

CCH 2009 Year in Review

Listen to Darren Root & Mike Sabbatis discuss 2009 and the year ahead at www.CPATechAdvisor.com/EP/CCH.

This was a game-changing year. After several years of targeted investment, CCH introduced a series of innovative new software and workflow solutions that are allowing tax and accounting firms to connect, collaborate and drive results in ways they'd only imagined before.

IntelliConnect™ and the next generation ProSystem fx® Suite were among the truly innovative platforms CCH introduced in 2009.

IntelliConnect, an intuitive research platform, offers the same ease of use as many popular consumer web search engines while connecting professionals to CCH's premiere, authoritative content. Today, more than 110,000 professionals are already relying on IntelliConnect for the authoritative answers they need to serve their clients, and we were very honored to win a Tax and Accounting Technology Innovation Award from *The CPA Technology Advisor* for the new solution.

In tax and accounting software, CCH launched its next generation ProSystem fx Suite. For

anyone who wondered what the next truly breakthrough solution would be for tax and accounting professionals, the next generation of ProSystem fx Suite provides the definitive answer: It supports how people work today, anytime, anywhere and opens a whole new world of efficiency and productivity.

Built on the Microsoft .NET 3.5 Framework, the Suite introduces a fundamentally new way of working — connecting clients, staff and information on a dynamic, centralized and integrated platform. The first solutions offered as part of the Suite are new versions of CCH's award-winning ProSystem fx Tax, Document and Practice, as well as two new applications, ProSystem fx Workstream, a scalable work-tracking application, and ProSystem fx Portal, allowing accounting firms to securely collaborate with clients. Available as a Software as a Service (SaaS) deployment hosted by CCH now, in 2010, the Suite will also be available in an on-premise

version. We will support firms in whatever way they want to realize the enormous new productivity gains the new solutions offer.

CCH® KnowledgeConnect was another innovative solution CCH introduced in 2009, allowing firms to connect, organize and access information from expert sources both inside and outside their firms. This is a significant advancement in knowledge management, an area that is quickly growing in importance among leading tax and accounting firms. Other new solutions joining the ProSystem fx Suite in 2009 included Knowledge Coach, which dramatically increases efficiency and accuracy of the entire audit process.

You can see that in 2009, CCH significantly raised the bar for innovative solutions. As we look to 2010, we will continue to lead the industry in investment and innovation, guided by our customers. As in 2009, we will Listen, Invest and Deliver.

PREDICTIONS IN TECHNOLOGY AND THE PROFESSION FOR 2010

As a strategic partner to our clients, one of the things we do is to actively track the issues that firms face. In 2009, we commissioned an independent nationwide survey — Best Practices of High Performing Firms — that examined what high-performing firms are doing to drive efficiency and improve productivity. I will share with you a few findings from the survey that offer insights into where these firms are placing their priorities.

We have issued a white paper on the survey findings, which you can obtain at CCHGroup.com/HighPerformance. Let me highlight five important trends:

1 A well-enabled mobile workforce will be increasingly important. Firms are increasingly recognizing that having a customer focus means ensuring employees have the resources they need to do their job — wherever they may be. Wireless laptops, smartphones and Netbooks increasingly are the tools required to access firm information and stay connected with clients.

2 A paperless strategy is now the rule — not the exception. Firms with a strong paperless strategy have transformed the way people work and created an environment of operational excellence. Three out of four high-performing firms have a paperless strategy already; 90 percent will within three years.

3 SaaS and other forms of cloud computing are here and will change the way we work. Just as paperless solutions were a breakthrough several years ago, cloud computing will fundamentally change the industry — how firms organize, collaborate and interact with clients. Firms should begin evaluating now where SaaS deployments can offer them the greatest advantage and begin a migration plan.

4 Knowledge management is key. Older workers retiring and younger staff expecting immediate access to the information they need are among the forces driving knowledge management. Firms that want to compete in the future realize they need to do more to leverage the intelligence within their firm.

5 Firms will expect more from their technology investments. Using technology as a strategic resource is a trademark for high-performing

firms. It's how they do business — how they optimize their staff and firm resources and how they deliver for clients. Increasingly, this will be the view of all firms.

Trends identified among high-performing firms are the same ones we often hear as we work closely with our customers. The challenge for tax and accounting professionals is to ensure that they are implementing the right management processes, tools and workflows to connect, collaborate and deliver results. As a strategic partner, CCH's focus is on providing firms with the resources to do this successfully. In 2009, CCH demonstrated its leadership in doing this by creating the most powerful platforms for software and research in the market. With these world-class platforms, we'll be providing an even broader set of solutions for firms of all sizes. With CCH, every firm can be a high-performing firm.



Mike Sabbatis
President, CCH, a Wolters Kluwer business

Mike Sabbatis is the President of CCH, a Wolters Kluwer business and a leading provider of tax, accounting and audit information, software and services. At CCH, Sabbatis leads the U.S. tax, accounting and business in serving as a strategic partner in delivering leading integrated online solutions to professionals to help them create more intelligent businesses.

During his 28 years in the software, technology and information industries, Sabbatis has successfully led businesses domestically and globally including activities in strategic planning, sales, marketing, business development and consulting. Sabbatis is a featured speaker with a focus on technology, industry trends, leadership and business effectiveness. He's presented at industry conferences as a keynote speaker at the CCH User Conference and at the Wolters Kluwer Global Leadership Forums. Previously, Sabbatis was the executive vice president of global sales and marketing for Wolters Kluwer Tax and Accounting focusing on the US, Canada and Asia Pacific businesses.

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