

The State of AI in Accounting 2025

Emerging trends, challenges, and opportunities





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Co-Founder & Chief Partnerships Officer
Karbon





Karbon: Practice Management built for growth

172M

Triage Items Cleared

50M

Tasks Assigned

6.6M

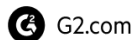
Work Items

> 540K

AI Actions

With 100+ Dedicated product innovation team members delivering on our vision

★★★★★ 4.8



★★★★★ 4.7



★★★★★ 4.7



*Obtained through Karbon's 2024 Firm Usage Survey.

**G2 ranking



Accountants are living through a period of enormous transformation.

**Distributed
Teams**

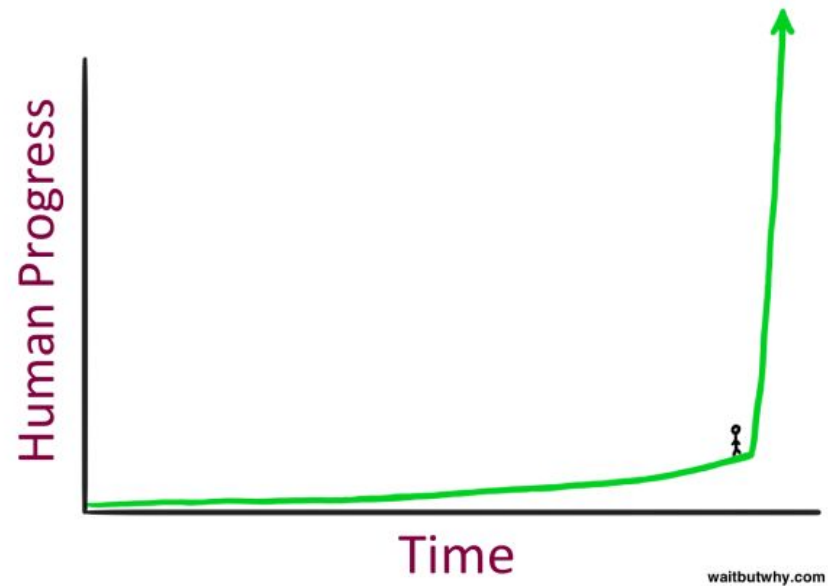
**Talent
Shortage**

**Increasing Client
Expectations**

**Scattered Data
& Systems**

**Firm
Consolidation**

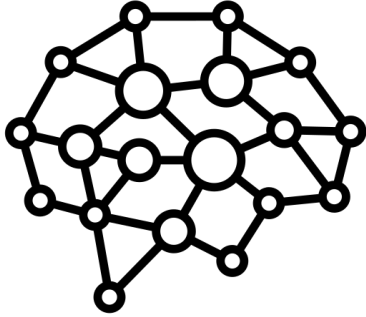
**Rapidly Changing
Technology**



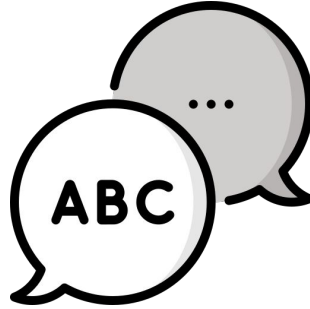
BOOK STORE



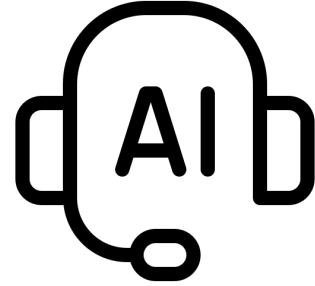
AI Technologies Explained



Machine
Learning

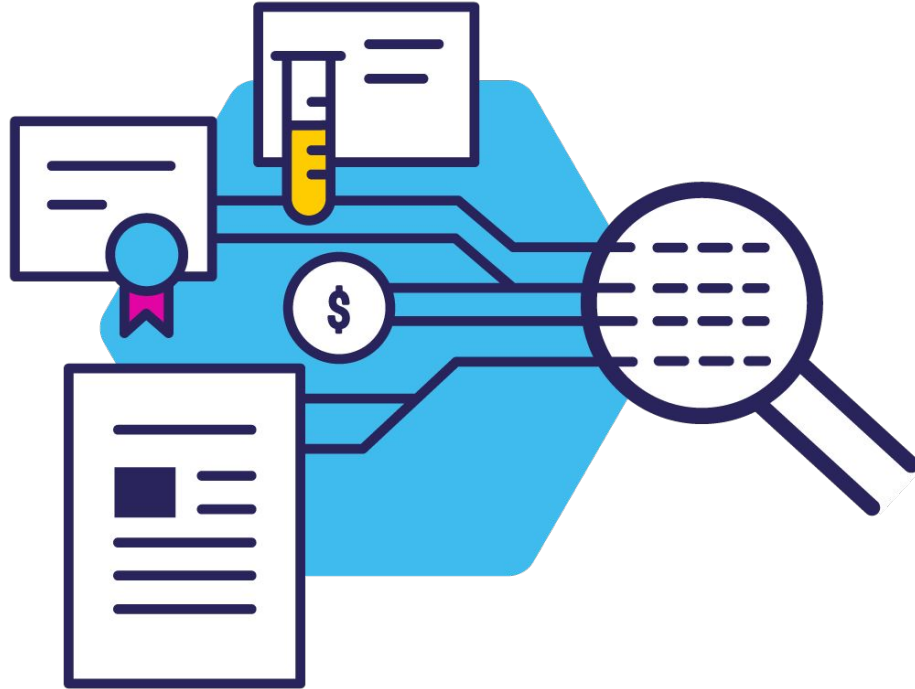


Large
Language
Models

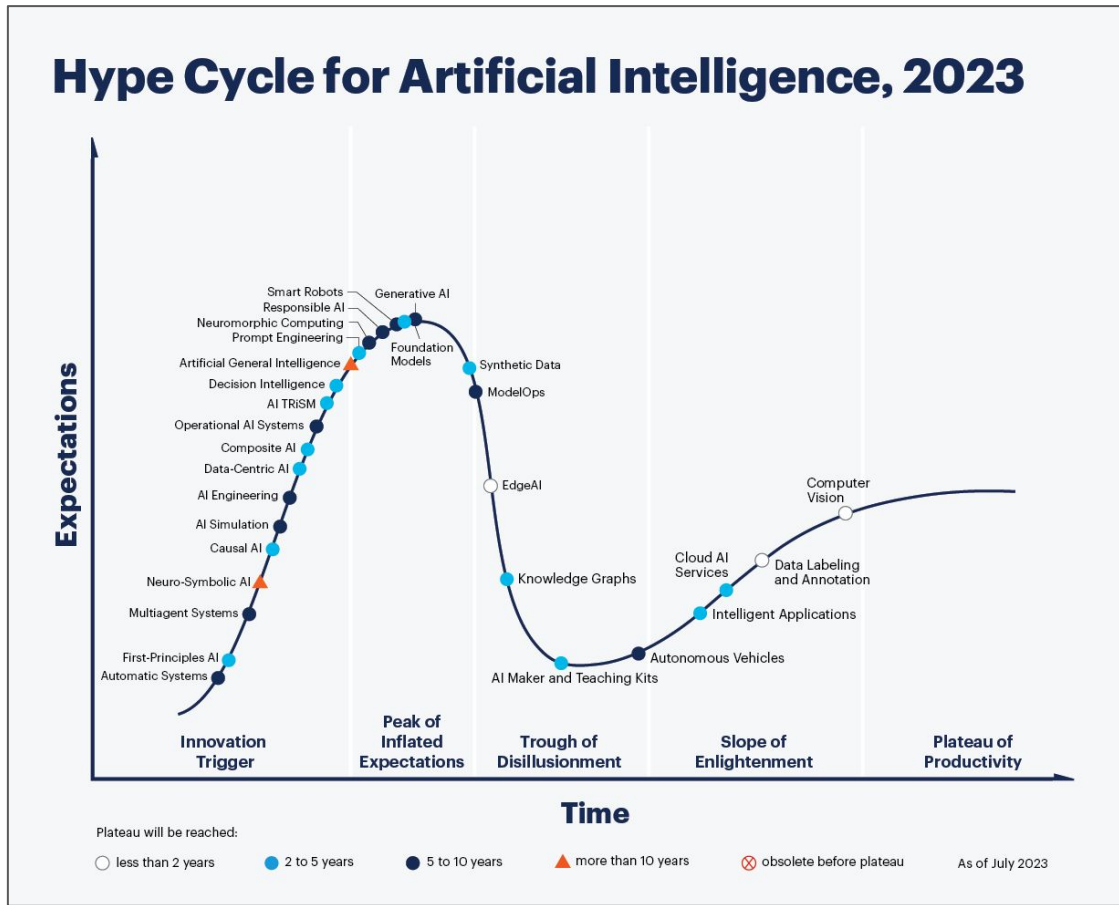


Agents

Data matters

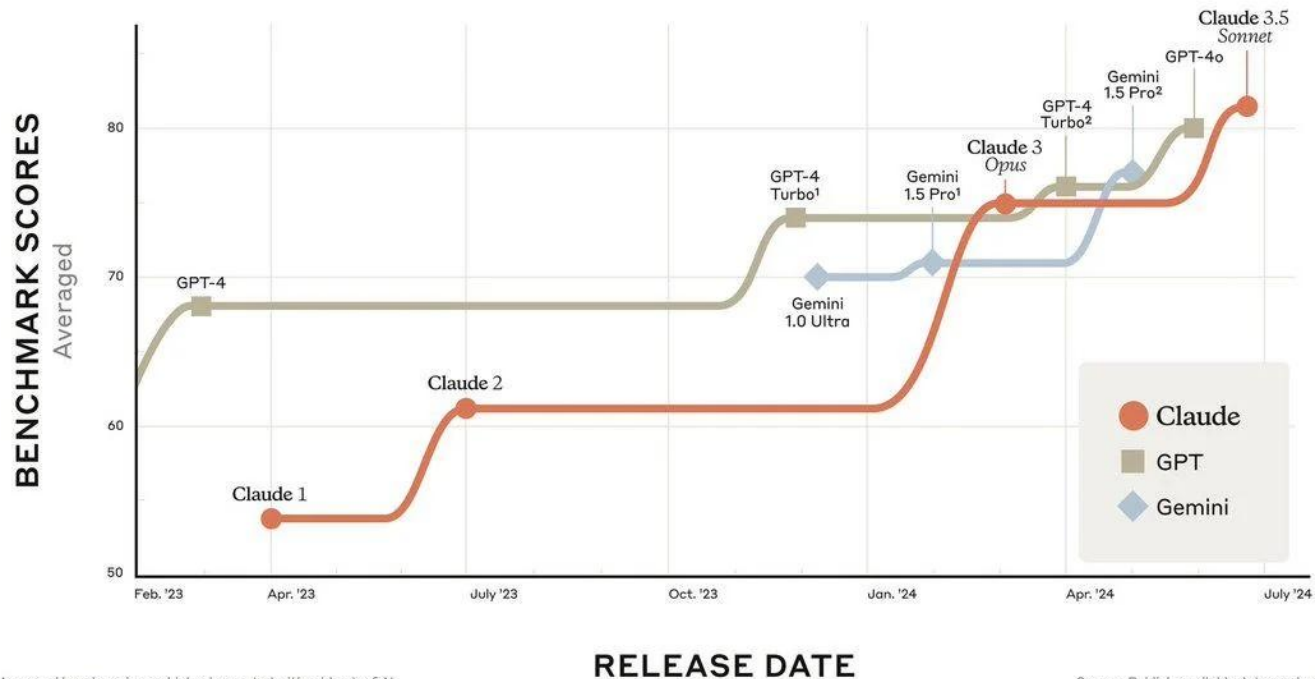


Rapid Evolution of the AI Landscape



Rapid Evolution of the AI Landscape

AI model release and capabilities timeline



Averaged benchmarks are highest reported without best-of-N:
MMLU, GPQA, MATH, MGSM, DROP F1, HumanEval pass@1,
MMMU, AI2D, ChartQA, DocQA, Mathvista

Source: Publicly available data; evaluation scores are
the average of representative scores found online.
1 = Initial release; 2 = Second release



**Where are we really at
with AI in accounting?**



**The most comprehensive global study on AI usage, perceptions,
and attitudes within the accounting community.**

karbonhq.com/ai-accounting-report/



How do accounting professionals feel about AI compared to last year?

Sentiment: ■ Skeptical or Scared ■ Indifferent ■ Intrigued ■ Excited



**Intrigue is shifting
to excitement.**



85%

**of respondents are
excited or intrigued by
AI, but only...**

19%

**believe that their
peers share their
enthusiasm about AI.**



71%

**more time is saved by
advanced users of AI
than beginners.**



18%

**more time is saved
using AI when firms
invest in AI training.**

**A difference of
over 40 hours per
year!**



For teams not using AI and not trained yet...

**The difference is over 7 weeks
per year in capacity.**

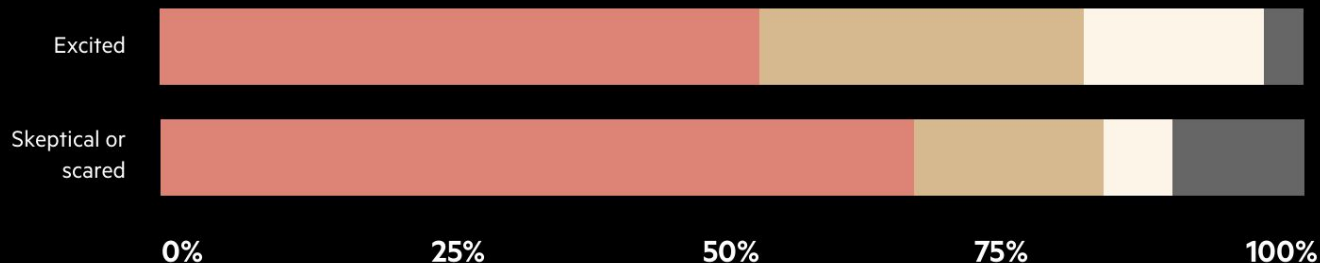


57%

**of firms offer no AI
training for their
teams.**



How do you feel about AI?



Does your firm offer AI training and education?

● No AI training ● In development ● AI training available ● Not sure

**When people are trained in AI,
they're more optimistic about it.**



79%

**believe that graduates are
more likely to join
accounting firms that
actively use AI and other
advanced technologies.**



56%

(+2% YoY)

**believe that the
value of a firm drops
if it doesn't use AI.**



27%

**of respondents are
concerned that the gap
between AI-positive and
traditional firms will
continue to widen.**



How is AI **actually being
used in accounting today?**



Top 3 use cases of AI in accounting

1

COMMUNICATION

63% +4% (YoY)

2

TASK AUTOMATION

41% +4% (YoY)

3

MEETING TRANSCRIPTS

40% +12% (YoY)



Top 3 use cases of AI in accounting

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40% +12% (YoY)

Emerging use cases of AI in accounting



RESEARCH

39%



MARKETING CONTENT

26%



FINANCIAL FORECASTING & ANALYSIS

13%



“

**I am tentatively excited for the future
of AI with a lot of reservations.”**

Individual Contributor

51-100 staff accounting firm, United States



57%

(-2% YoY)

**believe that
bookkeeping will be
the most disrupted
function by AI.**

“

**There are a lot of mundane
tasks in accounting and tax
prep that AI can easily do for
much less cost than hiring a
person who will be bored
doing it.”**

Partner/Manager/Owner

4-10 staff accounting firm, United States



70%

(-6% YoY)

are concerned about data security when evaluating AI tools.

“

If confidentiality and data security were ensured, then our firm would be using AI.”

**Operations/Technology/Administration
Team Member**

4-10 staff accounting firm, United States



47

%
(-8% YoY)

**are concerned that AI
may result in a decrease
in human touch and
relationships.**

“

**AI... will allow us to focus on
more complex and fulfilling
tasks. Human relationships
might even be positively
impacted by this as there
will be more time for human
interaction.**

Manager

11-20 staff accounting firm, United Kingdom



Next steps

- Immerse yourself personally in AI
- Empower an AI Champion or AI Task Force
- Implement an AI policy
- Follow AI thought leaders
- Have a budget for education
- Reward innovation, embrace experimentation
- Use the AI that's already available to you
- Stay curious!

Immerse yourself personally in AI




Immerse yourself personally in AI

- **Role:** Ask the model to act like your role e.g. salesperson, marketer etc.
- **Task:** Explain the job like you're working with an intern
- **Context:** Include concise details about the industry, customer, or product.
- **Format & Tone:** Specify what the response should look and sound like
- **Examples:** Share an example of what you want

Implement an AI policy & encourage others

- Karbon AI report
- Free resources
- AutomationTown (automationtown.io/)
- Simple policies
- Approved tools
- SSO
- Explicit permission



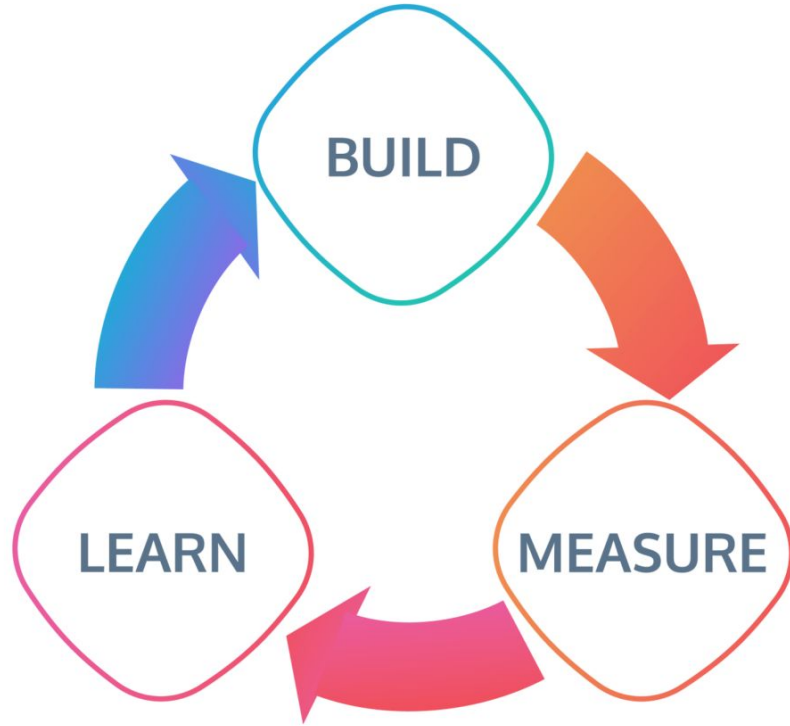
 **Ruben Hassid** · 2nd
Master AI before it masters you.
[View my newsletter](#)
1w · 🌐

People think learning AI is hard. It's not.

I found 14 free courses so you don't have to:

1. AI Essentials - [lnkd.in/dyEt4DGT](#)
Perfect for beginners. Covers the basics of AI.
2. ChatGPT Mastery - [lnkd.in/eiRtk-6q](#)
Master ChatGPT and use it like a pro.
3. Google AI Magic- [lnkd.in/eBQXfBe9](#)
Explore Google's AI tools and techniques.
4. Harvard AI Introduction- [lnkd.in/eu4mZaAG](#)
Get a solid foundation from Harvard.
5. Microsoft AI Basics - [lnkd.in/eYNWzXUX](#)
Learn AI from Microsoft's perspective.
6. Prompt Engineering Pro- [lnkd.in/eNi_YNSe](#)
Become an expert in prompt engineering.
7. Google's Ethical AI- [lnkd.in/eTrwsU89](#)
Understand the ethics behind AI development.
8. Machine Learning by Harvard - [lnkd.in/eX28syMJ](#)
Dive deep into machine learning with Harvard.
9. Language Models by LangChain- [lnkd.in/evZVJbNy](#)
Specialize in language models with LangChain.
10. Bing Chat Applications- [lnkd.in/ejN-qrVy](#)
Learn how to use Bing's chat features effectively.
11. Generative AI by Microsoft - [lnkd.in/dqjnzcCD](#)
Explore generative AI techniques with Microsoft.
12. Amazon's AI Strategy- [lnkd.in/dFhmsvZC](#)
Discover Amazon's approach to AI.
13. AI for Everyone- [lnkd.in/eFx7zCz7](#)
An accessible course for anyone interested in AI.
14. AWS AI Foundations- [lnkd.in/dEjN9PRm](#)
Get started with AI on AWS.

Reward innovation, embrace experimentation



Buy Vs Build

- **Buy:** Leveraging existing AI solutions for quick implementation.
 - Pros: Faster deployment, lower initial development costs.
 - Cons: less customization, reliance on vendors.
- **Build:** Developing custom AI solutions tailored to specific needs.
 - Pros: High customization, competitive advantage.
 - Cons: Higher development costs, longer implementation time.

Karbon example of evolving AI



Client
Summaries



Client Health
Score



Pricing and
Repricing



“

**AI is the opportunity
to do more, better.”**

Partner/Director/Owner

201+ staff accounting firm, United Kingdom



The State of AI in Accounting 2025

Emerging Trends, Challenges,
& Opportunities

A KARBON REPORT

karbonhq.com/ai-accounting-report/



Q&A



Thank you

Reach out to ian@karbonhq.com if you have any questions,
feedback, or need further guidance.





Practice Management for a More Connected Accounting Firm

Karbon is the collaborative practice management platform for accounting firms. It enables seamless communication and workflows so teams know who is doing what, when, why, and how. Remote or in the office, you're all together with Karbon.

karbonhq.com

