



Crowe technology, media, and communications industry services

# With expertise comes confidence



Audit / Tax / Advisory / Risk / Performance

Smart decisions. Lasting value.™



## Crowe by the numbers

- Eighth-largest U.S. accounting and consulting firm
- Recognized as one of the top tax firms by Accounting Today<sup>1</sup>
- Serving clients coast to coast with more than 3,500 personnel
- Largest member firm of Crowe Horwath International, a global network of more than 200 independent accounting and management consulting firms in more than 130 countries
- Achieved 90% on the client engagement index, 35 basis points above the industry benchmark<sup>2</sup>

## Strength grows from stability

Thriving as a technology, media, or communications company takes innovation and dedication to excellence. Companies in these sectors are breaking barriers, developing new approaches in product design and service delivery, and expanding global markets.

Crowe Horwath LLP provides audit, tax, advisory, and risk consulting services to technology, media, and communications companies

across the United States. As one of the largest public accounting, consulting, and technology firms in the country, Crowe assists thousands of clients by providing services that create lasting value, with integrity and objectivity. We combine our technical knowledge, deep industry expertise, and innovative technology to help companies address their strategic and regulatory challenges and manage their complex processes to improve efficiency.

Our professionals can offer pertinent insights based on relevant industry experience into issues arising from increasing regulations, compliance requirements, cybersecurity and technology risks, and operational challenges. Crowe applies advanced technology solutions to help companies address their needs with audit, tax, advisory, and risk consulting services.

# Strength and stability

## Audit services

Selecting the right auditor enhances your company's ability to effectively deliver reliable, accurate, and timely reporting to your stakeholders. It means you can be confident that you are receiving objective, credible information to help guide your critical business decisions. Our audit teams maintain a rigorous quality control framework so that our audit practice adheres to the firm's highest quality standards. Crowe is one of only 10 U.S. accounting firms subject to an annual inspection by the Public Company Accounting Oversight Board (PCAOB).

We recognize our obligation to observe the high standards of fieldwork and reporting with thorough inquiries and critical evaluations of the audit evidence. Our professionals plan and perform audit work with due professional care and diligence. We maintain high audit proficiency and competence through consistency of staff, continual training, and senior-level involvement in all aspects of our audit engagements.

We begin our audit work by seeking to understand a company's internal controls over financial reporting and related business risks. We observe changes in the business, operations, and industry. We can provide qualitative, comparative financial performance analysis that adds value based on information about emerging trends, industry benchmarks, and best practices; and that can help leadership recognize the strengths and weaknesses in an organization.

Many companies today are struggling to understand and comply with the impact of new accounting standards. Crowe professionals are knowledgeable and understand the business implications of accounting standards for areas such as revenue recognition, lease accounting, and international accounting.

We strive to improve audit efficiency, speed, and effectiveness by using advanced technology tools. Our enhanced audit service delivery platform, Crowe Insight Center for Audit™, uses technology to further support audit quality, improve workflow, and streamline communication throughout the audit process. This approach enhances the audit process, minimizes disruptions for our clients, and allows our auditors to provide deeper insight into higher-risk areas.

### **Audit services**

- External audit
- Benefit plan audits
- Specialized audits
- Royalty audits

### **Assurance services**

- Financial reporting
- Accounting advisory

## Tax services

The tax landscape is complex and multitiered, requiring companies to address tax compliance at many levels. Crowe helps companies comply with tax regulations and enhance opportunities to improve cash flow and increase shareholder value. We are a trusted resource for federal, state, local, and international tax services. We understand the tax implications of major events that affect a business's operations and growth opportunities.

Crowe tax specialists are aligned by industry groups to provide experience and insight into the specific tax challenges companies face. With more than 700 experienced tax professionals, our tax teams possess depth of knowledge and specialization in tax issues affecting technology, media, and communications companies. We work with many Fortune 1000, Forbes Global 2000, and Tax Executives Institute (TEI) member companies.

Crowe has a growing reputation as a technology company, and our innovative tax technology solutions were among the first we developed. These advanced technology tools ease compliance and improve efficiency. Tax solutions include Crowe Use Tax Simplifier, Crowe Portfolio Analyzer™, and Crowe International Tax Manager.

Our tax specialists combine insight, industry knowledge, experience, and technical expertise to create unique technological tools in response to the marketplace opportunities and challenges that companies face. Crowe is renowned for its tax solutions and has developed a range of innovative tax technology solutions that help ease compliance and improve process efficiency.

### **Tax services**

- Federal tax
- International tax
  - Transfer pricing
  - Indirect taxes (VAT/GST)
  - Global customs and trade
- State and local tax
  - Income tax
  - Sales and use tax
  - Property tax
  - Credits and incentives
  - Unclaimed property

# Professional services expertise

## Benefit plan consulting

Retirement, health and welfare, and other employee benefit plans require skilled planning and compliance to withstand regulator and stakeholder scrutiny. Compensation plans often present tax implications for companies and their plan participants. Crowe professionals have the experience and knowledge to help you design, launch, and manage your employee benefit plans.

### **Benefit plan consulting**

- Employee stock ownership plan services
- Retirement plan services
- Health and welfare plan services
- Human resources consulting services





## Advisory services

Technology, media, and communications companies often need to achieve and maintain stakeholder value through strategic growth initiatives, regulatory compliance activities, and savvy asset management. Crowe advisory services professionals can provide the knowledge, experience, collaboration, and support needed when dealing with a complex network of stakeholders to expand, control, defend, and if needed, restructure company assets.

Crowe advisory professionals provide objective, strategic, and tactical advisory services that bring perspective and value-added insight to companies that are striving to address complex issues and meet their strategic goals.

### Advisory services

- Bankruptcy and insolvency services
- Conflict minerals compliance
- Corporate finance
- Dispute resolution support
- Forensic technology and investigation services
- IT advisory
- Fresh start accounting
- Merger and acquisition (M&A) integration
- Restructuring advisory
- Transaction support services
- Valuation services



## Risk consulting services

Nearly every action that occurs in a company – a new business acquisition, a plant expansion, a data breach, a new regulatory requirement, entry into a foreign market, or a change in strategy – exposes it to new risks. Credit risk, cybersecurity, fraud, and regulatory compliance failure are some of the potential threats that come from both outside and inside an organization.

Managing risk across the enterprise is one of the most difficult challenges facing companies today. Crowe risk consulting professionals know that improving overall corporate governance helps companies reduce their risks while meeting the needs of their stakeholders. Better risk management enables companies to reach their business objectives.

Crowe risk consulting professionals help companies meet their governance, risk, and compliance needs. We combine in-depth industry skills with practical technology and a singular global delivery method. Our consultants help companies move to practical applications that improve corporate governance and regulatory compliance.

Our risk consulting professionals have deep subject-matter expertise that enables us to advise companies on emerging trends, industry benchmarks, and best practices. We can help you assess your current environment, quantify risks, and identify gaps to develop methodologies, frameworks, systems, and solutions to address those risks.

The Crowe Corporate Governance Framework™ enables companies to improve business performance and realize the rewards of enterprise risk management (ERM). Our professionals use a pragmatic ERM approach that provides

primary decision-makers with insights that can aid in achieving strategic business objectives. Crowe internal audit support can help provide important feedback to management and enable companies in strengthening their risk management and governance.

These comprehensive risk management solutions can increase transparency and accountability while helping to reduce costs, improve accuracy, and enhance customer service. We offer specialized solutions that can assist in strengthening and protecting a company's business intelligence and intellectual property.

### **Risk consulting services**

- Internal audit
- Internal controls design
- Independent monitoring
- Fraud prevention and mitigation assessment
- Payment card industry reviews
- Third-party risk
- Enterprise risk management
- Regulatory and compliance
- Cybersecurity
- Technology risk assessment
- Organizational change



## Connect with us

For more information about Crowe services for technology, media, and communications companies, please contact:

Kevin Wydra  
Partner  
Technology, Media, and  
Communications Services Leader  
+1 630 586 5242  
[kevin.wydra@crowehorwath.com](mailto:kevin.wydra@crowehorwath.com)

Jim Parker  
Partner  
+1 404 442 1652  
[jim.parker@crowehorwath.com](mailto:jim.parker@crowehorwath.com)

## About us

Crowe Horwath LLP is one of the largest public accounting, consulting, and technology firms in the United States. Our dedicated professionals create value for our clients by connecting deep industry knowledge with innovative technology, while maintaining a commitment to independence, integrity, and objectivity. By listening to our clients, we learn about their businesses and the unique challenges they face. We forge each relationship with the intention of delivering exceptional client service while upholding our core values and strong professional standards. We invest in tomorrow because we know smart decisions build lasting value for our clients, people, and profession.

---

<sup>1</sup> Accounting Today 2016 Top 100  
Firms: [http://editiondigital.net/publication/?i=292407#\(issue\\_id":292407,"page"0}](http://editiondigital.net/publication/?i=292407#(issue_id)

<sup>2</sup> Crowe 2015 Client Engagement Satisfaction Index, in association with PeopleMetrics

[crowehorwath.com](http://crowehorwath.com)