

## Strategic Growth Solutions:

# The CPA.CITP Advantage

Small businesses have a significant advantage: they are flexible and can quickly adapt to changes in the marketplace. Informed decision-making is key, and sound reporting is necessary for operational agility.

However, for small and midsize firms, the primary focus often is survival, not strategy: owners/managers are forced to split time between running the business and contending with back-office matters.

That's where CPA.CITPs come in.

CPAs with the CITP credential specialize in bridging business and technology, and offer services that encourage financial and strategic growth.

CPA.CITPs can help small and midsize businesses:

- Integrate and streamline their accounting and IT processes and reports
- Get the most out of their accounting software
- Develop performance- and productivity-enhancing procedures that maximize profitability and client face-time

“ There are a lot of professionals in the marketplace that have very good technical knowledge, but if they don't know the potential impact of technology in a given business situation, they may make recommendations that could be damaging to an organization. CITPs understand the business implications of their recommendations and are able to bring together technology and accounting in a way that's most strategic for the business. ”



Upgrade Your Business  
**Hire a CPA.CITP**



**Small and Midsize Business Consulting**

# CASE STUDY:

## STREAMLINED OPERATIONS

### PROBLEM

Suzanne Bell is typical of many small business owners: she understands the importance of financial organization and a functional back office, but lacks the expertise necessary to optimize accounting systems and procedures.

Managing staff, clients and operations can be overwhelming, and business managers for smaller companies have a lot of demands on their time. Without clear direction and knowledge of how the right accounting software and processes can help simplify financial activities and facilitate sound financial decision-making, critical functions such as sales and expense forecasting and financial reporting often are overlooked.

Bell's company sells, installs and services automatic misting systems that protect against mosquitoes and other biting insects in commercial and residential settings. The small start-up business employs eight full-time staff, including sales associates, bookkeepers and field workers, and hires independent contractors as needed.

With limited staff and a growing clientele, Bell needed a more efficient way to manage her company's finances – systems and processes that would help her spend less time in the office, while providing her with critical insight into her business activities.

### SOLUTION

Bell solicited the services of a CPA, but did not realize she had found a CPA.CITP. "The incorporation of a CPA with the CITP credential adds a level of expertise I would not be able to add to my company as a separate discipline," says Bell. "From the beginning, the CPA.CITP blended technology with cost-effective, practical solutions."

The CITP background not only allowed the CPA to advise Bell regarding how to change her financial system, but demonstrate simple accounting procedures that Bell could implement to add

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value, including sales-projection models and comprehensive spreadsheets designed to improve business analysis.

### OUTCOME

Today, Bell has a custom-tailored financial system that is not only easy to use and understand, but eliminates manual calculations and duplicative processes, too. Because of the CPA.CITP's unique combination of technology and accounting expertise, Bell was able to streamline her accounting processes and integrate new financial management systems that empower her to run her business more effectively and efficiently.

## Resources and Solutions

Smaller businesses and organizations may not have the same regulatory requirements as larger companies, but they still need to maintain a strong system of internal control. In fact, smaller organizations with fewer employees and broader job descriptions and responsibilities are more susceptible to fraud, error and other kinds of financial risk.

Because they have limited resources, owners and managers must spend more time running the business and contributing to actual operations, and less time focusing on accounting, finance and control.

“Having a consultant with in-depth knowledge of accounting and software is a huge advantage.”

## Why Partner with a CPA.CITP?

- CPA.CITPs understand the abilities and limitations of today's accounting solutions and how software and formalized processes can support internal control. They can help smaller businesses assess their risk and employ software and IT capabilities to embed controls in financial processes.
- CPA.CITPs can help small and medium-sized businesses tailor their financial reports and reporting processes to maximize their ability to react to market pressures and make intelligent, informed decisions regarding business activities.
- CPA.CITPs understand that small business owner/managers need to devote most of their time to operations, and can help streamline critical financial processes so that owner/managers can spend less time in the back office and more time growing the business.

“CPAs who hold the CITP credential have the skills to not only provide the accounting expertise businesses need, but the end-to-end technology solutions to help re-engineer their current business processes and accounting systems.”