

AI Powered Accounting

NAF Convention 2024



Group discussions until 13.30 o'clock



1. How can we harness the potential of AI to enhance our competitive position?
2. How can we harness the potential of AI to enhance task-solving efficiency for our customers?

cereda.dk/naf-convention-2024

naf@cereda.dk

Outcome question 1 – Norway

How can we harness the potential of AI to enhance our competitive position?

1. Automate production of the accounts via learning machines, focus on errors identified by learning machines
2. Automate documentation of the accounts including reconciliations
3. More efficient controls (controls after the fact, not during the production)
4. Analysis of the accounts produced – Better understand the cu
5. Benchmarking
6. Free time used to deliver services to customers of more value
7. Take more of the auditor's job
8. Write excellent customer reports, prepare better for customer meetings
9. Expand services – i.e sustainability report, HR-services
10. Free time to enhance customer relation.
11. Be the best user of AI and constantly search for good use of technology

Outcome question 2 – Norway

How can we harness the potential of AI to enhance task-solving efficiency for our customers?

1. Better insight into the customers business and share this with the customer to focus on the most important issues
2. Better analytics and benchmarking
3. Better decision-making for the customer
4. Contribute to more efficient processes at the customer
5. Train the customer on AI, share our knowledge
6. Help with sustainability reporting and green transformation

Outcome question 1 – Finland

How can we harness the potential of AI to enhance our competitive position?

1. TAL: Raising the awareness and knowledge of AI
2. Education of TAL members
3. Sharing best practices inside accounting industry (AI networking) → continuous learning
4. Automation of routine tasks
5. Predictive analysis

Outcome question 2 – Finland

How can we harness the potential of AI to enhance task-solving efficiency for our customers?

1. Collaboration with technology partners
2. Embrace a culture of innovations → continuous learning
3. Ensure responsible and sustainable use of technology

Outcome question 1 – Sweden

How can we harness the potential of AI to enhance our competitive position?

1. Communication, marketing & sales
2. Knowledge sharing
3. Advisory support
4. Analysis – numbers
5. Annual reports
6. Translation – onboarding of persons from abroad
7. Encourage testing, testing and testing
8. KYC
9. AI forum at Srf konsulterna
10. Salary reviews
11. Resource capacity/planning
12. Qualitysecured knowledge databases
13. Benchmarking with other industries for best practice

Outcome question 2 – Sweden

How can we harness the potential of AI to enhance task-solving efficiency for our customers?

1. Advisory support
2. Analysis – numbers
3. On demand insights
4. Proactive insights
5. Efficient fraud detections
6. Increased availability
7. Qualitysecured knowledge

Outcome question 1 – Denmark

How can we harness the potential of AI to enhance our competitive position?

1. Automate communication, and make specific to varying audiences
2. Use AI on larger client data to be proactive in delivering value for clients
3. Push stronger/quicker adoption of software, tools, and features within accounting firms
4. Strengthen recruitment and retention for new talent
5. Better pricing transparency since processes are automated and defined

Outcome question 2 – Denmark

How can we harness the potential of AI to enhance task-solving efficiency for our customers?

1. Defining SOPs, policies and similar for internal teams
2. Enhance and improve results of sales and proposal stage of client relationship
3. Perform manual labor-intensive tasks
 - › Document categorisation
 - › Reconciliation
4. Summarize and combine large amounts of data/client information into easily digestible for accountants to work with
5. Define and vet current setups and highlight areas for improvement