

## News Release

# Nexia TS Launches Ascend – an Integrated Cloud-Based Accounting, Business Automation and A.I. Analytics Solution



**Singapore, 27 July 2017** – Nexia TS, winner of the Innovation Award (Large Practice Category) conferred under the Singapore Accountancy Awards 2016 organised by the Institute of Singapore Chartered Accountants (ISCA), today announced the launch of Ascend, an integrated cloud-based accounting, business automation and A.I. analytics solution platform to respond to its target clientele’s changing business needs. Bolstered with the firm’s technical and consulting expertise, Ascend works with leading software partners such as Xero, MYOB, MyFinB and Ready Software to leverage on their technological capabilities and their strategic partnerships with leading companies such as IBM Watson, to deliver the best of both worlds to its clients.

The potential for disruptive change from automation and analytics will accelerate even more as technology and artificial intelligence become more mainstream, thereby dramatically impacting conventional ways of doing business. In view of this, Nexia TS’s latest innovation drive aims to meet its clients’ evolving needs, which brought forth the introduction of an integrated accounting and analytics solution platform to equip businesses in their drive for cost-efficiency and better financial decision making.

*“Ascend has a big focus on its cloud-based accounting system, scalability and better financial decision making based on analytics with natural language interface, amongst many other forward-looking features. Through this integrated service, we are confident that it will equip our clients with the necessary technological advantage to reap significant business improvements.”*

**Chin Chee Choon, Ascend Practice Leader, Nexia TS**

*“Today’s business world is increasingly connected and more susceptible to technology disruptions given the rate of change. To stay ahead of the curve, many businesses are placing a lot more emphasis on innovation and developing new digital thinking across the enterprise. Ascend builds on our existing suite of business solutions to empower our clients to achieve this emerging business objective of working with technological partners, which is key to our strategy of not reinventing what is available but adding innovative and value-added elements to our services. It also showcases our firm’s dedication to continuously improve our service offering to serve our clients better – one of the many fruits of active listening and thinking ahead for our clients’ best interests. It will also be a step forward for our team to work in a different platform.”*

**Henry Tan, Managing Director, Nexia TS**

**About Ascend:**

Combining cloud-based accounting, business automation, A.I. analytics and specialist advice, Ascend delivers the best of both worlds to help our clients excel in business. By putting together both technology and specialist knowledge, we can provide deeper insights to help grow your business. We take a hands-on, consultative approach and are focused on unlocking the full potential of your business by providing you with bespoke solutions to address specific business needs. With our extensive global network, our goal is to support your business in taking on future challenges in this fast-evolving business landscape. Ascend is managed by Nexia TS, an established mid-tier accounting and professional services firm based in Singapore.

For more details, please visit [www.ascend.nexiats.com.sg](http://www.ascend.nexiats.com.sg).

**About Nexia TS:**

Nexia TS was founded in 1993 by two experienced chartered accountants – Henry Tan and Sitoh Yih Pin. After working as managers for one of the international accounting firms, they saw a vision and an opportunity to establish their own organisation – not any accounting firm – but one which is unique in their personalised and well-qualified expertise.

To date, Nexia TS is recognised as an established mid-tier local accounting firm. We have grown significantly in size over the years. Being an independent member firm of Nexia International, we are affiliated to accounting firms in many parts of the world. This means that our clients will get to enjoy personalised, comprehensive and quality services at competitive rates in Singapore and globally. Our reputation for quality has been recognised by clients and accounting professionals. As testimony to this, we are among the first few local accounting firms to be accredited by the Institute of Chartered Accountants in Australia to provide supervision of professionals undergoing traineeship to qualify as Chartered Accountants. Headquartered in Singapore, Nexia TS has established a strong presence in various countries across the region. Nexia China is a one-stop centre providing advisory services for foreign-invested enterprises in China. NTS Malaysia and NTS Myanmar provide a full suite of corporate advisory services for our clientele with operations and new foreign investments in the respective countries.

Nexia International is an international network of accounting and consulting firms with origins going back to 1971, making Nexia International one of the longest established networks. Currently, with more than 28,000 staff serving our clients at over 650 offices in 115 countries, it is ranked as the top 10 largest international accounting and consulting network.

For more details, please visit [www.nexiats.com.sg](http://www.nexiats.com.sg).

**Media Contacts:**

Grace Lui  
Head of Marketing Communications  
+65 6597 7297  
[gracelui@nexiats.com.sg](mailto:gracelui@nexiats.com.sg)

Daniel Chen  
Marketing Communications Manager  
+65 6534 5700 (ext. 861)  
[danielchen@nexiats.com.sg](mailto:danielchen@nexiats.com.sg)

---

**Singapore**  
Nexia TS Public Accounting Corporation  
  
100 Beach Road  
Shaw Tower #30-00  
Singapore 189702  
Tel: (65) 6534 5700  
Fax: (65) 6534 5766  
Email: [nexiats@nexiats.com.sg](mailto:nexiats@nexiats.com.sg)  
Website: [www.nexiats.com.sg](http://www.nexiats.com.sg)

**China**  
Nexia TS (Shanghai) Co Ltd  
  
Room A, 20 Floor, Heng Ji Building,  
No.99 East Huai Hai Road,  
Huang Pu District,  
Shanghai 200021, China  
Tel: (8621) 6047 8716  
Fax: (8621) 6047 8712  
Email: [china@nexiats.com.sg](mailto:china@nexiats.com.sg)  
Website: [www.nexiats.com.cn](http://www.nexiats.com.cn)

**Malaysia**  
NTS Asia Advisory Sdn Bhd  
  
Unit No 23A-06, Level 23A  
Menara Landmark, No. 12  
Jalan Ngee Heng  
80000 Johor Bahru, Johor  
Tel: (60) 7 221 3285  
Fax: (60) 7 221 3289  
Website: [www.ntsasia.com.my](http://www.ntsasia.com.my)

**Myanmar**  
NTS Myanmar Co Ltd  
  
La Pyayt Wun Plaza, 410(B), 4th  
Floor, 37 Alanpya Pagoda Road,  
Dagon Township, Yangon, Myanmar  
Tel: (951) 370 836, 370 837, 370 838  
Ext- 406, 407, 408  
Fax: (951) 376 945  
Website: [www.nts.com.mm](http://www.nts.com.mm)

---

## Your Personal Advisers

---

Our shareholder, **Smith & Williamson** is a leading, independently owned, accounting, financial advisory and investment management group with over 1,500 employees in United Kingdom with its headquarter in London. [www.smith.williamson.co.uk](http://www.smith.williamson.co.uk). Nexia TS and Smith & Williamson are both independent member firms of Nexia International, a worldwide network of independent accounting and consulting firms ranking within the top 10 worldwide.

Nexia TS is a member of the "Nexia International" network (Nexia). Nexia is a leading, global network of independent accounting and consulting firms. When you choose a Nexia firm, you get a more responsive, more personal, partner-led service, across the world. Nexia is a highly active network that drives quality and facilitates collaboration to enable its member firms to provide effective local and global solutions. Nexia member firms deliver a partner-led service to clients which ensures continuity, expertise and a deep understanding of the client's business. They are characterised by people who have an entrepreneurial spirit and who can relate closely to the SME and owner-managed businesses. Nexia firms are focused on supporting local businesses as they grow and through the Nexia network, they can also help their clients confidently venture into new international markets. Nexia International Limited, a company registered in the Isle of Man which operates the Nexia International network, does not deliver services in its own name or otherwise. Nexia International Limited and the member firms of the Nexia International network (including those members which trade under a name which includes the word NEXIA) are not part of a worldwide partnership. Nexia International Limited does not accept any responsibility for the commission of any act, or omission to act by, or the liabilities of, any of its members. Each member firm within the Nexia International network is a separate legal entity. The trade marks NEXIA INTERNATIONAL, NEXIA and the NEXIA logo are owned by Nexia International Limited and used under licence. References to Nexia or Nexia International are to Nexia International Limited or to the "Nexia International" network of firms, as the context may dictate. For more information, visit [www.nexia.com](http://www.nexia.com).