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# Tax disruption academy 2019



# 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 cover some of the key digital skills that we think will help you prepare for the future world of work. Each afternoon 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\*

1

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

Good data is the foundation of successfully applying analytics in your day-to-day work. But what is “good data” and how do you acquire and prepare data?

“Master data” is often of poor quality and suffers from inaccuracies and blank data fields. These data issues have a significant impact on the quality of the data and your ability to deploy analytics. Working with data will be essential for the future work of the tax function, but fixing mistakes using traditional methods can be time consuming. Time that we do not have.

In this session we will look at common data issues and understand the tools available to extract and prepare data, tools such as Microsoft Power Query and Alteryx. This will give you a working knowledge of how to quickly ‘repair’ data quality issues.



3

### **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, 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 give 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.

2

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

In this session 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 tools, introduce you to the various analyses you can perform with such tools, 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 a basic analysis using Python.



4

### **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 a number of data visualisation programs, 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 and build your own dashboards.

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

5

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

A look at the future of supervision. In this session we will discuss the current trends in tax supervision and how the technology tools including those covered during this course might change the way tax is delivered.

We will brainstorm how authorities will change and then look at how tax functions must evolve to remain relevant.



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| <b>Summary</b>   | <b>Target group</b>                   | Tax professionals working in Swiss businesses  |  |  |
| <b>Logistics</b> | <b>2019 Provisional Academy Dates</b> | Session 1<br>Session 2<br>Session 3<br>Session 4<br>Session 5                          | <b>Course 1</b><br>21 Aug<br>29 Aug<br>5 Sep<br>12 Sep<br>18 Sep | <b>Course 2</b><br>22 Aug<br>30 Aug<br>6 Sep<br>13 Sep<br>19 Sep |
|                  | <b>Location</b>                       | PwC Experience Centre, Central Zurich  |  |  |
|                  | <b>Session structure</b>              | 3-4 hours, followed by an apéro hosted by PwC  |  |  |
| <b>Sign up</b>   | <b>Registration contact</b>           | <a href="http://www.pwc.ch/taxdisruption-academy">www.pwc.ch/taxdisruption-academy</a> |  |  |
|                  | <b>Price</b>                          | 600 CHF for individual session<br>2,700 CHF for all five sessions                      |  |  |