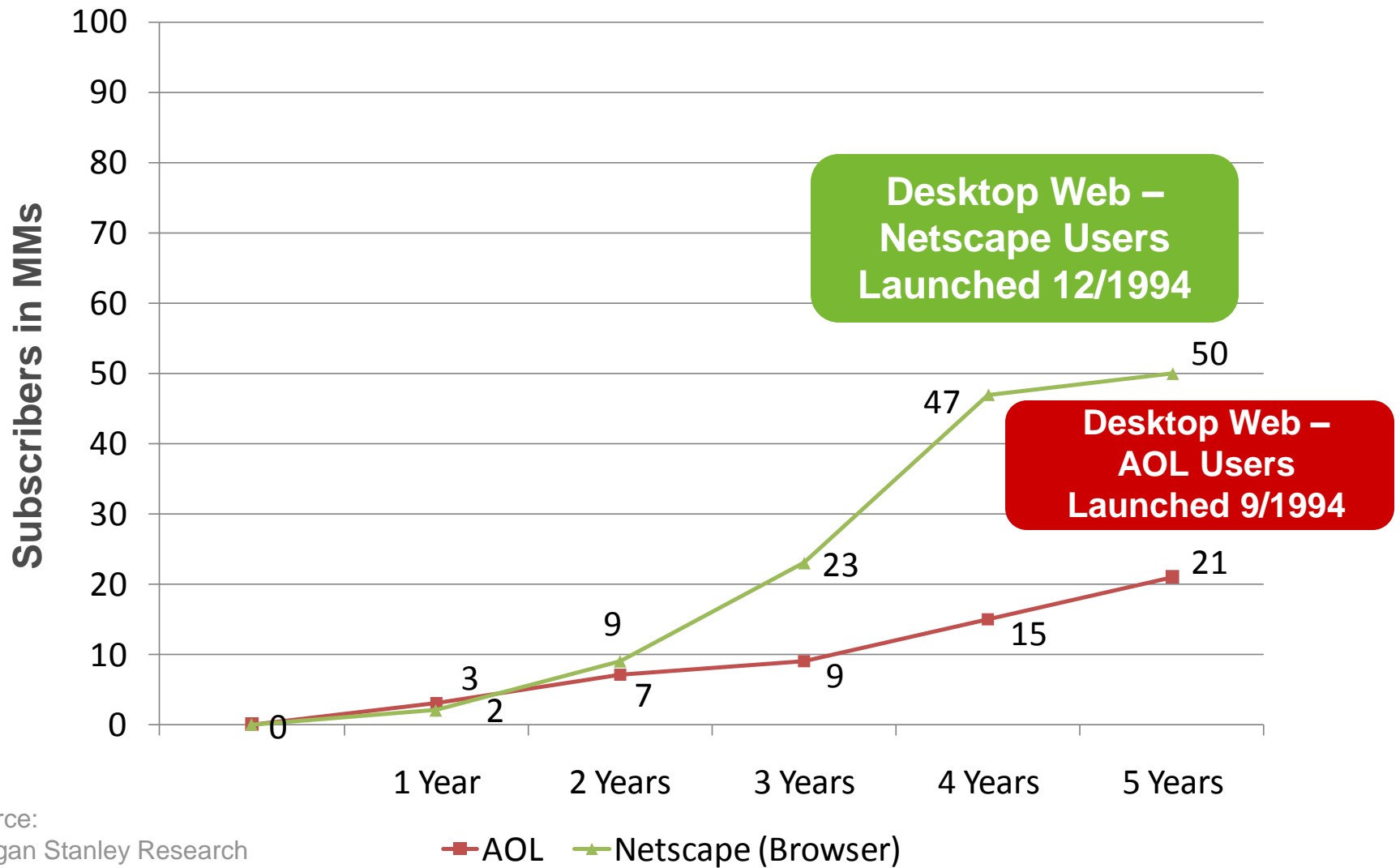
Source: IDC World wide quarterly PC Tracker

# RAMP-UP – MOBILE WEB vs. DESKTOP WEB



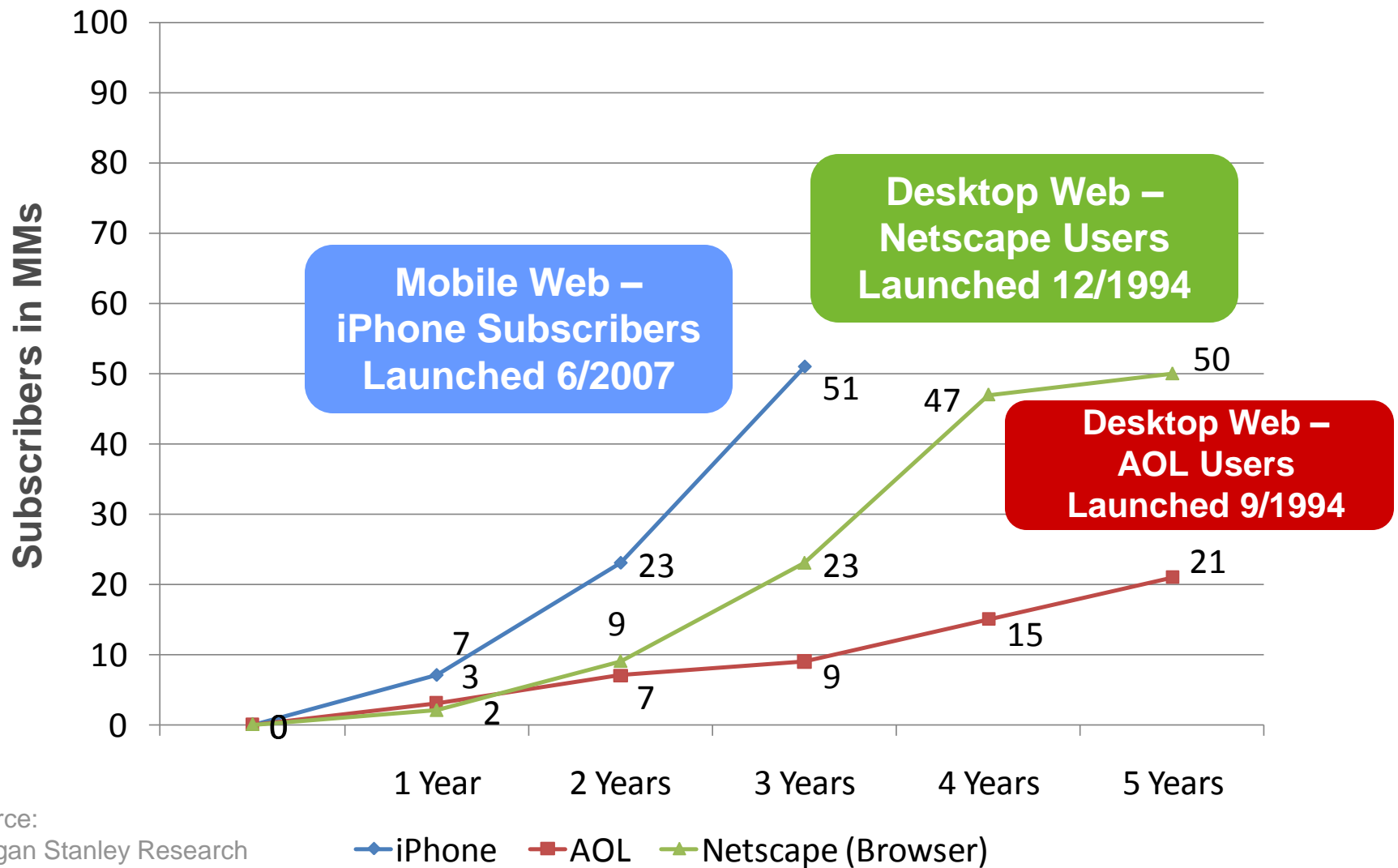
Source:  
Morgan Stanley Research

# RAMP-UP – MOBILE WEB vs. DESKTOP WEB



Source:  
Morgan Stanley Research

# RAMP-UP – MOBILE WEB vs. DESKTOP WEB



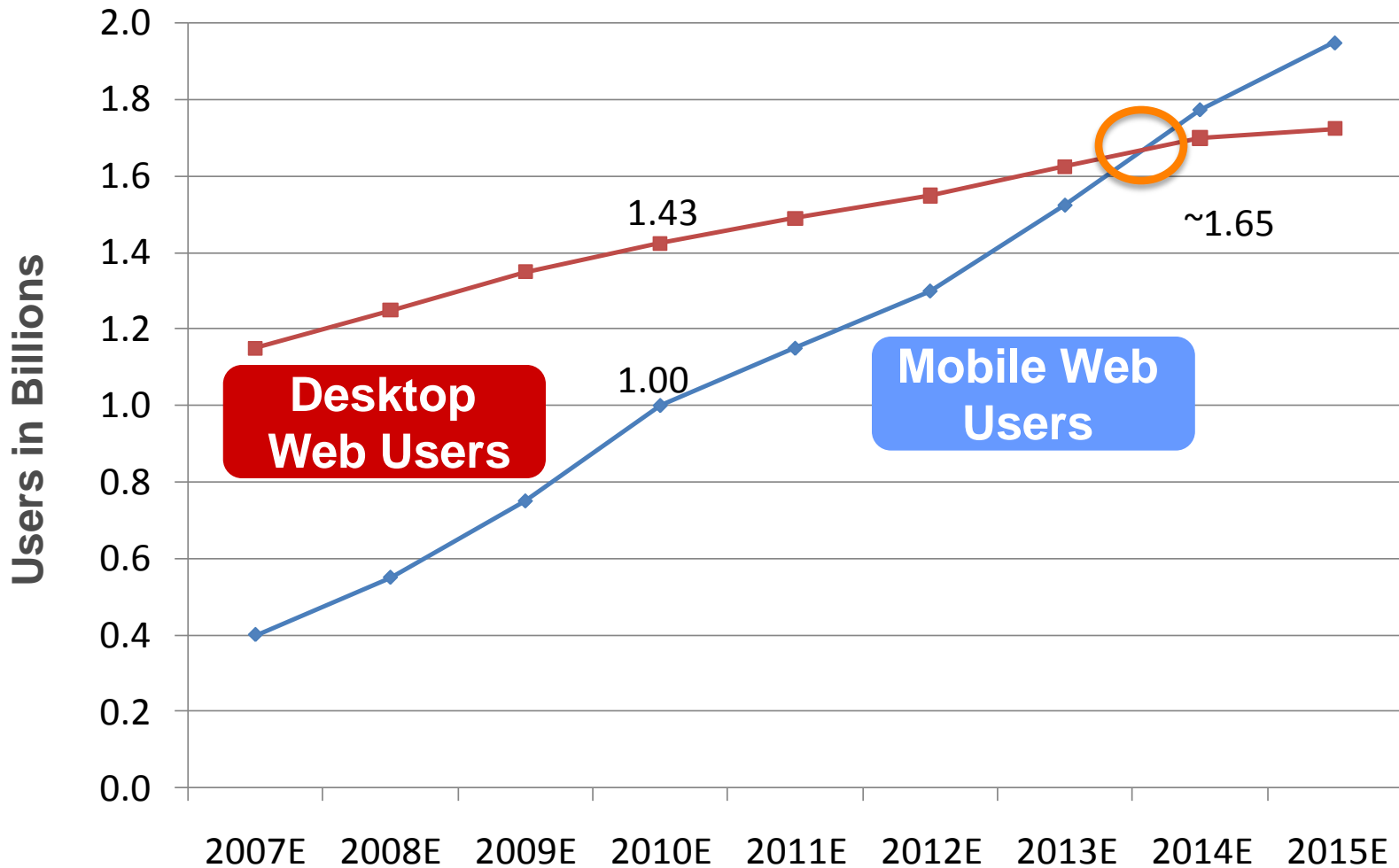
Source:  
Morgan Stanley Research

# **IN 2014**

**Mobile web users will surpass desktop web users**

Source: NPD and Morgan Stanley Research

# RAMP-UP – MOBILE WEB vs. DESKTOP WEB TOTAL



Source:  
Morgan Stanley Research

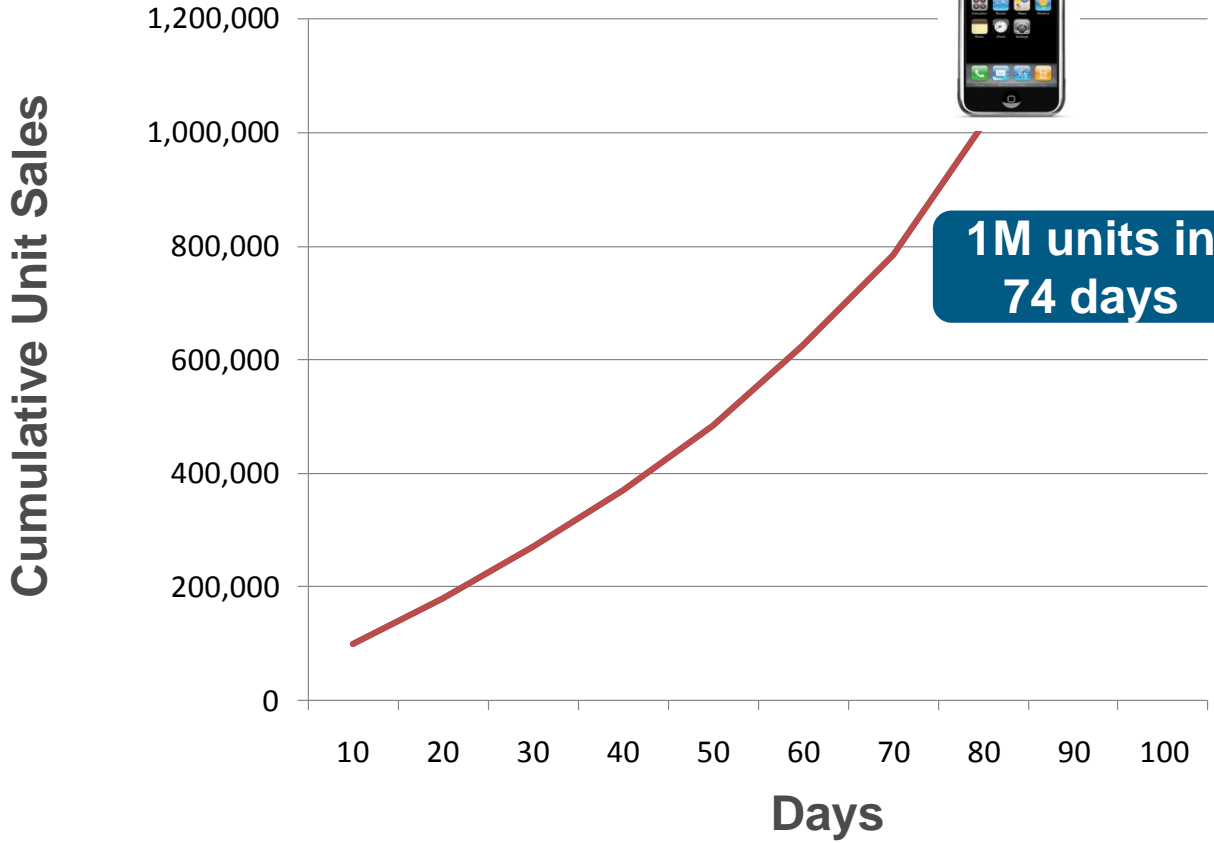
◆ Mobile Web Users

■ Desktop Web Users

# MOBILE WEB APPLE IMPACT

**It took  
approximately 7  
years for global  
sales of PCs to  
reach 1M units!**

# MOBILE WEB APPLE IMPACT

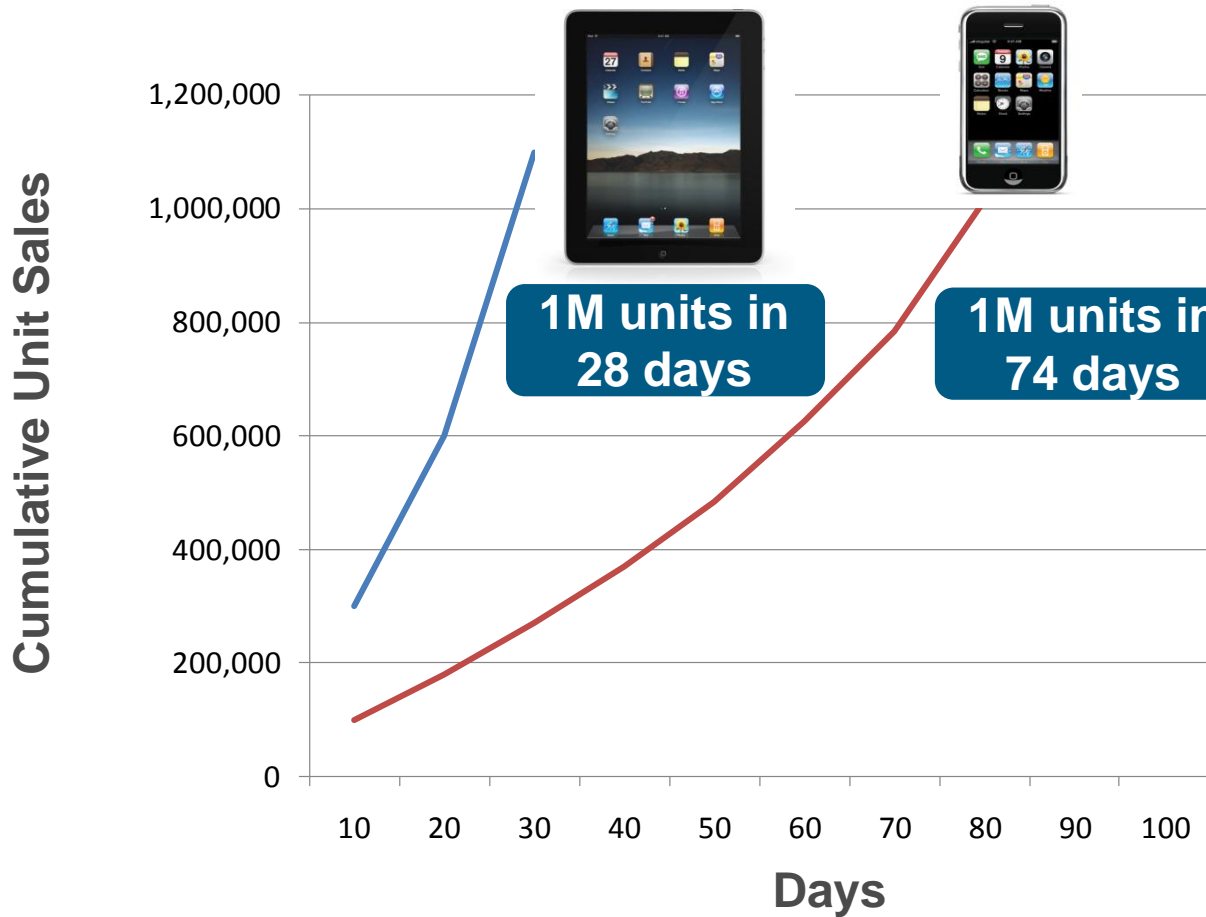


**1M units in  
74 days**

**It took  
approximately 7  
years for global  
sales of PCs to  
reach 1M units!**



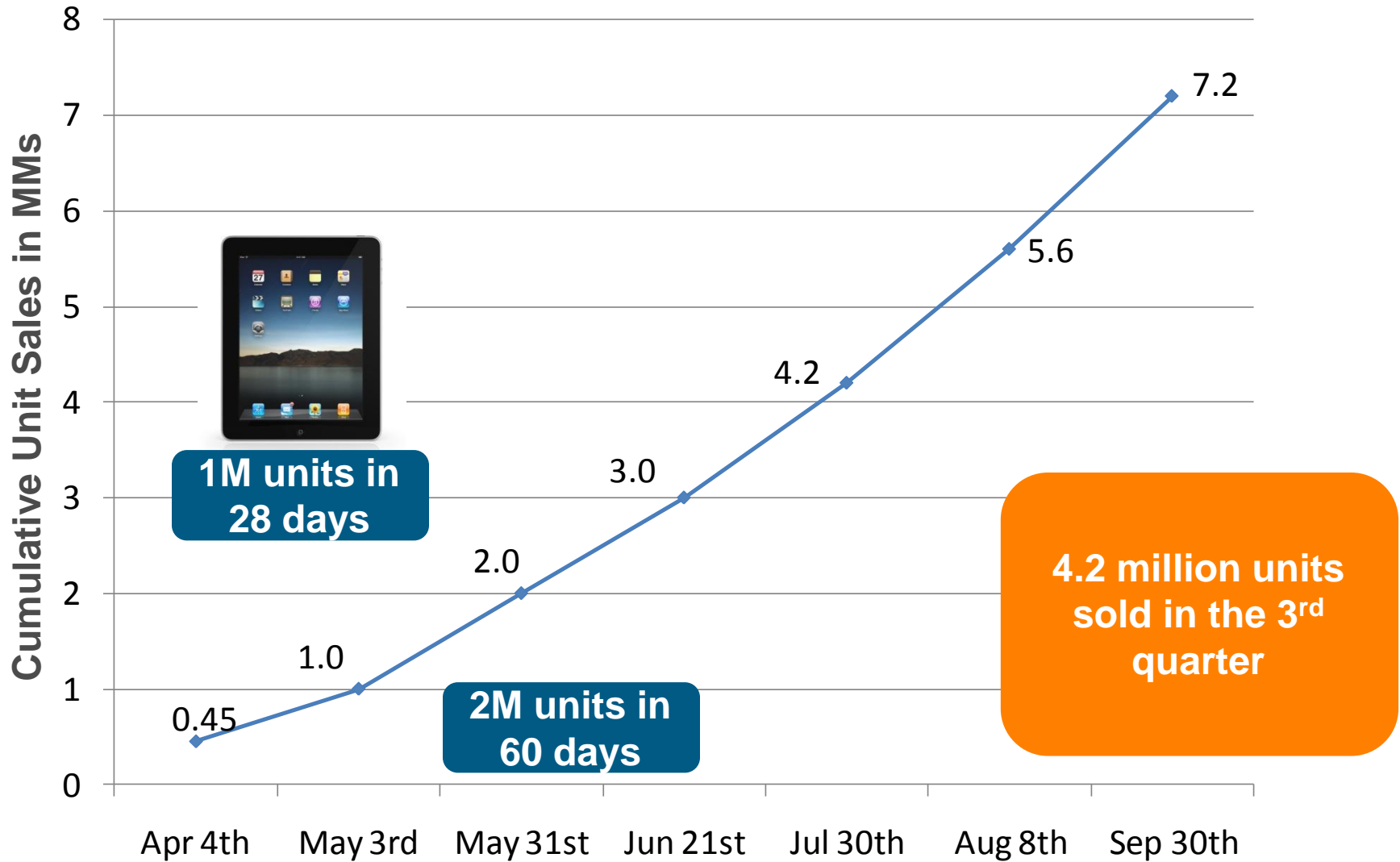
# MOBILE WEB APPLE TABLET IMPACT



**It took approximately 7 years for global sales of PCs to reach 1M units!**

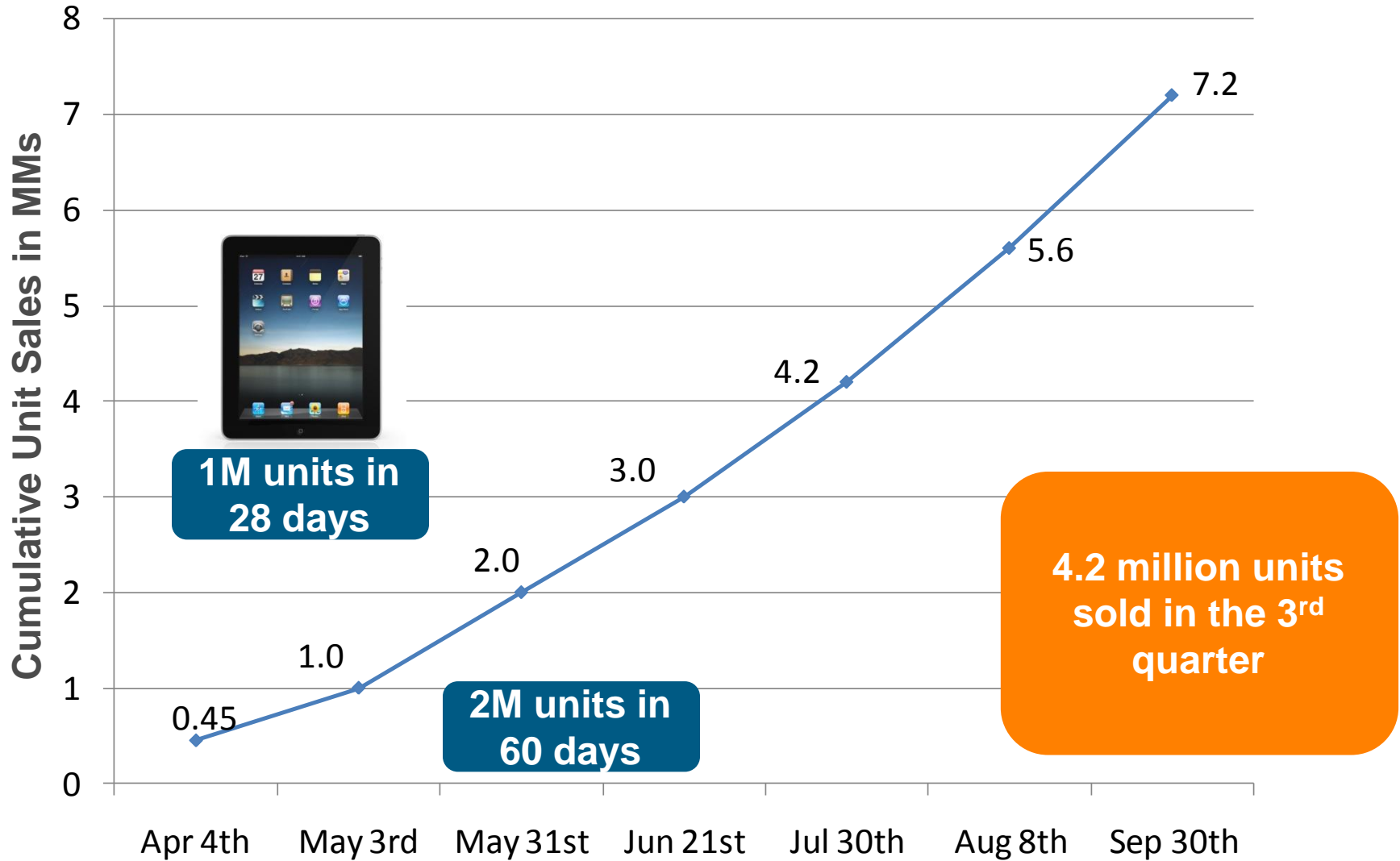
# MOBILE WEB

## APPLE TABLET IMPACT – iPad SALES



# MOBILE WEB

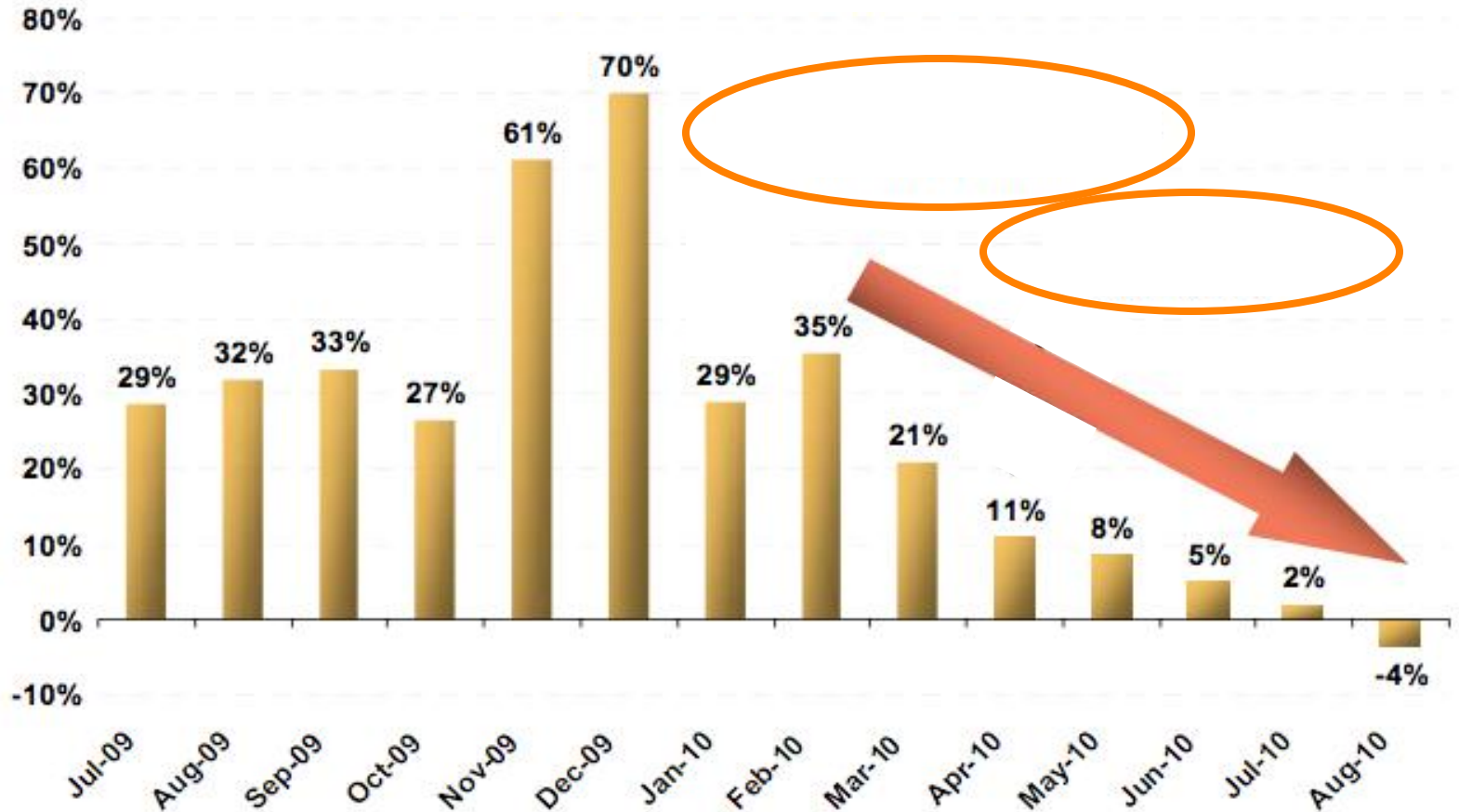
## APPLE TABLET IMPACT – iPad SALES



# MOBILE WEB APPLE IMPACT

Apple driving “mobile,  
within mobile”

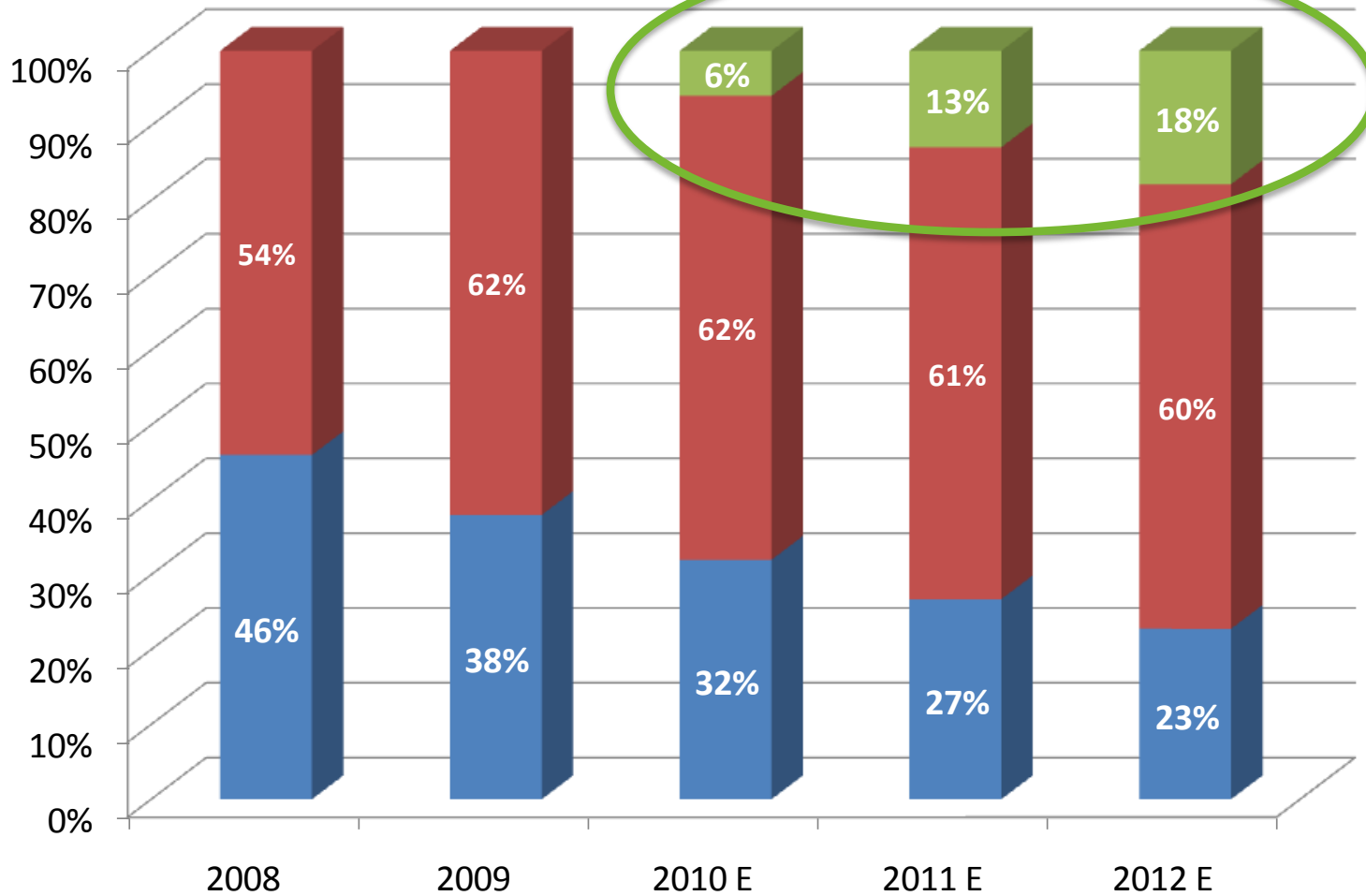
## U.S. Retail Netbook/Notebook Y/Y Unit Growth



Source:  
NPD, Morgan Stanley Research

# MOBILE WEB – TABLET IMPACT PC SALES (CONSUMER)

Tablets



Source:

NPD, Morgan Stanley Research

■ Desktops

■ Laptop/Netbook/Mini

■ Tablet



THOMSON REUTERS

---

# What Does This Mean For Your Firm Today?

# Mobile Computing Today

---

- Mobile devices & mobile devices will be a significant part of your practice soon (if not already)
- Your staff are using mobile devices in their daily life and are looking to do so in their career as well
- Your clients are using mobile devices and are looking to connect with your firm



# Mobile Devices to Consider...

---

- SmartPhone

- Apple
- Blackberry
- Windows Mobile
- Android

## Tablet PC's

- Apple iPad
- Samsung Galaxy Tab (Android)
- Toshiba Folio (Android)
- RIM Blackpad





# Mobile Devices to Consider

---

## Netbooks & Laptops

- Traditional laptops
  - Dell
  - HP
  - Lenovo
  - Apple Macbook
- Netbooks
  - Toshiba
  - Asus
  - Apple Macbook Air



# Focus on Apple iPad

---



# iPad Applications

---

- Tax/Accounting apps available today
  - Mobile CS from Thomson Reuters
  - BNA
  - Sure Payroll & ADP's payroll apps
  - XBRL Mobile
  - Milebug

# iPad Applications

---

- Tax/Accounting apps available today
  - Mobile CS from Thomson Reuters
  - CPAExpress & iDonatedIt
  - Sure Payroll & ADP's payroll apps
  - XBRL Mobile
  - Milebug
  
- Some of the business apps available today
  - Apple (Mac) productivity suite
  - PDF Reader Pro/Good Reader
  - DropBox
  - Citrix/remote desktop access apps

# Thomson Reuters Mobile CS



Bryan Hoelt 700014 Change Firm

LOG OUT CONTACT US

TAX & ACCOUNTING  
CS PROFESSIONAL SUITE® & ENTERPRISE SUITE™

HOME PRODUCTS SERVICES SUPPORT COMMUNITY MY ACCOUNT

OVERVIEW PRODUCT LIST WORKFLOW BUY VS. LEASE RESEARCH CENTER

Home > Products > Product List > Mobile Apps > Mobile CS

## ON-THE-GO ACCESS MOBILE CS

Take an advanced look at Mobile CS—Download the app now and see how this exciting tool works with trial data. The option to synchronize with your Practice CS data will be available in the near future.

SHARE: f in t

Using cutting-edge mobile application technology, Mobile CS extends the reach of CS Professional Suite and Enterprise Suite products from your desktop to your iPhone, giving you 24/7 access to your data from any location.

The initial release of Mobile CS offers Practice CS Online, like helpful client and staff data, as well as key firm data such as WIP and AR. You can review client interactions before an important meeting, check staff availability while you're out of the office, view the status of a project, and much more. Future releases will give you access to additional CS Professional Suite and Enterprise Suite product data.

### Key Firm-Level Data

View important data—critical to running your practice—and make smart business decisions on the spot.

The real-time functionality of Mobile CS allows you to view current Practice CS data on firm operations, staff projects, and client status—even when you are out of the office.

... you can operate your firm at ... decisions

#### PRODUCT REVIEWS

**5 Stars**  
Engagement CS receives top rating, July 2010  
[Read the review \(external link\)](#)

**5 Stars**  
GoFileRoom receives top rating, June 2010  
[Read the review \(external link\)](#)  
[More product reviews](#)

#### TAKE THE NEXT STEPS

- Contact Sales  
800.568.8900  
[Online](#)
- Trade Shows, Seminars and more
- Contact Us

Research Our Products

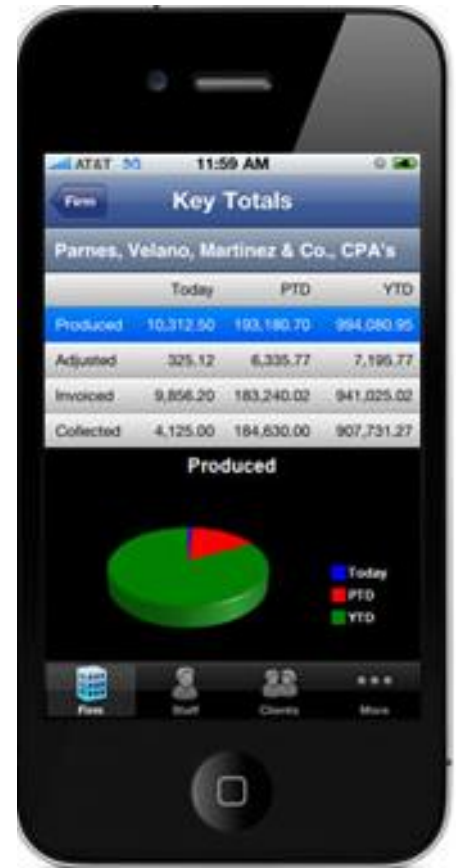
- Testimonials
- Product Reviews
- System Requirements
- Trials and Other Options

#### 1999

Web Services Timeline

An interactive look back at our history of web-based products and services.

[Take a trip to the past](#)



## What Programs/Data do I need access to?

---

- Document management
- Tax Returns/Tax Planning information
- Payroll info
- Practice Management

# Practice Management Software in a Mobile Environment

---

- Digital dashboards help you view and manage all aspects of your practice
- Allow your staff to work more efficiently in all aspects of their role
- Types of data you should look to have at your fingertips – and how you use that in your firm
- Update and track all client related matters outside of the office

# Firm Dashboard

Firm Summary  Firm Summary - Albany  Firm Summary - TCM's clients  Staff Overview  24 Period History  Project Tracking Report  Realization/Pro

Filter

## Agings

	<u>3/31/2010</u>	<u>2/28/2010</u>	<u>1/31/2010</u>	<u>12/31/2009</u>	<u>11/30/2009+</u>	<u>Totals</u>
WIP	21,086.25	259,794.00	262.50	0.00	17,811.25	298,954.00
A/R	139,238.51	122,699.00	5,000.00	0.00	1,741.49	268,679.00

## WIP Recap PTD

Beginning Balance:	\$251,604.00
Produced:	264,411.50
Billed:	(275,169.00)
Billing Adjustments:	49,390.00
Progress Billed:	1,790.00
Ending Balance:	\$292,026.50

## Billing Summary PTD

Billed:	\$275,169.00
Progress Billed:	(1,790.00)
Surcharges:	0.00
Discounts:	(500.00)
Sales Taxes	0.00
Service Taxes	0.00
Total Invoiced:	\$272,879.00

## A/R Recap PTD

Beginning Balance:	\$69,782.98	....
Invoices:	272,879.00	
Receipts	(217,374.00)	
A/R Adjustments:	0.00	
Service Charge	422.00	
Ending Balance:	\$125,709.98	

## Key Totals

	<u>Today</u>	<u>PTD</u>	<u>YTD</u>
Produced:	0.00	264,411.50	4,102,995.50
Adjusted:	0.00	49,390.00	56,265.25
Invoiced:	0.00	272,879.00	3,801,158.00
Collected:	0.00	217,374.00	3,526,611.28



GOFM6574

Green Oak Family Medicine

[Add View](#) [Sele](#)

Overview **X** Projects **X** Schedule **X** Interactions **X** 24 Period History **X** Five Year History **X**

**Client Information**

Contact: Frank, Marcus  
**Business**: 12 Executive Park Drive  
 Albany, NY 12203 USA  
**Business**: (518) 641-5720  
**E-mail**: marcus@greenoakmedicine.com  
 Website: www.greenoakmedicine.com  
 Associate: Mansfield, Samantha (x6645)  
 Manager: Badics, Charles  
 Partner: Cross, Candy  
 Entity: S Corporation  
**Additional Contact**: Creighton, Carl  
 Business: (518) 664-7546 x100  
 E-mail: ccreighton@btlawyer.com  
**Additional Contact**: Frank, Marcus  
 Business: (518) 641-5720  
 E-mail: marcus.frank@greenoakmedicine.com

Client Information | Client Notes | Billing Summary PTD

**Prior Invoices**

Number	Reference	Date	Invoice Amount	Realization %
3303		12/31/2010	1420.00	104.41
3261		11/30/2010	1450.00	106.62
3218		10/31/2010	1450.00	106.62
3177		9/30/2010	2650.00	97.43
3117		7/31/2010	1360.00	100.00
3089		6/30/2010	1360.00	100.00
3026		5/31/2010	1450.00	106.62
2962		4/30/2010	1360.00	100.00
2945		3/31/2010	1350.00	99.26
2909		2/28/2010	1360.00	100.00
2834		1/31/2010	1360.00	100.00
2772		12/31/2009	2100.00	100.00
2759		11/30/2009	325.00	120.37
2700		10/31/2009	1400.00	102.94
2632		9/30/2009	1200.00	114.29
2587		8/31/2009	750.00	97.40
2549		7/31/2009	3230.00	85.45
2490		6/30/2009	1020.00	100.00

**WIP Recap PTD**

Beginning Balance: \$0.00  
 Produced: 2,720.00  
 Billed: (2,700.00)  
 Billing Adjustments: (20.00)  
 Progress Billed: 0.00  
 Ending Balance: \$0.00

WIP Recap PTD | WIP Detail

**Key Totals**

	Today	PTD	YTD
Produced:	0.00	2,720.00	32,640.00
Adjusted:	0.00	(20.00)	500.00
Invoiced:	0.00	2,700.00	33,140.00
Collected:	0.00	2,730.00	34,650.00

**A/R Recap PTD**

Beginning Balance: \$1,300.00  
 Invoices: 2,700.00  
 Receipts: (2,730.00)  
 A/R Adjustments: 0.00  
 Service Charge: 10.00  
 Ending Balance: \$1,280.00

A/R Open Items | A/R Recap PTD

---

# What about SaaS and Cloud Computing?



# SaaS and Cloud Computing

---

What is Cloud Computing and why is it relevant to our discussion today?

- Attractive, cost-efficient pricing models, limited up-front costs
- Reliability of Internet access
- Advanced and dependable security and privacy
- Web-hosted environment allows firms to focus on business, rather than IT management
- Firms need to do more with less resources
- Firms want to focus on what they do best



# Anywhere, Anytime Access

---

- Remote access provides:
  - Staff retention with work/life balance solutions
  - Non-traditional options for “busy season” staffing
- Allows you to tap into industry specific expertise in different locations
- Supports mobile users in the field

# Process Efficiencies & Increased Client Satisfaction

---

- Reduced IT demands = More time to service clients
- 24/7 anytime/anywhere software access =

## Flexibility

- Staffing part-time/remote employees
- Software access from client's office
- Software access from home
- Integrated software = Improved staff efficiency
- Automatic backup = Significant time savings
- Integrated client applications = Improved client service & progressive image

## Conclusion

---

- Mobile devices are in the midst of an explosion that tax & accounting firms can leverage to better serve their clients and staff
- Today's generation of Practice Management applications give you more freedom to manage your firm from anywhere
- SaaS/Cloud computing technology is here to stay

# Questions?

---



**Thank  
You!**



THOMSON REUTERS