

# Tax and Accounting Technology Trends for 2018

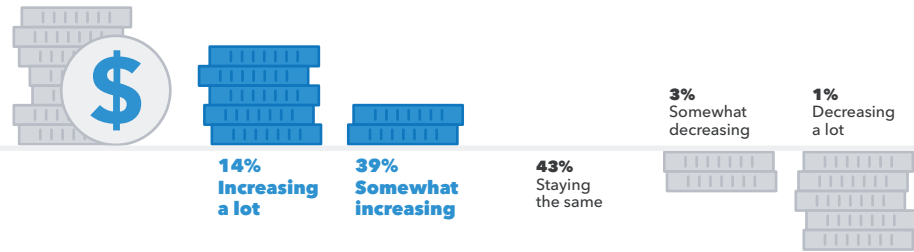
## Connect your firm to the future.

Tackle one of the toughest challenges – technology. Keeping up will lead to more opportunities than ever. So see where you stand and how you could find more ways to grow.



## Technology budgets

53% of practices are making a bigger investment in technology to build a stronger future.



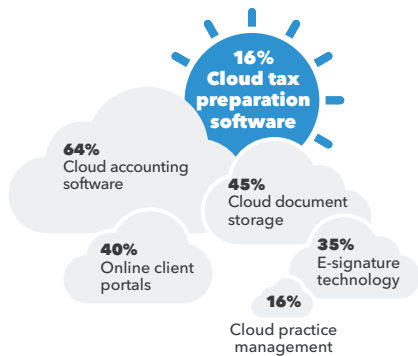
## Barriers to adopting new technology

Lack of time is the top reason for not making a change and going after more benefits.



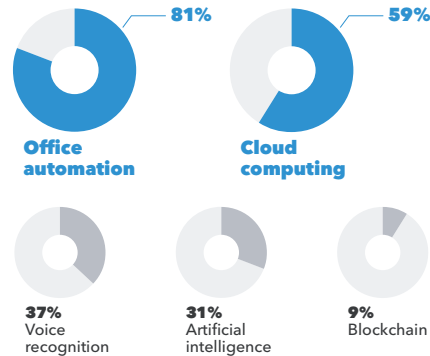
## Cloud-based tools

Cloud-based tax software's one of the biggest ways to gain flexibility, boost efficiency and cut IT costs.



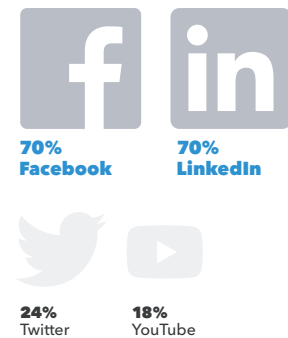
## Emerging technologies

Pros like you follow tech trends to find opportunities like office automation – #1 on their list.



## Social media

Facebook and LinkedIn are the top two platforms for connecting with peers and potential clients.



Source: Intuit survey of tax and accounting professionals in October 2017

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\* Based on Intuit internal data of the number of paid users of ProConnect Tax Online for tax year 2016, compared to publicly available statements from competitors for the same time period