



Research conducted with 3,000 accountants from around the world offers helpful insight on their practice.

55%

**PLAN ON USING
AI IN THE NEXT
THREE YEARS.**

67%

**SAY USING THE CLOUD
MAKES IT EASIER TO
COLLABORATE WITH CLIENTS**

28%

**SAID THEY FEEL
MORE CONFIDENT
IN THEIR BUSINESS PROSPECTS NOW
COMPARED TO LAST YEAR**

40%

**SAID THEY FEEL
LESS CONFIDENT
IN THEIR BUSINESS PROSPECTS NOW
COMPARED TO LAST YEAR**

83%

**SAY THAT CLIENTS
EXPECT MORE
FROM THEM THAN THEY DID
FIVE YEARS AGO.**

42%

**SAY THAT CLIENTS
EXPECTATIONS WERE FOR
BUSINESS ADVISORY SERVICES
IN PARTICULAR.**

38%

**THINK THAT
EMERGING TECHNOLOGIES ARE
THE BIGGEST THREAT
TO THEIR PROFESSION.**

Source: <https://www.cpacanada.ca/en/news/accounting/the-profession/2018-08-07-embrace-the-future-and-evolve-your-accounting-practice-with-these-5-strategies>

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