



PwC's

Next Hub

The insights that matter, now all  
in one place

## Problem

Cloud accounting, and the ever-growing ecosystem surrounding it, is redefining business and disrupting the need for traditional accounting and tax compliance services. Cloud accounting has been helping business owners in the small to medium enterprise (SME) market and family offices to automate time consuming tasks and get timely information on how their businesses are performing.

PwC has a time-limited opportunity to positively disrupt our own business and to take a meaningful stake in the SME market. We believe this is where the accountant and tax service market will change more substantially and with speed. What happens to SMEs first will subsequently happen to mid corporates and large enterprises that we service.

## Solution

PwC Australia has leveraged the power of the cloud to build an open API, cloud-based platform connecting business owners and their advisors to their accounting and business data.

Through collaboration with rapidly emerging global players such as Sage, Xero and QBO, the opportunity to grow revenues is through enabling our firm to be a preferred cloud enabled advisor.

With Next Hub, PwC can reimagine and digitally enable services for entrepreneurial and private businesses. In the hands of our people, it makes it easier to check on clients' businesses, get closer to the action and know what's going on. This level of data access, transforms the relationships we have with our clients and enables the type of discussions that we could only otherwise have by being "in" the business. Customers want us to explain the "so what" and provide data-driven insights that will help them make better business decisions.

Unprecedented access to client data will enable real time value and new tools to provide services to a broader range of clients. We believe we can be in a market leading position by adopting an entrepreneurial approach and building on existing developments being undertaken in various territories.

Contact