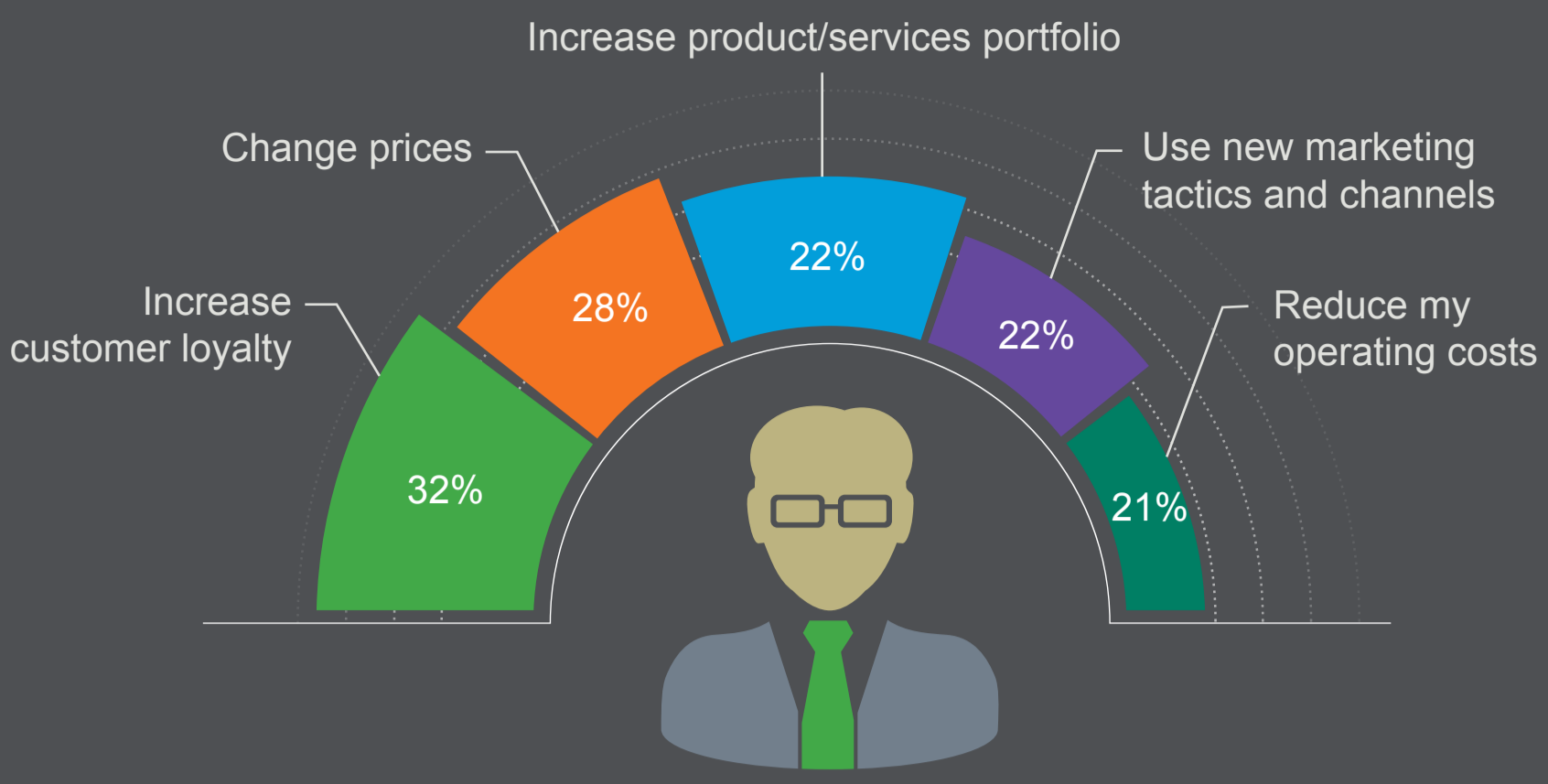


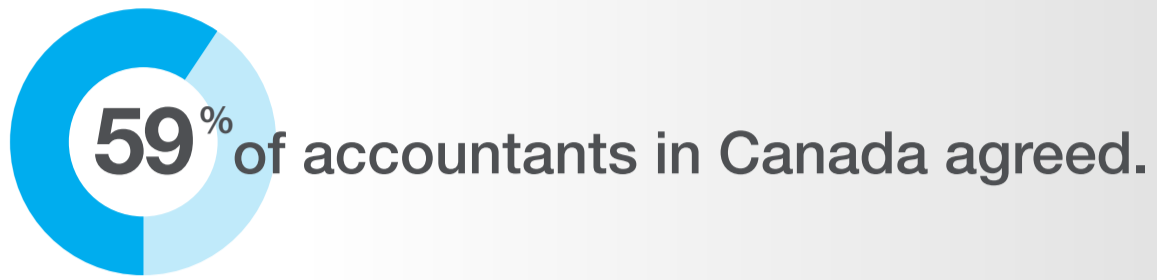


Question:

"How do you plan to grow your business in the next 12 months?"

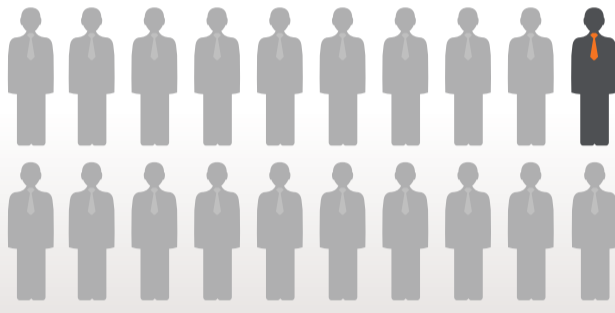


"We are broadening our practice's portfolio of expertise in new disciplines."



Firms in the cloud

In Canada, **8/10** firms **do not** have anytime, anywhere access to all of their client information.



In Canada only **1/20** firms say they are **mainly** using online or cloud solutions to collaborate and share accounting information with their clients.

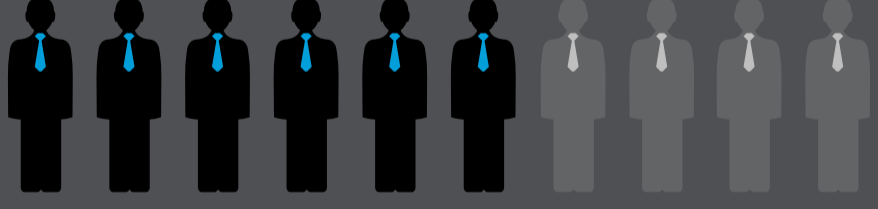
37% of Canadian accountants said a top business challenge when working with clients is the **timely collection of necessary business documents.**

66% of Canadian accountants said their customers work with them face-to-face and **with physical documents.**

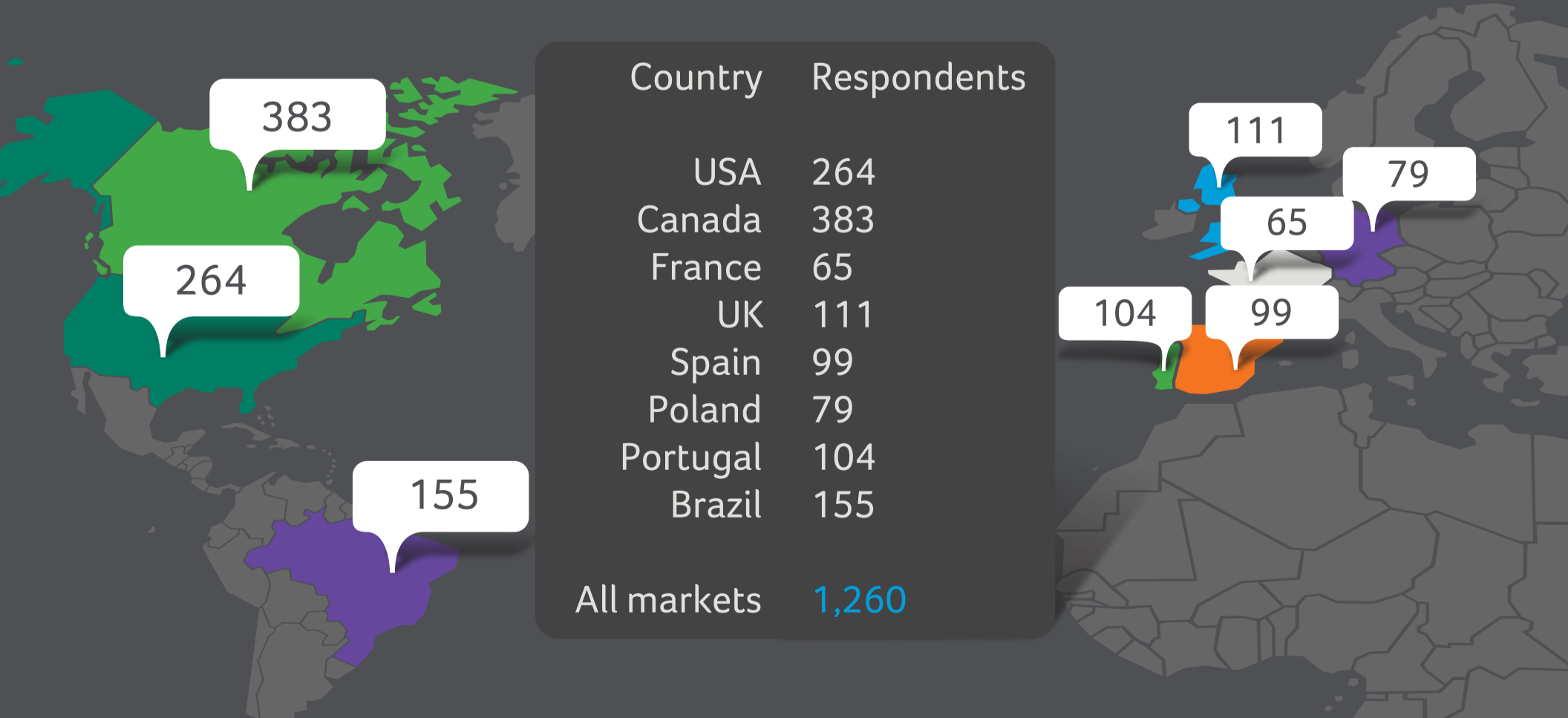
56% of firms in Canada are adopting online and mobile technologies for themselves and their staff.

63% of firms in the Canada see mobility as being most useful for communicating with customers in the future.

6/10 accountants agree, a key advantage of mobile devices is the ability to continue working when on the move.



Populus surveyed **1,260 accountants** at **Sage customer businesses** in eight countries between July 29 and September 30, 2014



The study focused on how these businesses perceived factors such as risk, use of the cloud, growth, and client loyalty.



Risk



The cloud



Growth



Client loyalty