



CERTIFIED INFORMATION TECHNOLOGY PROFESSIONAL



What is the CITP?

A CITP is a Certified Information Technology Professional. It is the American Institute of CPA's credential for CPA technology professionals that illustrates to others that CPA.CITP's possess both business and technology acumen and should be involved in developing and driving the use of technology to achieve an organization's goals.

Why would I, as a client or employer, hire a CPA.CITP over a traditional IT professional without the credential?

The CPA.CITP credential enhances your confidence as a client or employer in your CPA.CITP's ability to apply both business and information technology skills to solve your unique business challenges. A CPA.CITP has passed the qualification processes and meets the professional standards of the American Institute of Certified Public Accountants. In addition, CPA.CITP's must meet ongoing technology and business education requirements to maintain their credential.

CPA.CITP's have the business experience and specialized knowledge that enables them to:

- Identify and enhance the critical success factors in your business
- Communicate the information you need, when you need it and in the form you need it to make critical business decisions for your business
- Implement the information technology needed as the catalyst for change to achieve new levels of success in your business
- Apply their business knowledge and experience to ensure a return on your technology investment



Your CITP will identify and enhance the critical success factors in your business...

Traditional Technology Professionals	Certified Information Technology Professionals
Develop IT strategy	Develop cohesive company-wide integrated business and IT strategies within your company's strategic business plan
Are oriented to minimizing systems downtime; maximizing systems reliability	Are oriented to addressing enterprise management, business interruptions, security and privacy issues and increasing access to information and knowledge
Center diagnostic skills and needs analysis around IT	Center diagnostics skills and need analysis around the needs of the business, market opportunities and bottom line issues

Your CITP will communicate the information you need, when you need it and in the form you need it to make critical business decisions for your business...

Traditional Technology Professionals	Certified Information Technology Professionals
Are data oriented	Are information or knowledge oriented
Communicate primarily in technical terms – both written and oral	Translate technical communications to results oriented business communications
Are IT/MIS oriented	Are business owner, stakeholder, and enterprise oriented

Your CITP will implement the information technology needed as the catalyst for change to achieve new levels of success in your business...

Traditional Technology Professionals	Certified Information Technology Professionals
Are product driven	Are solutions driven
Are technology oriented	Are technology <u>and</u> business oriented
Are tactical and process oriented	Are strategic, tactical and process oriented
Translate technology benefits and results to process efficiency	Approach technology solutions that provide holistic organizational benefits and results with process efficiency that make measurable bottom line improvements



Your CITP will apply their business knowledge and experience to ensure a return on your technology investment...

Traditional Technology Professionals	Certified Information Technology Professionals
Implement new technologies	Implement new technologies with the new business rules, policies and procedures that go along with them
Possess technical certification	Possess technical and business certifications (i.e. CPA and CITP)
Have continuing education requirements that are inconsistent	Are required to meet CITP life-long learning requirements and 40 hours per year of continuing professional education to maintain CPA license
Have professional standards that are inconsistent	Are trusted professionals governed by established Professional Standards, strict Code of Ethics, and state licensing laws
Have access only to technical resources and inconsistent access to business and professional resources	Have access to both technical resources and the extensive resources of the CPA profession