









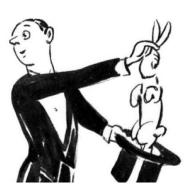


The real world...











The real world...

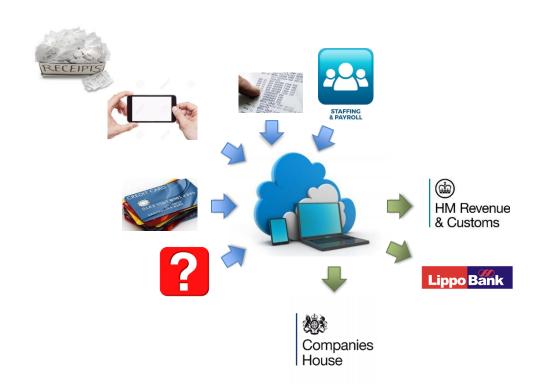






The future







The road ahead











How to prepare for MTD

- Read all about it
 - Search MTD on icas.com
- Talk to your clients see where they're at
 - Problem businesses
 - Internet connection issues
 - Computer literacy
 - What do they think?
- Formulate a plan to deliver cloud services





ICAS White Paper

www.cloudproposition.co.uk

"How to create your firm's cloud proposition"

- 1. Do we have a strategy?
- 2. Refining the proposition
- 3. Market research
- 4. Selecting the right software
- 5. A workflow that works
- 6. Training to become cloud experts
- 7. Clear marketing objectives





Get your team ready

Computer literate

- Data extraction, movement, analysis
- Experts in cloud systems

More client facing

- Educating how to use cloud systems
- Training how to keep better records





Get your clients on board

Start talking to them now about:

- What MTD entails
 - Many have not heard about it, even fewer understand what it is!
 - Make sure you make it crystal clear this is being forced upon them by the government, not by you!
- What it will mean for their bookkeeping etc.
- How you can help them prepare









It's coming – like it or not!

