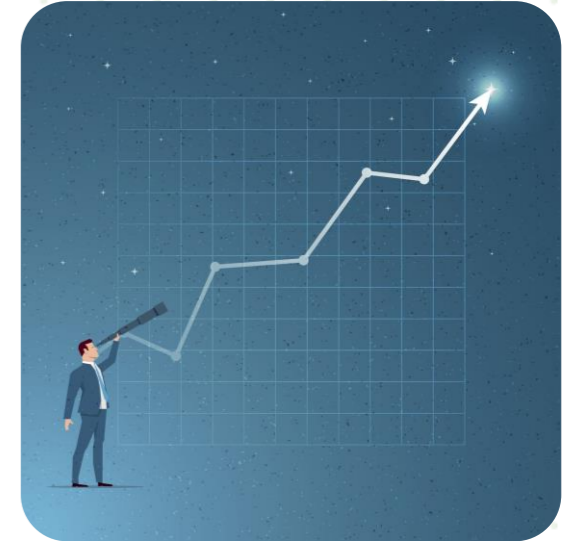


EFAA International Conference

2018

Some societal changes and impact on Accountants

- The profession shifts towards
 - more advisory services
 - More certifying services
- “Uberisation” of the accounting profession
- A lot of aspects are getting automated
- New players on the market
 - Invoicing and bookkeeping platforms emerge everywhere
 - Banks
 - Software providers
 - Large senders
- Competition comes now from outside the accounting/auditing world



Small practices and SME's suffer from the transformation

- Digital is not the only transformation of the profession(s)
 - Lots of changes in legal requirements (GDPR, AML, E-procurement, International standards,...)
- Less investment possibilities in process optimization
- Lack of digital literacy and know-how
 - Entrepreneurs and accountants
 - But entrepreneurs often count on accountants to advise on their own digital transition
- Lots of software providers with huge marketing budgets
 - Accountants and entrepreneurs are lost : there are too many options
 - Dependency towards the software providers
- Government apps are not always running smoothly
- Transition is slow:
 - The most problematic issue is the co-existence of digital and non-digital processes

Possible responses of professional bodies

- Awareness raising on members
 - Communication campaigns, articles
- Lobbying on legal initiatives
 - Active participation in standard setting groups
 - Lobbying national/international decision makers
 - « Think small first » principle
- Continuous professional development
- Offering new tools and services to members
 - Toolkits, Guidelines, Apps

Expectations of members towards their professional bodies

- Guidance
- Service
- Representation
- Defense of the professionals
- Branding of competences
- Easy interaction

Example of responses by our institute

GDPR

- Common taskforce with other economic professions and organisations representing SME's
- Support of the lobbying actions taken by SME organizations
 - Call for a one year delay for sanctions
- Editing of a toolkit in our « BeExcellent » tool
 - 12-steps plan to be compliant
 - Update of models and creation of new models

Example of responses by our institute

- Auditing standards for SME's
 - Monitoring legal initiatives:
 - our services spotted a law project imposing huge burdens on SME's at early stage
 - Lobbying decision makers:
 - Our services prepared position papers
 - Permanent contact with cabinets
 - Building alliances with other players: SME organisations,...
- Result: a more proportionate standard is currently being drafted

Example of responses by our institute

In 2014 : a new service: BeExcellent

- An online toolkit for organizing SMP's
- Continuously updated
- Containing:
 - Document models
 - AML toolkits
 - Updated legislations
 - Organizational tips and tricks
 - Requirements for the quality control
 - ...

Example of responses by Belgium

Measures to tackle the lack of knowledge

- Tools as already presented
- Organization of courses to help with the use of these tools
- Set up of a 'service desk': all members can call when they have questions regarding
 - The tools that we offer
 - The most common government e-tools that our members use
 - Legal/technical questions are transferred to our internal experts
- App4acc.be: An online environment where a lot of (accounting) software providers are listed

Unified Invoicing

Invoicing Situation in Belgium

- Belgium = 1,4 M economic players (companies, associations, self-employed)
- Accountants and bookkeepers advise around 85% of those players (1,2M)
- Accountants are the trusted partners of companies
- Our advise is based on the processing of invoices for our clients
- Technology changes but invoices must remain under control of registered accountants

The response of our Institute

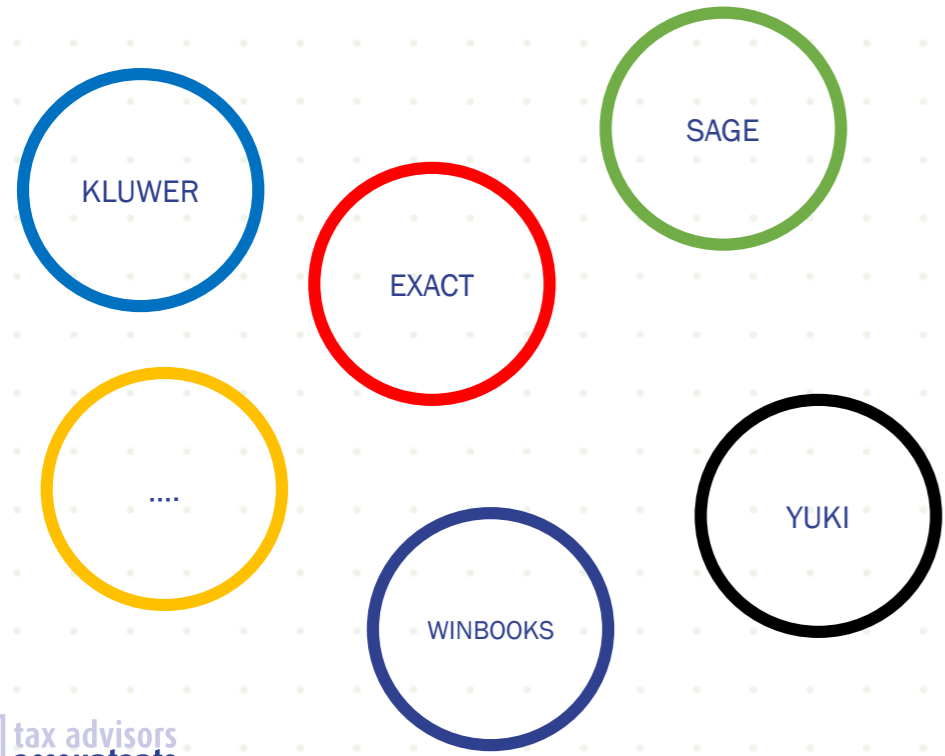
- A large E-invoicing community platform
- An independent directory
 - Professional Secrecy guaranteed
 - Connection with OpenPEPPOL
- Free access for all registered accountants and their clients
- All connected companies can send and receive invoices
 - Their accountant gets real time access to their documents
 - Easy import-export with bookkeeping software
 - Conversion to UBL 2.0 at disruptive rates

Strategy

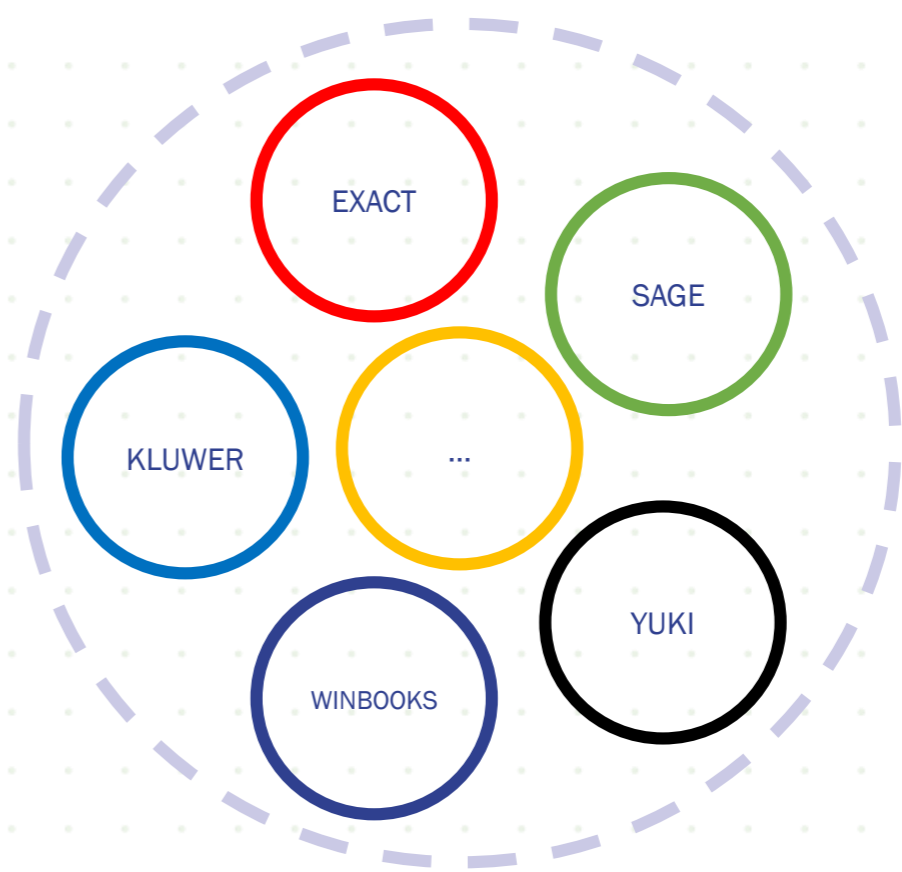
- Keeping invoices under control of the professionals
- Avoiding dependency on banks, software providers, platforms etc.
- Bring a positive story on the profession in the media
 - Your accountant: your partner in digitalization
- As institute being recognized as a partner in digitalisation
 - By government(s)
 - By SME organizations



Result: easy switch of Bookkeeping software

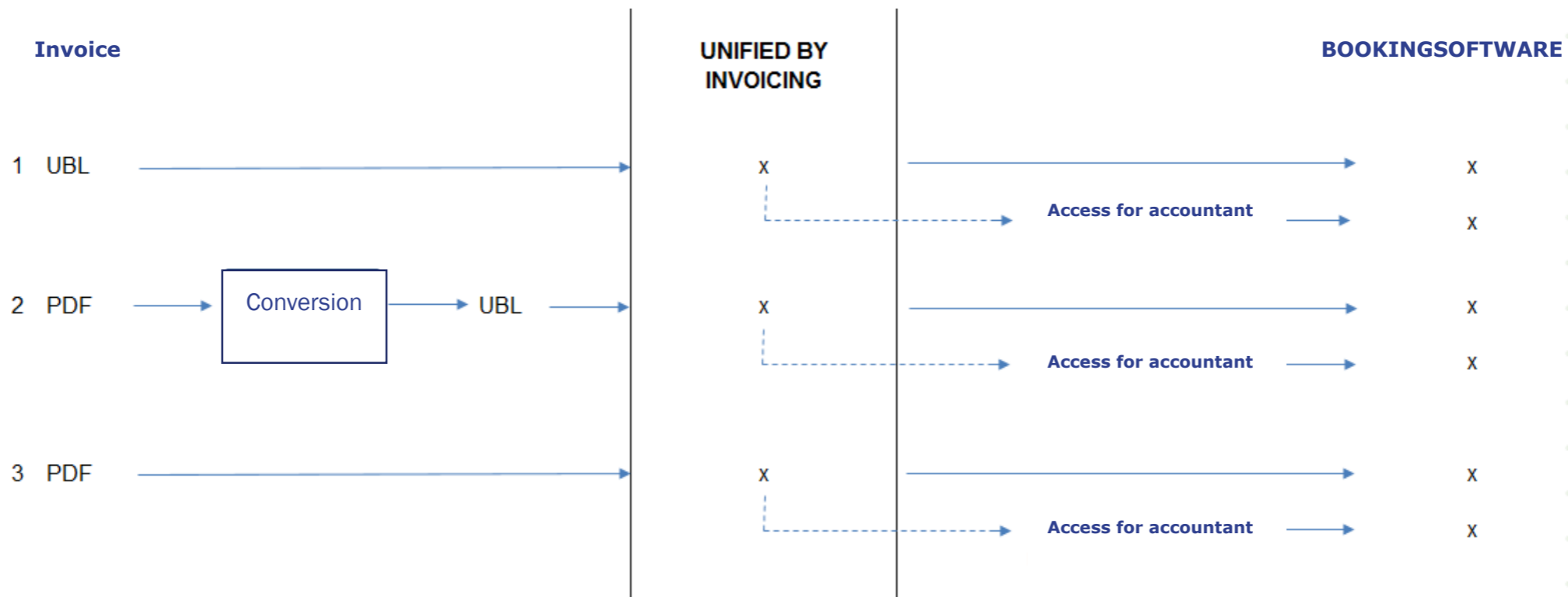


Unified Invoicing



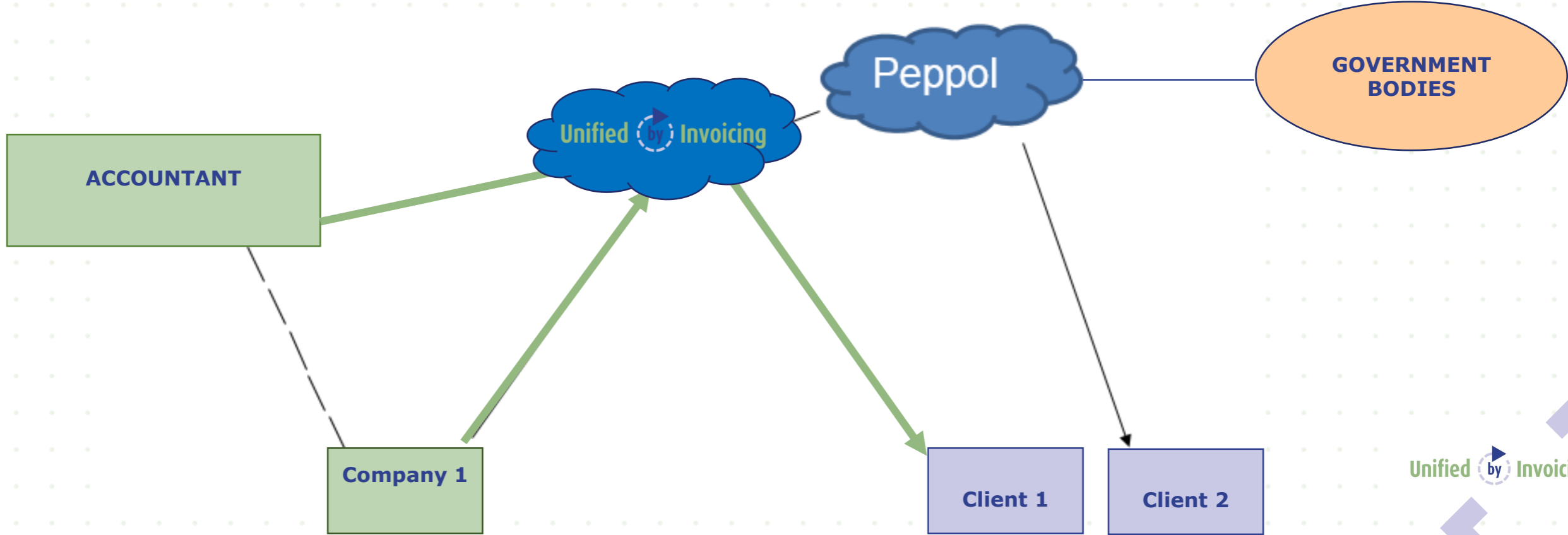
Invoicing process

Reception of a purchase invoice



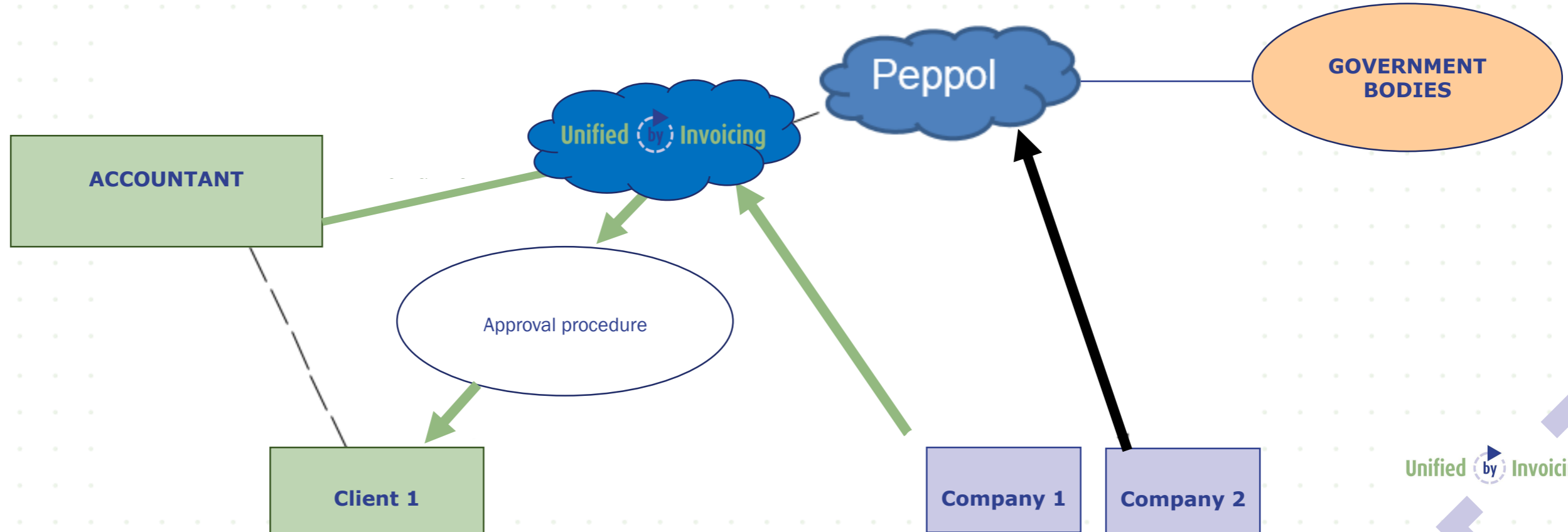
Sales Invoice

Unified Invoicing



Purchase Invoice

Unified Invoicing



- April 2018 end of beta Test
 - 50 Accounting firms : Beta testers
 - 700 companies and 1300 Users
- Grand Opening 21 april
- Today
 - +-400 firms
 - Around 15000 companies
- Ambition by 2019:
 - 1000 firms
 - 100,000 companies

www.unifiedbyinvoicing.be