## **CPA**

## Practice **Advisor**

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Today, data is growing exponentially, and emerging technologies transform how we work. Firms have an opportunity to leverage insights to improve client satisfaction and increase business opportunities. CCH Axcess iQ is a ground-breaking innovative solution that leverages predictive intelligence to empower firms to turn complex regulatory and legislative change into opportunity.

Maintained within the CCH Axcess platform, CCH Axcess iQ empowers users with predictive intelligence to help analyze their CCH Axcess<sup>TM</sup> Tax data, matching potentially impacted clients with tax legislation change triggers. In one easy step, professionals can review their dashboard of intelligent insights and leverage automatically generated communications to engage clients with strategic counsel and recommended actions. This helps firms increase their value as a trusted partner to clients and uncover additional revenue streams.

There were thousands of federal tax events since the passage of the Tax Cuts and Jobs Act with additional legislation continuing. Professionals must research each change

and comb through client data to match against the long list of tax events before

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Accounting

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