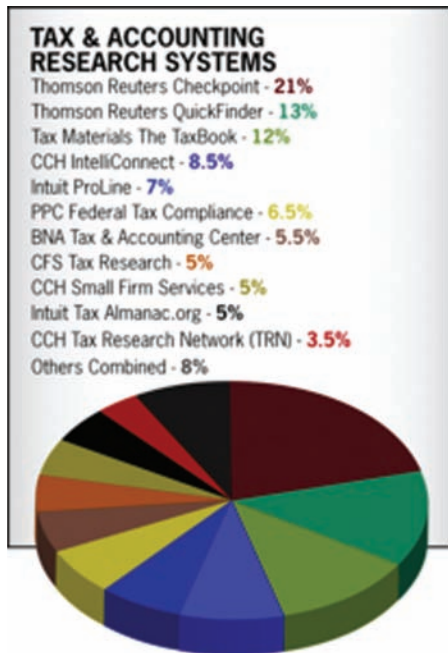


WHO DO TAX AND ACCOUNTING PROFESSIONALS TRUST MOST?

2012 READERS' CHOICE AWARDS - CPA PRACTICE ADVISOR

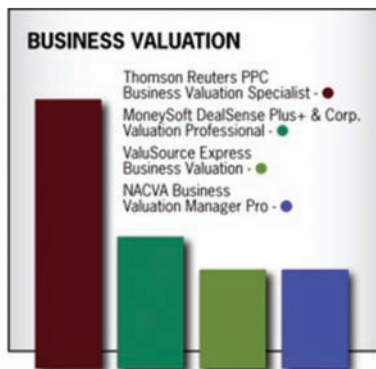


Tax & Accounting Research Systems

Insight: No professional could possibly know the entire tax code, and even the most savvy pros can be challenged to keep up with the frequent major changes that potentially affect clients. The key, of course, is knowing what you don't know and having the resources to find out that information. As long as the tax code is complex, the market for tax research will always be hot and offer many options, and it was one of the first to move to a nearly exclusively web-delivered format. *This year's leaders among tax research systems were Thomson Reuters' Checkpoint, with 20% of the vote, followed by the same vendor's QuickFinder system, which received 13%.* Next up were The Tax Book by Tax Materials, Inc., IntelliConnect from CCH, Intuit ProLine Research, PPC's Federal Tax Compliance library and BNA's Tax & Accounting Center.

Audit/Engagement Tools

Insight: In addition to engagement management programs, firms who perform audits also often use specialty tools that provide specific niche functions for audit processes. These are not mutually-exclusive programs, so voters were able to select multiple systems. As with the audit engagement systems, about 20% of our voters selected a product in this category. *The leaders were Thomson Reuters' PPC SMART Audit Suite, TopCAATs from Reinvent Data, Confirmation.com from Capital Confirmation, and CCH's Knowledge-Based Audit tools/Knowledge Coach.*



Business Valuation

Insight: Establishing the correct value of a business entity is essential when planning for a sale, transfer of a family business or in support of litigation. Although not a widely-practiced specialty, it's one that some firms have found great success in, and several programs are available specifically to address business valuation functions. *The Thomson Reuters PPC Business Valuation Specialist once again led the field among voters with a preferred product, with MoneySoft placing second and systems from NACVA and ValuSource tying to finish out the top four.*

ABOUT THE 2012 READERS' CHOICE AWARDS - FROM THE JANUARY ISSUE

by Isaac M. O'Bannon, Editor, CPA Practice Advisor

"Since we started the Readers' Choice Awards in 2006, they've become a popular way for many of our readers to **voice their admiration and respect for certain companies that make technologies for tax and accounting professionals.**

Whether it's their tax compliance system, the small business accounting system they prefer their clients use, or asset management, research, write-up or other systems, **our readers have first-hand knowledge of how these programs and technologies affect their practice**, whether through streamlined workflow or enhanced client collaboration.

Each year, these Awards give our readers the opportunity to help shine a spotlight on **the technologies, services and vendors they use and trust — the ones that help them succeed, and the ones they find valuable for their clients.**

While the voting is not scientific and can sometimes resemble a popularity contest, that's absolutely fine with us. **We believe that technologies and vendors who've earned a positive reputation and have users who are eager to voice their praise are probably deserving of greater recognition by the accounting profession."**

To read the complete article, visit <http://www.cpapracticeadvisor.com/article/10453683/2012-readers-choice-awards-professionals-rate-their-favorite-technologies>

Or see the **5-star review** of Thomson Reuters Checkpoint in the December 2011 annual Review of Tax & Accounting Research Systems also from the CPA Practice Advisor, at <http://www.cpapracticeadvisor.com/10446841>

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