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Agenda

- Pace of technology – high level overview
- Major technology/process changes over the last 12 years
- What is "now" – the new world of mobile
- Demonstration of mobile capability and direction

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CLIENTS

Shifts

TECHNOLOGY

r u ready for "now"?

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# Shifts...are happening **faster** than ever before

Most are **here to stay**

Some will be **a flash** –  
a **transition to something else**



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# Can become **extinct** rapidly

Hot technology



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Over the **last decade** or so,

Where has the accounting  
profession been?

What **technologies** or combination  
of technologies have we **embraced**  
or **could we have embraced**?



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Over the **last decade** or so,

And what is **“now”**?

What **technologies** or combination of technologies have we **embraced** or **could we have embraced**?

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**Accounting Firm General Core Technologies**

- ✓ Website
- ✓ Document Management System
- ✓ Multiple monitors
- ✓ Web client organizers
- ✓ Personal client portals
- ✓ General paperless workflow
- ✓ Online processing

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Those technologies are likely in your **rear-view mirror**



If you are a **technology-savvy** firm...

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**What's next?**  
Or rather...**what's now?**



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**MOBILE IS  
WHITE HOT**  
It's **NOW**

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Mobile is going to be **bigger**, and is occurring **faster** than any previous technical cycle

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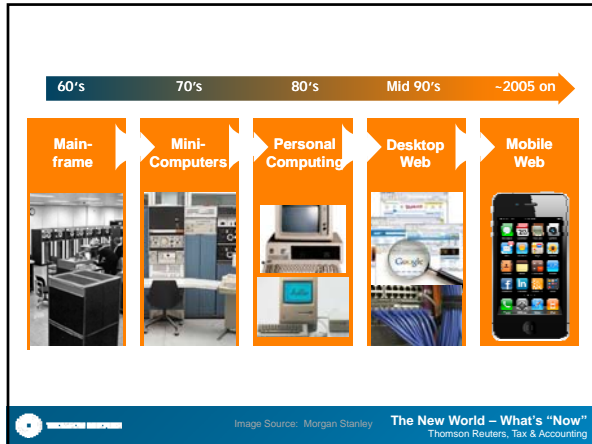
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But with **mobile**, the **adoption rate** is different

Historically, major technical cycles have run in 10-year increments

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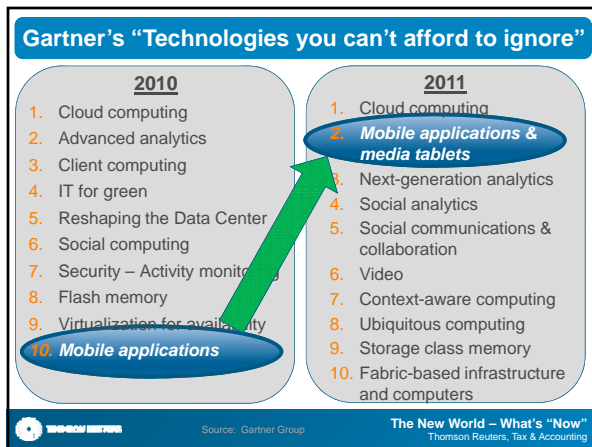
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**MOBILE  
WEB SHIFT...  
HOW FAST?**

Some perspective

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**59% OF ADULTS**

Mobile web users

Source: Pew Internet "The Rise of Apps culture"

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**27% OF ADULTS**

Mobile phone households (no landline)

Source: Center for Disease Control survey called the National Health Interview

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# 46% OF AT&T CUSTOMERS

## Smartphone users

Source: AT&T 2011 Q1 report

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# 16 airlines have Wi-Fi capabilities today

To be connected to the web in flight, is **no longer** a technical constraint...

The **constraining factor** is the amount of **physical space** you have in your seat

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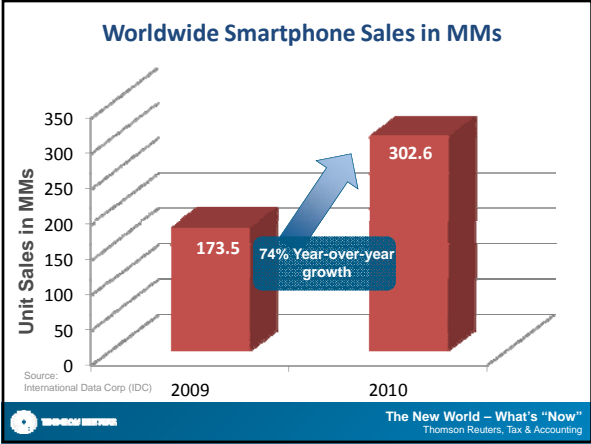
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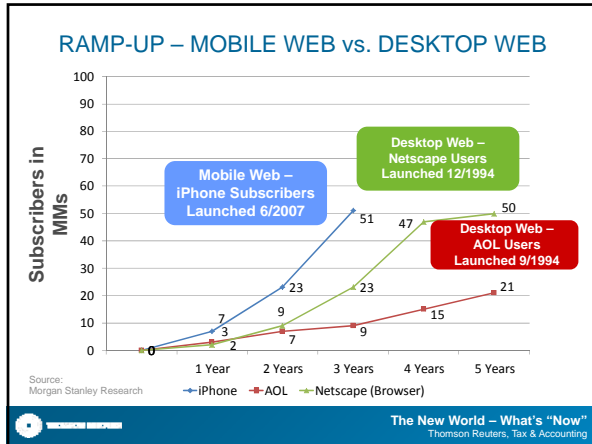
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## In 2014

Mobile web users will surpass desktop web users

Source: NPD and Morgan Stanley Research

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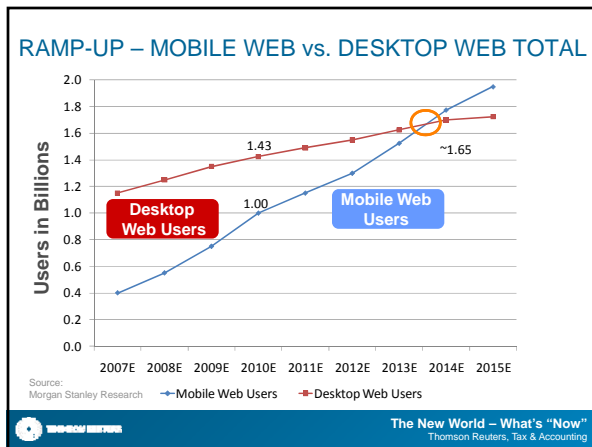
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### MOBILE WEB APPLE IMPACT

Apple Driving → Apple is leading in mobile innovation – for now  
– Best ecosystem and user experience

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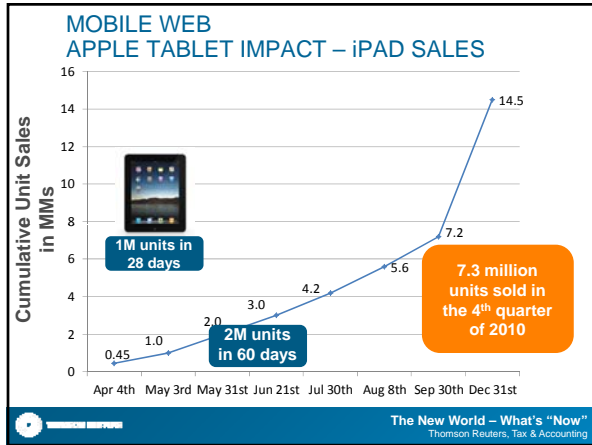
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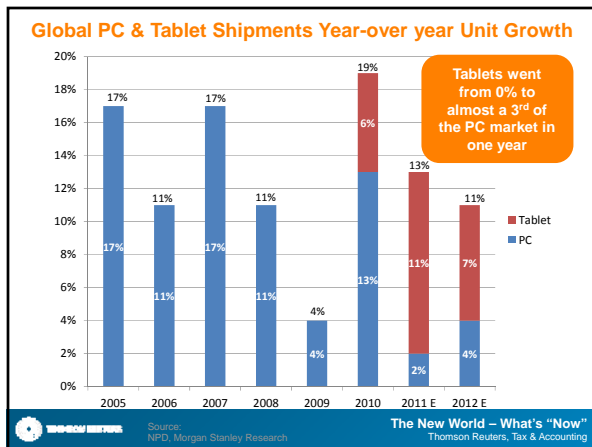
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## Behavior has **changed**

**35%** of US Android/iPhone users interact with **non-voice applications** on their smartphones

Before **getting out of bed**

Source: Ericsson Consumerlab 2011 study **The New World – What's "Now"**  
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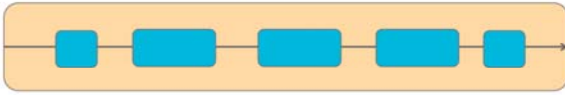
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## Behavior has **changed**

Internet usage throughout the day prior to the smartphone



Internet usage throughout the day with the smartphone



Source: Ericsson Consumerlab 2011 study **The New World – What's "Now"**  
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We no longer **"go"** to the internet

We are connected  
**all the time**

Source: Ericsson Consumerlab 2011 study **The New World – What's "Now"**  
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*“The enterprise push toward **mobile computing devices** like Apple’s iPad, a bevy of smartphones and applications may be ramping up **because there’s no choice.**”*

*Demographically speaking, employees **are going mobile in a hurry.**”*

- Larry Dignan, ZNet



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Translation...

**Consumer** products have entered your firm



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## RELATED CHANGES?

Technical changes driving **new thoughts** on user interface, input devices, and device usage



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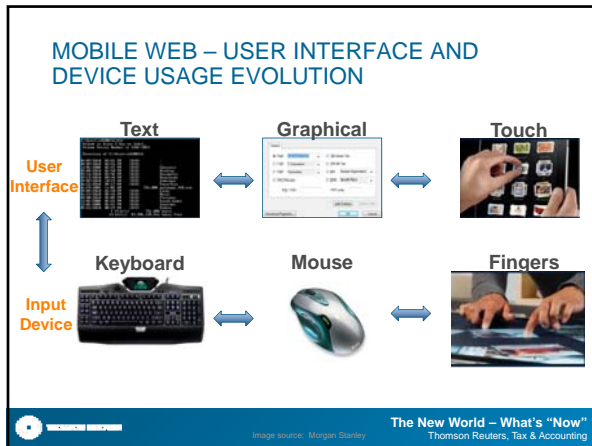
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- ### What's in mobile for you?
- ✓ **Better** staff – better **hiring/retention**
  - ✓ **Improved** client **service** – at **lower cost**
  - ✓ Improved internal **efficiencies/collaboration**
  - ✓ Increased **billable hours**
  - ✓ Improved **client** base – more **progressive**
  - ✓ You're just plain **faster**, at everything you do
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so...

### What's happening for accountants **now**, on **mobile**?

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**Accounting related mobile today**

- ✓ **Research (Content)**
- ✓ **Payroll – several vendors with a variety of capabilities**
- ✓ **Simple time entry in some time & billing systems**
- ✓ **Some training capabilities**
- ✓ **Client accounting capabilities**
- ✓ **Practice Management and various client connectivity tools**

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**MOBILE**  
Demos

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**Our Mobile CS Story...**

**Mobile** Technology **Solutions** for

The **Firm**

**Clients**

Client's **employees**



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### Example of making a call and creating the entry



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### Example of making a call and creating the entry



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### Mobile – Future

#### Firm-branded client mobile app

A firm would be able to **custom brand** the application for **their clients** to access information

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## Firm-branded client mobile app



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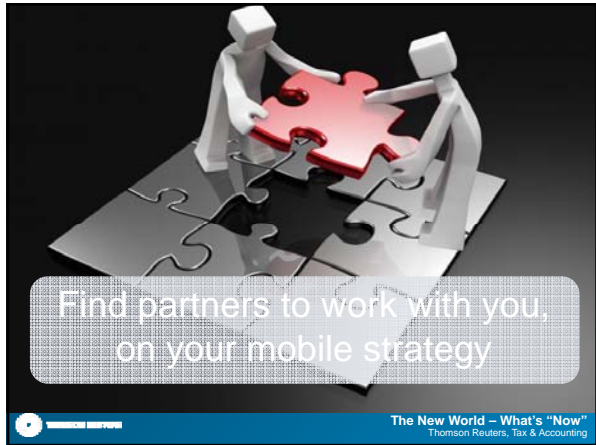
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Find partners to work with you,  
on your mobile strategy

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The most profound technologies are **those that disappear**. They weave themselves into the fabric of everyday life until they are indistinguishable from it... - Mark Weiser

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**Mobile** is one of those technologies



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Constantly **think mobile**.  
It is **now**, and **urgent**.



- 1 Mobile is the epitome of a **disruptive technology**
- 2 Mobile will touch **all aspects** of your practice
- 3 **Plan accordingly**

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The New World

Jon Baron  
President, Professional  
Thomson Reuters Tax & Accounting

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