

# Tax disruption academy

## Spring 2020



# Want to brush up on your digital skills?

Advanced digital technologies are moving out of the lab and into the real world. Their impact on the way we work will be profound, including for those in the tax profession.

Tax authorities are also digitising, investing heavily in new technologies that will radically transform their powers of control and oversight. As the subject of their supervision, you're going to feel the heat.

We call the impact of these changes tax disruption.


## But how to get ready?

To develop your career in this new world of tax, it will be crucial to have the right skills and experience to understand the technology platforms available and how they can be used in your day to day work.

We think digital skills are a key barrier to mass technology adoption. With specific skills in digital developed over the past years, we are able to share our knowledge and experience with you to try to help. That is why we have established the tax disruption academy.

Over five sessions, the Academy seeks to to give you a holistic view and put all the important digital developments in context that we think will help you prepare for the future world of work. The first and the last session will be followed by an apero so you can get to know your fellow tax professionals in a relaxed atmosphere.

With a practical, hands-on approach, we aim to give you an appreciation of the various technical tools available and their advantages and limitations. You can then think about how they can be employed in your daily work.



# Topics we would look to cover during the course\*

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## **Session one: Working with data**

Today, new technology allows you to prepare and process data more efficiently in your day-to-day work. Extract, Transform, Load (ETL) tools are accelerating and facilitating the procedure of transforming, blending and leveraging data.

This first session will introduce ETL tools such as Microsoft Power Query and Alteryx and is all about joining and manipulating spreadsheets.

But ETL tools can do more than this. They also represent the first stage of automation. Specific tasks, even as comprehensive as Country by Country Reporting, can be automated end-to-end in a seamless manner.

\*subject to change depending on attendees



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## **Session two: Collecting insights from your data**

In this session we will proceed to a more complex stage of automation. We will cover the basics of machine learning and artificial intelligence as ways to collect data and derive useful insights. To understand this we will teach you the basic knowledge of the principles behind common approaches, and illustrate their limitations.

Furthermore, in a future tax function, coding will not just be handled by IT, tax specialists will need basic appreciation of the skills to be able to interface with specialists and understand how to get the most from technology.

By the end of this session, you will be able to understand what ML and AI can do for you and your daily work, and how to code basic Python, one of the most common languages in machine learning.

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## **Session three: Extracting and understanding external data**

Now we will look at external data. In this session we will see what external data can be used to inform our tax decision making and how we can extract data from external sources (websites, social media, public databases etc.) for use in our own analysis. It will also be important for the tax function of the future to understand where the data comes from and how it has been gathered in order for you to understand errors and how the data can be used.

We will also transition to the next stage of automation by giving you an insight into text mining & natural language processing technology to extract the data for your roles as tax professionals.

By the end of this session you will understand what data sources are available, how they can be used for tax purposes, and how external data can be extracted and analysed.



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### **Session four: 'See' your data**

In this session we will show and teach you how to visualise your data so you can have meaningful business conversations using your own data analysis. By using data visualisation programs such as PowerBI, you will be able to see your data in a simple and clear interactive dashboard. Here, you will display the data which important to you, in a way that is most optimal for you to use. We will therefore show you the benefits of using such tools and teach you how to use them yourself.

By the end of this session you will be able to build your own dashboards and conduct simple analysis for presentations to stakeholders.

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### **Session five: The new world of tax**

In the last session we will discuss the tools and technologies covered during this course and how you can harness them in your day-to-day work to change the way you deliver tax.

We will also have a look at the current trends in tax supervision and how tax functions must evolve to cope with digitally enhanced tax authorities.



<b>Summary</b>	<b>Target group</b>	Tax professionals with an interest in technology.
<b>Logistics</b>	<b>2020 Academy Dates</b>	Fri, 06.03.2020 – Session 1 Fri, 13.03.2020 – Session 2 Fri, 20.03.2020 – Session 3 Fri, 27.03.2020 – Session 4 Fri, 03.04.2020 – Session 5  All sessions take place from 1 to 5pm.
	<b>Location</b>	PwC Experience Centre, Central Zurich
	<b>Session structure</b>	4 hours, followed by an apéro on the first and last session
<b>Sign up</b>	<b>Registration contact</b>	<a href="https://www.pwc.ch/en/events/tax-disruption-academy.html">https://www.pwc.ch/en/events/tax-disruption-academy.html</a>
	<b>Price</b>	650 CHF for individual session 3000 CHF for all five sessions