

Future of outsourced accounting: trends to pay attention to in 2025 and afterwards 2/7/25



Senior Consultant, Tax Reporting,
Accounting and Strategy, PwC Latvia
Julija Niklasa



Manager, Tax Reporting, Accounting and
Strategy, PwC Latvia
Juris Boiko

Outsourced accounting has long been a strategic choice for companies looking to optimise their processes, cut costs and get professional financial support. As we enter 2025 and look to the future, the accounting industry is undergoing major changes driven by technological advances, changing customer demands and global trends. Let's take a look at the key directions that are shaping the future of outsourced accounting.

1. The role of artificial intelligence in accounting

Artificial intelligence (AI) fundamentally changes accounting processes: from automating manual tasks, such as data entry and invoice processing, to detecting fraud.

Platforms such as *QuickBooks Online* and *Xero* already use artificial intelligence solutions to simplify accounting processes, while other tools focus on predictive financial analysis. In the future, it is estimated that AI will be able to carry out even more complex tasks such as forecasting, financial advice and budgeting.

2. Blockchain technology in the financial sector

The blockchain, which offers decentralised and secure transaction registration, can radically change accounting and auditing processes. It enables real-time transaction accounting with maximum transparency and security. Although implementation costs and technical requirements remain a challenge, blockchain technology is becoming increasingly attractive to organisations looking to improve the reliability of financial management.

3. Remote work benefits in outsourced accounting

The trend towards remote working has fundamentally changed the outsourcing sector. Companies are no longer limited geographically by choosing an outsourcing partner. This allows providers to build diverse teams of accountancy professionals across different time zones, providing continuous service and access to specific skills.

Remote working is encouraged by tools such as *Teams*, *Zoom* and cloud-based accounting software that provide seamless collaboration between outsourcing teams and their customers. This trend creates new opportunities for outsourcing companies to expand their services while maintaining efficiency and flexibility.

4. Increased demand for consulting services

As business activities become more complex, organisations are interested in more than just data entry in

accounting. Outsourcers are now being asked to provide additional services such as financial planning, forecasting and strategic advice.

This shift from data entry to strategic accounting is possible thanks to the development of analytical tools that provide deeper insight into the financial health of the organisation. To remain competitive, outsourcing companies need to improve the skills of their staff and introduce technology that provides additional support for advisory functions. With the development of analytics tools, accountants can provide deeper insights into the financial health of the organisation and help executives make informed decisions.

5. Data security and privacy issues

As the importance of digital platforms and remote working increases, data security becomes a priority for outsourced accounting companies. Sensitive financial information is often passed online, which makes strong security policies a must.

Outsourcing companies are investing in improved data security, multi-factor authentication and cyber security to protect customer data. Blockchain technology also offers great potential, providing reliable and transparent records of data. As cyber threats continue to evolve, maintaining customer confidence through robust data security practices will be one of the key tasks of outsourcing companies.

7. Sustainability

Sustainability is playing an increasingly important role in entrepreneurship. Environmental, social and governance (ESG) issues are becoming an integral part of financial reporting as investors and stakeholders demand more transparency.

Outsourced accounting firms are helping companies track and report ESG metrics alongside standard financial data. Artificial intelligence and analytics tools facilitate ESG reporting by automating data collection and analysis. With the increasing importance of sustainability, accounting firms that also offer ESG reporting will become more and more in demand.

8. Increase in international outsourcing

Globalisation is contributing to the international availability of outsourced accounting services. Companies are more likely to use accounting service providers in different countries to reduce costs, gain access to expertise and utilise a wider range of services.

However, operating in different countries poses its own problems, such as understanding different tax laws, accounting standards and practises. Outsourcers with experience in global compliance have significant competitive advantages when it comes to helping clients overcome these difficulties.

Outsourced accounting is undergoing rapid change, driven by technological innovation, increasing demand for consulting services and international growth. For organisations that want to remain competitive, it is important to adapt to these changes by investing in innovative solutions and working with professional providers.