



THE CASE FOR THE CLOUD

BUSINESSES ARE REALIZING THE BENEFITS OF THE CLOUD

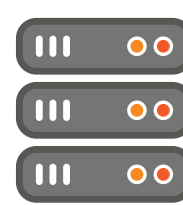
It was predicted that by 2015, **business spending on cloud services could reach \$180 billion worldwide**¹.



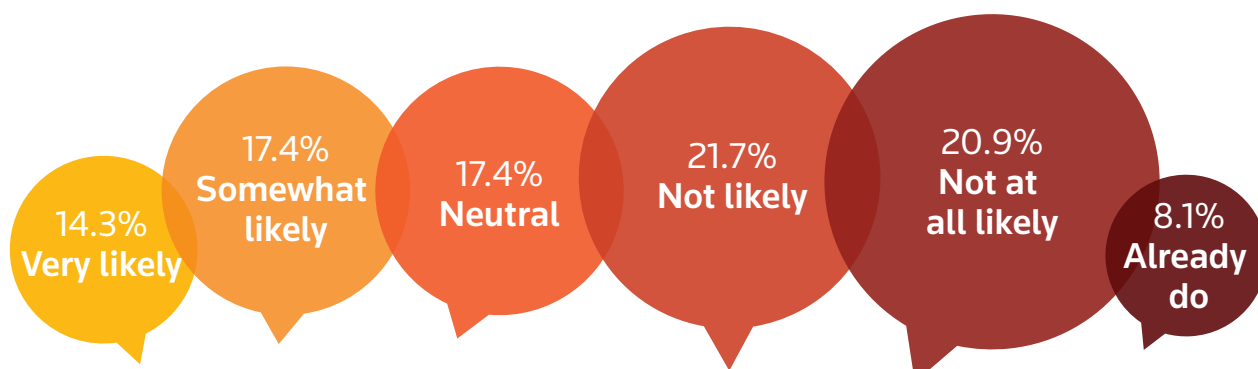
The top three benefits for businesses in adopting cloud technologies are: **Improved business efficiencies / higher productivity, cost reductions, and faster innovation cycles**².



The top three challenges for businesses in adopting cloud technologies over the next three years are: **Security/privacy governance, displacement of existing tech roadmap, and technology complexity**².

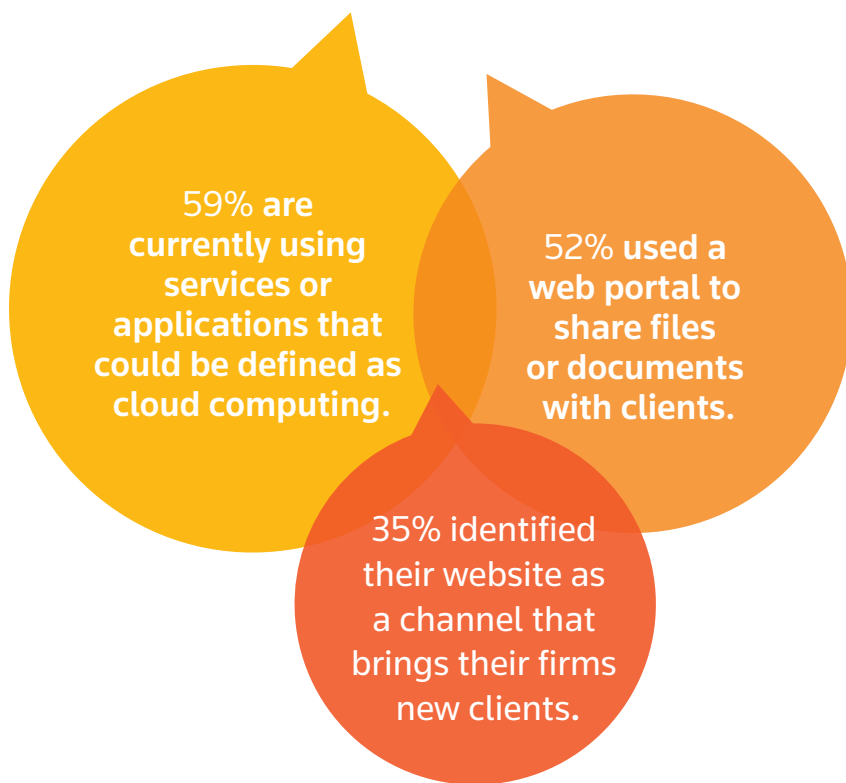


IS THE TAX & ACCOUNTING PROFESSION REALIZING THE BENEFITS OF THE CLOUD?



How likely are you to implement a Web Hosted / Cloud-Based / Software as a Service version of one or more of your firm's tax and accounting applications over the next two years³?

Of 309 responding firms³:



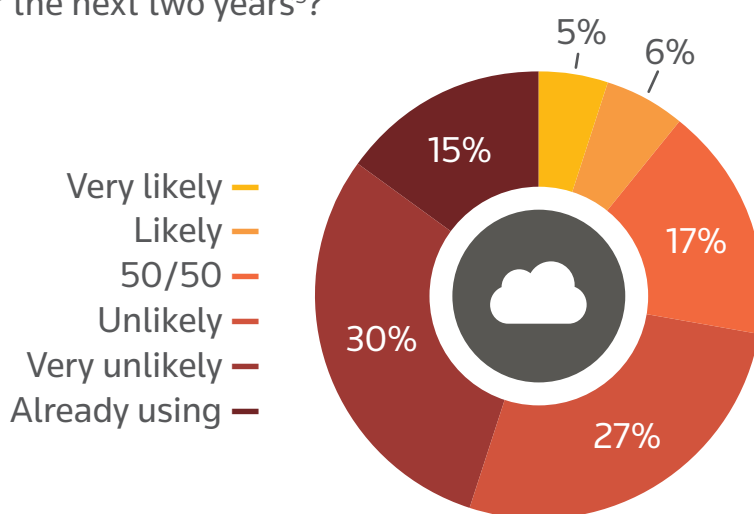
Top four technology challenges you face managing your practice in the next 1-3 years³:

- Workflow and efficiency
- Getting your clients working in more digital way,
- Creating a paperless firm
- Which applications to move to the cloud.

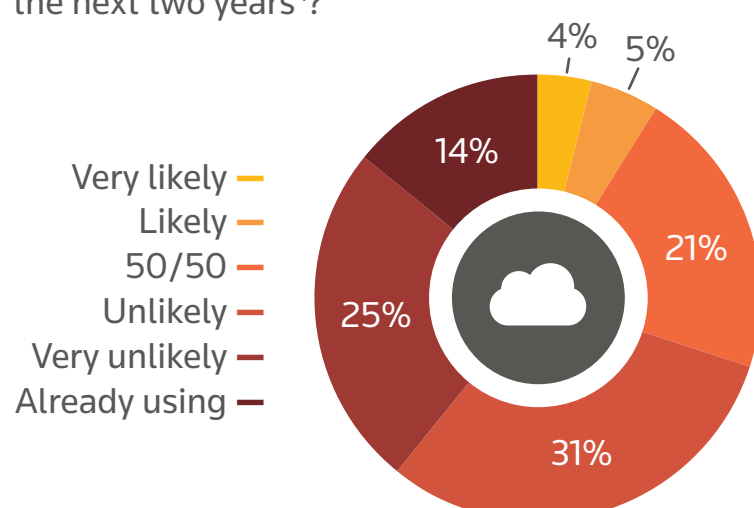


WHERE DO THOMSON REUTERS FIRMS STAND?

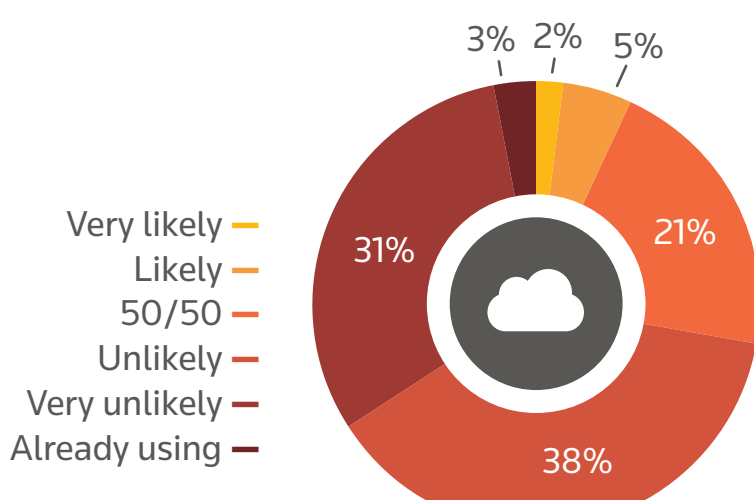
How likely are you to implement a web hosted / cloud-based / Software as a Service (SaaS) version of one or more of your firm's tax and accounting applications over the next two years⁵?



How likely is your firm to implement a web hosted or cloud-based version of your business accounting software over the next two years⁴?



How likely will it be for the majority of your business clients to implement a web hosted or cloud-based version of their small business accounting software over the next two years⁴?



Sources:

¹ Gartner, Inc. ² KPMG Technology Innovation Survey, 2013 ³ NMGi Accounting Firm Operations and Technology Survey and EBook, 2014 ⁴ Thomson Reuters Accounting CS User Survey, 2014 ⁵ Thomson Reuters UltraTax CS User Survey, 2014