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## April 2017

Welcome to News with Edge!

Robots Will Soon Do Your Taxes

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## Welcome to News with Edge!



Welcome to tax season!

Our examples in this month's feature try to bring some humor to the concerns and questions we all have about the growth of artificial intelligence.

Like most new technologies, we are in the early stages of a long adoption phase, and we are confident that AI will do more good than harm.

Here's to a productive tax season, and to the new technologies that will make tax preparation - and marketing - easier in the future.

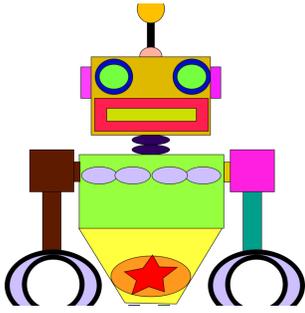
Amy L. Juers, MBA

Founder and CEO

Edge Marketing, Inc.

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## Robots Will Soon Do Your Taxes



A quick search of recent headlines and blog posts suggests there is anxiety surrounding artificial intelligence (AI).

One article shouts “**Robots will soon do your Taxes!**” And another reads “**Lawyers could be the next profession to be replaced by computers.**”

Those of us involved in technology marketing strategy and communications are struggling to understand what the true impact of AI will be on our respective companies and clients, and on the technology-based products and services they provide. Will new AI applications in legal research, contracts management or e-discovery fundamentally change the value proposition? How can we convince fearful legal workers that AI technology can enhance their roles, not eliminate them? How can marketers and communications teams effectively educate prospects and customers on the nature of AI?

Now here’s another headline to consider: “**Artificial Intelligence Could Change Marketing Forever.**”

That’s right. While AI is being integrated into legal and accounting technology solutions, it’s also emerging in marketing automation, social media and publishing tools as well. Double whammy! ([Read more](#))

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### **About the Author**

Megan Miller is a senior consultant with Edge Marketing, assisting clients in development and execution of strategic marketing plans and implementation of marketing technologies. A global technology hound, Miller has built brands, trained teams and introduced successful products for global companies and startups. A certified eDiscovery expert, Miller has written on trends and topics in electronic discovery, consumer electronics and the Internet of Things – before it was even called the Internet of Things. Her work has appeared in Attorney at Law, US Tech, TechnoLawyer, ACEDS and other industry publications.



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### **Did You Know...?**

Machine learning is a branch of artificial intelligence that gives computers self-learning ability through pattern recognition and periodic human intervention. The idea behind machine learning is constructing computer algorithms that automatically improve themselves by finding patterns in existing data without explicit instructions. Machine learning relies entirely on data. As the quantity and quality of data increases; so does the machine's predictive accuracy.

Technology can't solve every part of what makes taxes so complex and painful. In the coming years we will see innovation from technology-savvy CPAs and accountants, as well as software titans such as H&R Block, Intuit (TurboTax), Thomson Reuters, and TaxSlayer, to address the taxation pain points.

[Read the article on VentureBeat](#)

[Watch the commercial with Kathy Bates and the TurboTax Chatbot.](#)

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## Industry Stories and News

**Read the latest top stories and industry news!**

[Tips to Optimize Your Preservation Process](#)

[Tax Refunds are Selling Cheap on the Dark Web](#)

[New Glass-Steagall Bill: Winners and Losers](#)

[Fintech Innovation Too Quick for Some Outside Counsel](#)

[IRS enforcement of ACA employer mandate had glitches](#)

[S corporation owner-employees: Who controls income?](#)

[Amazon voice technology to be used for artificial intelligence in accounting apps](#)

[How artificial intelligence and machine learning will transform accounting](#)

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## Upcoming Events

## Check out these upcoming industry events!

IF-SAC Annual Summit - Information Security in the Financial Industry, Apr 30

AICPA CFO Conference, May 3 - 5, 2017, Phoenix, AZ

The Sedona Conference Working Group 1 on Electronic Document Retention and Production (WG1) - May 4-5

Annual Corporate Legal Operations Institute - May 9-11, Las Vegas

EDRM 2017 Spring Workshop - Duke University - May 15-17

Intermediate U.S. International Tax Update - May 17-19 New York

National Association of Black Accountants (NABA) 2017, June 6-10

Legalweek West, June 12-13, San Francisco

AICPA Engage, June 12-15, Las Vegas

ILTA LegalSEC Summit, June 12-14, Arlington VA

Accountex, Sep 6-8, Boston

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