



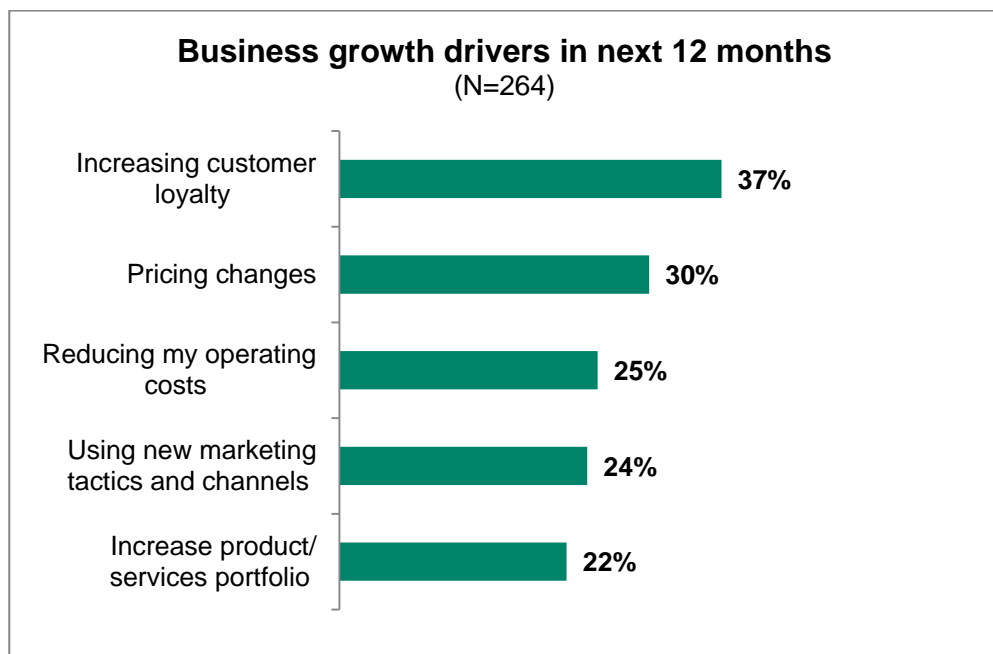
# 2014 Sage Accountancy Index U.S. Summary report

## Introduction

[Sage North America](#), a leading provider of business management software and services to small and mid-sized businesses (SMBs) in the U.S. for more than 30 years, regularly surveys its customers and other organizations for their opinions on a variety of business topics. This particular survey looks into accountant attitudes and behaviors regarding market and technology trends in the U.S.

## Business growth drivers

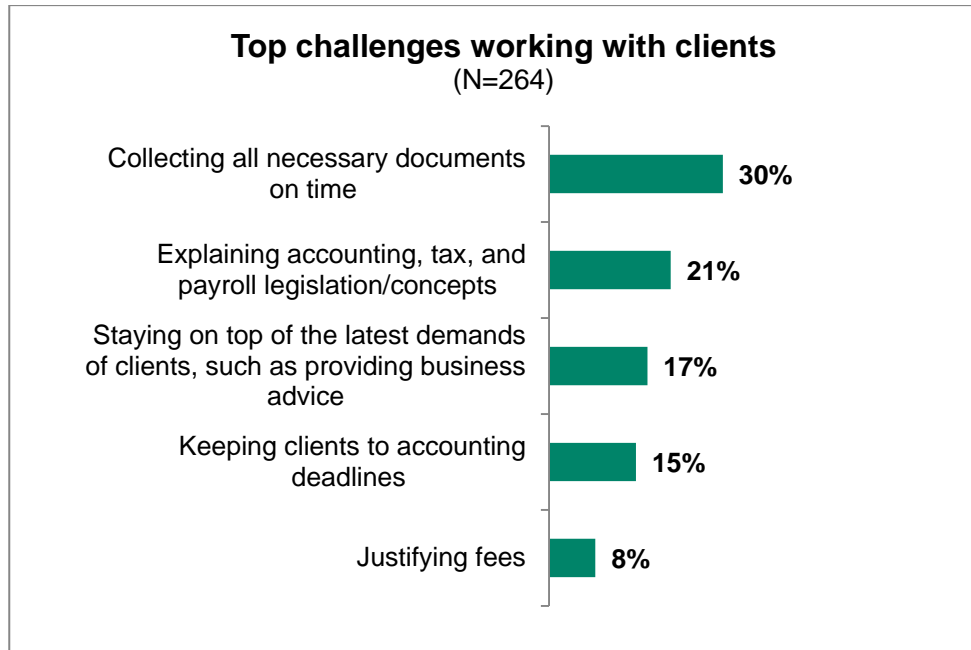
Firms see improvement in client loyalty and price changes as the most important levers of growth for the practice. About one fifth of firms intend to reduce costs, increase marketing, or increase their portfolio offerings.



Underscoring the quest for growth, 62 percent of firms are in the midst of expanding the range of services they offer into areas such as advisory, mentoring, and payroll services.

### The paper challenge

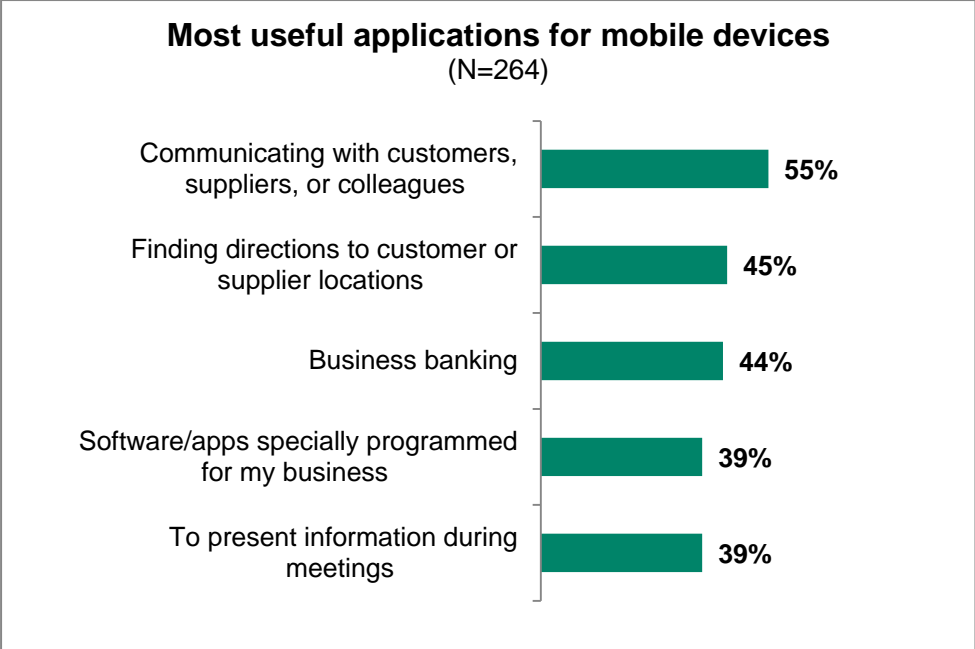
Many accountants (58 percent) are still primarily working with clients face to face and with physical documents. This is reflected in the fact that their number-one challenge when working with clients is the timely collection of necessary documents.



### Lack of anytime, anywhere access

Though accounting firms are adopting online technologies at their firm (7 in 8 have done so or plan to), only about a fifth of firms have anytime, anywhere access to their clients' accounting information. Just one in ten say they are using online solutions to collaborate and share accounting information with their clients.

However, many accountants see great value in mobility. More than half (55 percent) identified the ability to communicate with clients, suppliers, and colleagues as a key benefit of mobile devices.



**About the survey**

The survey was conducted by Sage in July-September 2014 among 264 accountants in the U.S. The margin of error is +/- 6% with a confidence level of 95 percent.

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