

How can a CA benefit from Evolving Technology

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Some astonishing facts!!

- Whatsapp does more than double massaging that all telcos put together... SMS is almost extinct!!
- India has largest ecommerce transactions happening on MOBILE.... almost 40%
- More than 10mn payment wallets in India
- Government has given payment bank licenses to 11 new players
- Indian has huge market vacate to tap.. lot of penetration yet to happen... 1Bn UIN in next two years..

Areas covered



- **Execution**
- **Collaboration**
- **Knowledge management**
- **Newer areas of practice**
- **Public Relations**

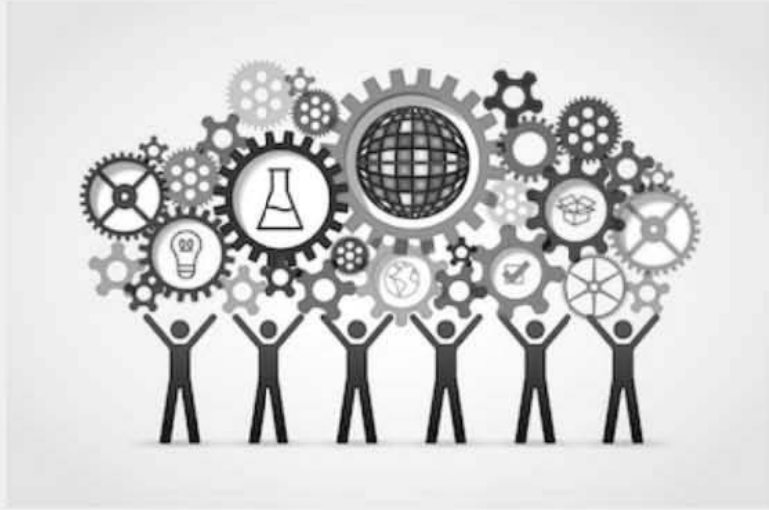
Execution

- Low Duplication
- Low Errors
- Higher quality
- Improved value per hour



- *Accounting Softwares like Tally; Trio; QB*
- *Excel; Word; Power point*
- *Tax Softwares like KDK; TaxBase; STEasy*

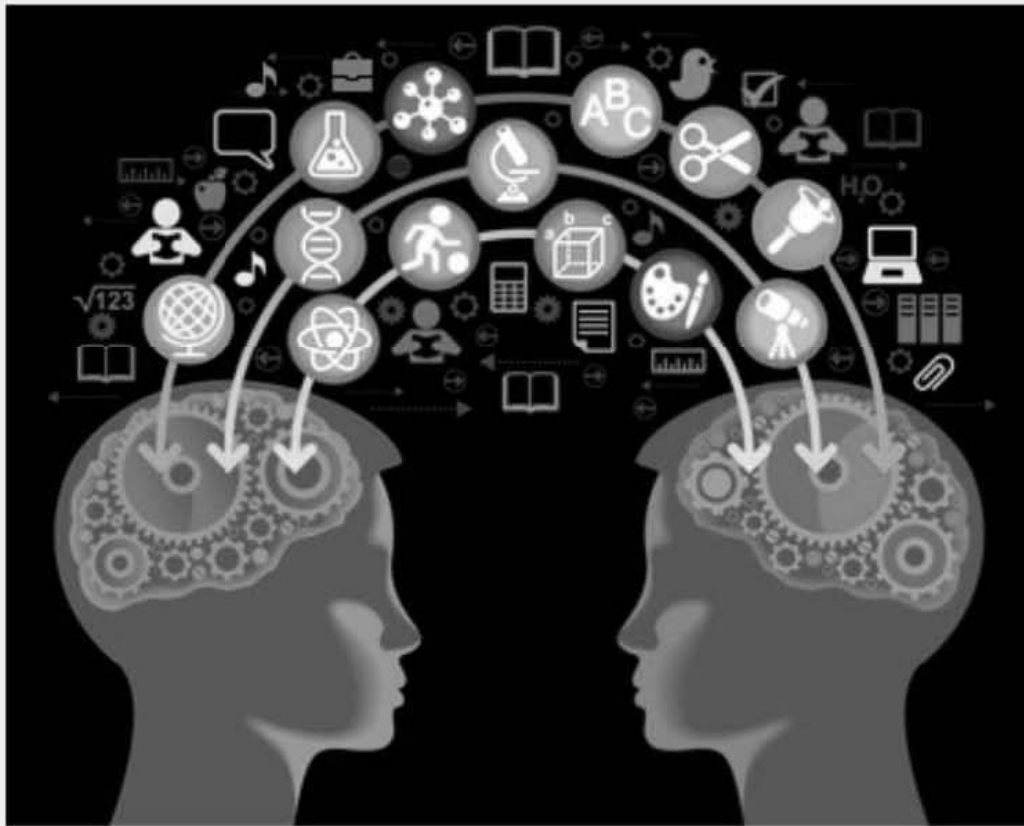
Collaboration



- Improved Transparency
- Better Accountability
- Talent optimization
- Timely Alerts and whistles
- De-personalization

- *Mailing tools like gmail; yahoo*
- *Calender tools google calender; ical*
- *Sync based tools Drive; Dropbox; Box*
- *Notes tools like EverNote; OneNote*
- *Practice Management Soluations like Papilio; CCH
iFirm*

Knowledge Management



- Quick Updates
- Learning
- Teaching
- Issue based search

- *Tax websites*
- *Blogs*
- *Video*
- *E-Books*
- *Mobile Apps*
- *Group communications*

Public Relationship

- Making the presence felt
- Creating Awareness
- Building an Image
- Networking



- *Personal professional profile on sites LinkedIn*
- *Company page on linkedin; FB; Twitter*
- *Company blogs on blogger; wordpress*
- *Active relevant social media posts*

Newer Dimensions of Practice



- Change in perception of knowledge
- Change in perception of good services
- Change in business models
- Change in risk matrix
- Change in operating models

- *Finance Process Outsourcing*
- *ERP consulting*
- *Integration consulting*
- *Process definition and SOP designing*
- *Forensic Accounting*
- *Fraud detection*
- *Online services*