

# CHALLENGES FACING THE ACCOUNTING INDUSTRY

The accounting industry faces a variety of challenges in today's rapidly changing business environment. These challenges require accountants to continuously update their knowledge, skills, and technology use to meet the demands of the profession and provide high-quality service to their clients. These challenges include:

## Client Expectations

- **Advisory Services:** Clients increasingly expect their accountants to provide strategic advice and insights, not just basic bookkeeping and tax preparation. This requires accountants to develop broader business acumen and advisory skills.
- **Demand for Real-Time Information:** Clients want real-time financial data and reporting, which requires accountants to adopt and master new technologies that facilitate instant access to financial information.

## Technology

- **Automation and AI:** Routine tasks like data entry, bookkeeping, and even some aspects of auditing are increasingly being automated. While this can improve efficiency, it also requires accountants to develop new skills to work alongside these technologies and focus on more complex tasks.
- **Software Proficiency:** Accountants must continuously learn and adapt to new accounting software, data analytics tools, and other technologies that are becoming essential for modern accounting practices.

## Compliance

- **Frequent Changes in Laws and Standards:** Accounting standards, tax laws, and regulatory requirements are constantly evolving, making it challenging for accountants to stay current and ensure compliance.
- **Compliance Burden:** Ensuring that all financial practices meet legal and regulatory standards can be time-consuming and complex, especially as regulations become more stringent.

## Staffing

- **Skill Shortages:** There is a growing demand for accountants with advanced technological skills, such as data analytics and cybersecurity knowledge. Finding and retaining talent with these skills can be challenging.
- **Generational Shifts:** As older accountants retire, there is a need to attract and retain younger professionals who may have different expectations regarding work-life balance and career development.

## Globalization

- **Dealing with International Clients:** Accountants working with international clients must be familiar with different accounting standards, tax laws, and regulatory environments, adding complexity to their work.
- **Cross-Border Transactions:** Managing and reporting on cross-border financial transactions can be complicated due to currency fluctuations, tax implications, and varying regulations.

Addressing these challenges requires accountants to be adaptable, continuously update their skills, and leverage new technologies to stay relevant and provide the best possible service to their clients. To the right, we've listed some ways ProfitCents can help.



## Solving Challenges With profitcents®



### CLIENT EXPECTATIONS

Provide strategic analysis by providing real-time analytics, supported by industry benchmarks.



### TECHNOLOGY

Data integration and AI-driven analyses free up time for advisory focus.



### COMPLIANCE

Streamline audits by automatically generating expected values while complying with SAS guidelines.



### STAFFING

Standardized, efficient workflows help streamline processes and fill staffing gaps.



### GLOBALIZATION

Web-based platform is globally accessible.