

The Voters Have Spoken - again.



2009 Readers' Choice Awards



By: Isaac M. O'Bannon
December 22, 2008

As we prepare to usher in the New Year filled with uncertain possibilities, there are several things we know we can rely on staying the same, and one of them is that technology will continue to play a core role in the modern tax and accounting practice. No longer thought of as only productivity-enhancing amenities, various technologies have taken on such key importance in firms that most simply could not perform their client engagements without it.

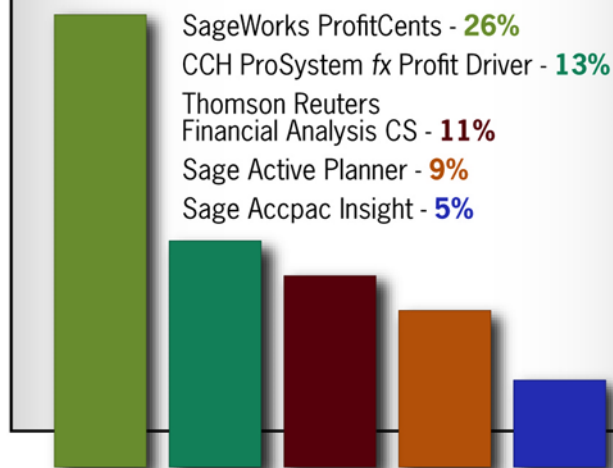
This rings true for all types of client work, from write-up and trial balance, to tax preparation and planning.

So as we sit on the cusp of what is the busiest season for many professionals, now is the perfect time to announce the results of the 2009 Readers' Choice Awards, which offer annual insight into the minds of tax and accounting professionals. With results in more than 30 categories of applications,

hardware, services and other technologies, the Awards give professionals a way to express appreciation for the systems that help them in their practice. As usual, some of the findings are expected, but others reflect interesting potential trends.



ANALYTICAL/FORECASTING/ BUDGETING



Sageworks, Inc.
5565 Centerview Drive, Suite 201
Raleigh, NC 27606
866-603-7029
www.profitcents.com

Readers' Choice Results

1. **Sageworks - ProfitCents**
2. CCH - ProSystem fx Profit Driver
3. Thomson Reuters - Financial Analysis CS
4. Sage Software - Active Planner
5. Sage Software - Accpac Insight

Insight: This is another category generally dominated by best-of-breed programs that were first to market and continue to hold the major share, as well as receiving the most votes. SageWorks' ProfitCents is clearly the leader, with CCH's ProfitDriver, Sage's Active Planner and Financial Analysis CS from Thomson Reuters each coming in with less than half of SageWorks' tally.