

Massey Consulting Webcast Series Will Feature Taylor Macdonald of Intacct

RALEIGH, N.C., April 30, 2013 (SEND2PRESS NEWSWIRE) – Accounting software specialist, Massey Consulting (www.masseyconsulting.net) continues its educational webcast series with two webcasts focusing on best practices for CPAs and their clients.

Thursday, May 16, from 2 – 4 p.m. EDT – “Top 5 Reasons Your Clients are Moving to the Cloud” featuring industry thought leader Taylor Macdonald, Intacct Vice President and Philip Massey CPA, founder Massey Consulting.

This presentation will provide CPAs with an insider’s view on how companies they serve are tapping cloud technology to support and accelerate business growth as well as CPE credit.

There is no cost for attending the webcast, but attendees need to register at: www.masseyconsulting.net/webinars/.

Topics covered will include how cloud-based accounting allows accountants to:

- * Create rich, multi-dimensional reports within the system eliminating the need for spreadsheets or separate report writing tools.
- * Manage multiple entities, locations, charts of accounts, and currencies.
- * Ensure secure, multiple access to the system with sophisticated permissions, approvals, and financial controls.
- * Save time and eliminate manual processes with automated procure-to-pay and order-to-cash processes.
- * Provide real-time management reports with easy-to-create dashboards.

“The number one inquiry we receive from CFOs looking for ways to improve business operations is ‘What would we gain by moving to the cloud?’ and this session is designed to answer that question,” said Philip Massey CPA. “We’re very excited to having Taylor Macdonald as a presenter. He’s a highly sought after speaker, industry leader and key executive within Intacct.”

Among his long list of accomplishments Accounting Today has named Macdonald one of the “Top 100 Most Influential People” in the accounting profession.

The series continues in June with presentation from author and management consultant Eric Rabinowitz on “Nurture Marketing for CPA Firm” on June 20, 2013. At the end of this session, five participants will have an opportunity to receive a free autographed copy of Rabinowitz’s book “101 Business Love Letters.” Those interested in attending may register at <http://www.masseyconsulting.net/webinars/>.

About Massey Consulting:

Massey Consulting, based in Raleigh, N.C., specializes in accounting software consulting, selection, implementation, integration and support for Intacct Financial Accounting and Microsoft Dynamics GP. Massey Consulting’s team of consultants provides customers a wealth of practical field experience gained

as controllers, accountants, and information systems professionals in a wide range of business environments. More information:
<http://www.masseyconsulting.net> .

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