

Return to: [Home](#) > [News](#) > 3E Accounting first Asia-Pacific First Robotics Accounting Firm

3E ACCOUNTING FIRST ASIA-PACIFIC FIRST ROBOTICS ACCOUNTING FIRM

👤 Author: Zoya Malik | 📅 Published: 17 Dec 2020 | ✉ Email | 🖨 Print

3E Accounting is the first Asia-Pacific SME accounting firm to adopt robotics technology and disrupt the Accounting and Professional Services industry as the pioneer robotics accounting firm

3E Accounting Digital Master Plan

3E Accounting Founder and Chief Technology Officer Lawrence Chai formed the firm's Digital Research and Development (R&D) team to spearhead development in new technological growth areas like robotics business automation (RPA), Machine Learning (ML) and Artificial Intelligence (AI). The Digital Master Plan sets out 3E Accounting's ambition to become the first global SME robotics accounting firm by mapping out future industry trends and charting a roadmap for action.

With Digital Transformation, 3E Accounting can digitally process company incorporation, accounting, tax, human resource and corporate secretarial services for clients. A company incorporation process that requires two days has been shortened to within 1 hour with technology. 3E Accounting can go 100% digital and paperless through the deployment of cloud and automation solutions, resulting in a 50% increase in productivity.

Digital Transformation – COVID Success Story

Digital transformation enabled the successful Virtual Opening of 3E Accounting Limited in Hong Kong in July 2020 despite COVID-19 through digital tools like multiple video conferencing platforms, Cloud computing and Google Workspace. Investment in technology has enabled 3E Accounting to transcend geographical barriers in its overseas expansion through systematic business continuity planning.

"COVID-19 is a game-changer for businesses. The ability to run full remote business operations has validated 3E Accounting's digital transformation efforts where there was previously little difference between firms who went by the conventional or digital routes, and gives greater impetus to become the world leading robotics accounting firm. The use of intelligent automation technology will ensure 3E Accounting always remains far ahead of competitors", commented Chai.

Massive Investment in Technology

3E Accounting has invested over S\$2.0 million in research and development of automation robotics. Even without venture capitalist funding, 3E Accounting has made a giant leap in technology development. New technology initiatives including two robots, Financial Report Robot and a Robotic Process Automation (RPA) Robot save 90% of time spent on tasks, allowing 3E Accounting to support a much bigger client base and providing 4x advantage over industry peers and become a robotics accounting firm that is fast-growing and future-ready in the competitive market.

Building the Future with Robotics

By adopting emerging robotics technology, 3E Accounting's ambition is to build a future accounting and professional services firm where intelligent robots are deployed to perform tasks and collaborate with human co-workers.

As 3E Accounting celebrates its 10th anniversary, the firm is exploring capitalisation options and does not preclude Pre-Series A funding via private equity markets to exponentially expand its client base and product offerings in advanced robotics, new markets business advisory, Virtual Chief Financial Officer (VCFO), and technology R&D.

TOP CONTENT

Brazil: regulation and technology form basis for recovery

Opportunities in the capital markets and the ever-growing influence of technology are expected to have a significant impact on the Brazilian accounting profession over the next 12 months, writes Paul Golden.

[read more »](#)

Mentoring support and the opportunity to delegate

Jon Lisby will be known to many from his former role as CEO of Kreston International. Here, he explains the background to his new venture, Global Alliance Advisory Services (GAAS), and how he aims to offer support to alliance CEOs.

[read more »](#)

Global by name, global by nature

Stephen Heathcote became chief executive officer of PrimeGlobal on 1 June 2019. Robin Amlôt met him to discuss the various new challenges that he has taken on, and his ambitions for the association.

[read more »](#)

ARGA team, assemble!

The new top team has been named that will see in root-and-branch reform at the Financial Reporting Council (FRC) as it transforms into the Audit, Reporting and Governance Authority (ARGA). Will the new duo be as dynamic as some are hoping? Robin Amlôt reports.

[read more »](#)

CORONAVIRUS TIMELINE: REACTIONS FROM THE ACCOUNTANCY PROFESSION

As the Coronavirus (COVID-19) continues to spread across the world, the International Accounting Bulletin and The Accountant will be collating all the latest news and updates from the profession on the pandemic's impact.

[read more »](#)