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**SR-4 INTEGRATED SOLUTIONS MAY 2009**

### Extending the Reach of Products/Services

How well technology integrates in a practice affects workflow, productivity and more often than not, morale. While it remains extremely important to determine how well a new technology will communicate and mesh with existing hardware and software applications, the technology must also be comfortable for the accountants and staff, and allow a practice to remain flexible enough to integrate or shift to new technology, if needed.

Accountants jobs become much easier when one technology can seamlessly communicate with another. However, when the topic of technology integration is addressed, how well a technology borrows staff skill sets and existing staff/client relationships, while seamlessly weaving into a practice's preferred workflow and processes, deserves great consideration.

It is quite common for a vendor to focus on developing software that will work optimally within their own bundle of applications or with a limited group of outside technology applications. Unfortunately, this narrow scope of integration can force practices into a "one-vendor only" situation. This restriction can compromise practice productivity and staff morale, because one-size typically does not fit all. Additionally, most will address the hardware and software integration aspects up front, but fail to consider how a new technology will impact a practice's preferred workflow and job tasks after-the-fact.

Practices should fully explore the full-scope of integration (hardware, software, a practice's preferred workflow and processes, leveraging staff skill sets, existing staff/client relationships) to avoid added layers of work later. Failure to do so increases the risk of forced unplanned expenses with employee morale plummeting as job tasks shift or change in a way that is not intuitive or familiar.

There are best-in-class technology vendors, like DocIt, who approach the topic of integration with the belief that the software that accountants use will be forever evolving and changing.

Accountants will continue to use different applications in different areas of today's full service accounting practices. Invariably, the document management system must handle any type or variety of documents collected or created during any engagement.

Throughout the evolution, some procedures however, will remain unchanged. For example, when a practice adopts DocIt technology, the routine task or procedure of moving a paper client binder from one desk or staff member to another will be immediately reduced and eventually eliminated. DocIt recognized that staff and accountants in paper-based practices would be most comfortable and accustomed to the procedures involved in working with client binders on a daily basis. Therefore, they built electronic client binders to resemble

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paper-based client binders for the daily management of client engagements. Because DocIt has paid close attention to integration details that go far beyond hardware and software issues, hundreds of practices throughout North America have found it easy to transition to working in a paperless way using DocIt technology.

The integration of technology can be considered comprehensive when the vendor addresses issues that go well beyond hardware and software. DocIt leads the industry for what they have taken the industry to their paperless technology future. SR

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Editorial Feature

Company Spotlight

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### The Accounting Today Advantage:

- ✓ Position your company as a thought leader on cutting edge accounting issues
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- ✓ Your Company Spotlight will be included in the editorial of the promotional newsletter

\*Source: Publishers Projection 5/09 Effective July 2009 (Based on 60,000 Subscribers)

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## MORE TARGETED REACH

*Accounting Today's* Special Reports are targeted vehicles for your marketing message. Your advertising appears adjacent to editorial that our circulation of over 60,000\* readers—your coveted audience—want and need to read. An ad guarantees you reach who you want, when you want.

\*Source: Publishers Projection 5/09 Effective July 2009 (Based on 60,000 Subscribers)

### SPECIAL REPORTS EDITORIAL CALENDAR

Issue	Ad Close	Materials Due	Highlights
August	7/6	7/13	<b>Tax Season 2009 - Gauging the Results:</b> What was it like during this past tax season, both the good and the bad? How did the practitioner handle it? Were there better tools from the software companies? What were they? And what do these companies have on the docket for 2010? Moreover, this supplement offers a bird's eye view from the practitioners themselves on what 2009 held for them and also gives an insight into what they may expect next year.
September	7/21	7/28	<b>Going Paperless:</b> This special report takes a close up and personal look at the myriad of products, services, and tools that the CPA has at hand including ways in which the firm can develop a paperless mindset. Special emphasis is made on imaging systems as well as document management or for that matter, any other procedure that may reduce costs and improve client service.
November	9/22	9/29	<b>Payroll:</b> Shall I do it in house or use an outside service provider? The debate rages on as how best to handle the client's payroll processing. So, this special report targets the in-house solutions presently available to the accountant and also looks at solutions now available from the outsourcing side. How well do they work? How can the CPA decide which avenue will work best for the client?
December 1	11/3	11/10	<b>Small Business Services:</b> There is no question that the CPA provides a wide range of services to small businesses of all sizes. These may include consulting, write-ups, tax compliance, payroll, financial planning, succession planning, and much more. This supplement zeroes in on the range of services now offered with a special look at the vendors that provide the products to help the CPAs and their small business clients.

### 2009 RATES

Size	Display (4-Color)	Spotlight	Online
Spread	\$16,000	1	468x60 banner ad and 25 words of text
Full Page	\$9,000	1	468x60 banner ad and 25 words of text
1/2 Page	\$7,000	n/a	468x60 banner ad and 25 words of text
1/3 Page	\$6,000	n/a	468x60 banner ad and 25 words of text
1/4 Page	\$5,000	n/a	468x60 banner ad and 25 words of text

\*Special Report usage does not count toward rate frequency or multi-book discounts.