

# A Complete Industry Solution for Forward-Thinking Accounting Firms

Accounting firms across Canada use IBISWorld's suite of research tools as a firm-wide industry solution. The 400+ in-depth Canadian industry reports will drive service lines and support functions to add value, boost profitability and reduce risk for the organization and its clients.



**Win and Retain Clients**



**Increase Revenue**



**Mitigate Risk**

## How IBISWorld Canada helps accounting firms



### Retain Clients

Partner with clients by understanding industry issues and changes in their operating environments



### Grow Revenue

Be proactive and understand the client's operational issues from an industry perspective, leading to the identification of additional revenue earning opportunities for each client



### Identify Cross-Selling Opportunities

Understand your client's business cycle and discover revenue-earning opportunities in other service lines



### Help Clients Manage Change

Understand clients' changing operating conditions and external environments and how they impact the going-concern judgment and their bottom lines



### Assess Client Risk

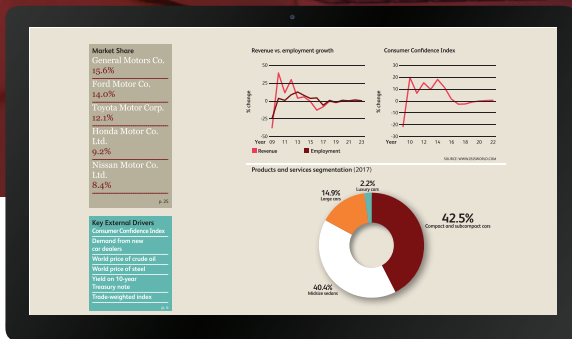
Analyze short- and long-term threats to a client from an industry perspective. Assess your firm's portfolio to understand its strategic market risk



### Create Competitive Advantage

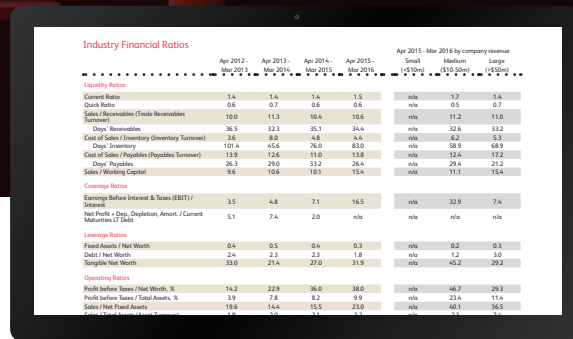
Build industry expertise in your organization and help your staff quickly understand the industries in which their clients operate

# IBISWorld Offers a Suite of Tools and Resources that Forward-Thinking Accounting Firms Count On



## Meeting Prep Sheets

iExpert Summaries include recent industry performance and outlook; key products and markets; and major players and their market share. Use them to quickly understand an industry before a new engagement, project or presentation. Our Call Preparation Questions are invaluable conversation starters that enable you to have strategic conversations about a client's business.



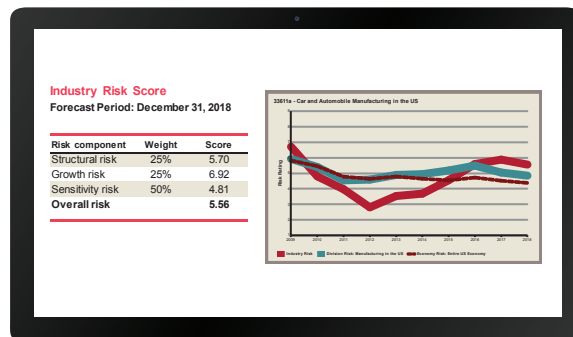
## Operational and Performance Benchmarks

IBISWorld industry reports provide key data, financial ratios and best practice benchmarks. Your staff can take advantage of these to analyze and compare a client's finances, business plan, forecasts and risk mitigation strategies against industry peers. Identify where a client has advantages over the typical industry operator and where there is room for improvement.



## Searchable Database

Industry changes provide opportunities for new business. Search our database with the easy-to-use Data Wizard to facilitate comparisons across 400+ Canadian industries. Reports show performance data, cost structure benchmarks, forecasts and risk scores, plus the level and trend of 12 key operating variables. Marketing and corporate development can use pre-set or custom "what if" queries to find opportunities.



## Forward-Looking Industry Risk Scores

IBISWorld scores the nonfinancial risks of doing business in an industry. A quantifiable and comparative understanding of risk will help your firm mitigate strategic market risks before you accept an engagement or to better allocate resources during an audit. Proactively monitor threats to your firm's client list and identify opportunities for new business and service lines.



Recognized as a trusted independent source of industry research, IBISWorld offers a comprehensive database of unique information and analysis on 400+ Canadian industries. With an extensive online portfolio valued for its depth and scope, the company equips clients with the insight necessary to make better business decisions while saving time and money. IBISWorld Industry Research serves a wide range of academic, business, professional service and government organizations from its US Headquarters in New York City.