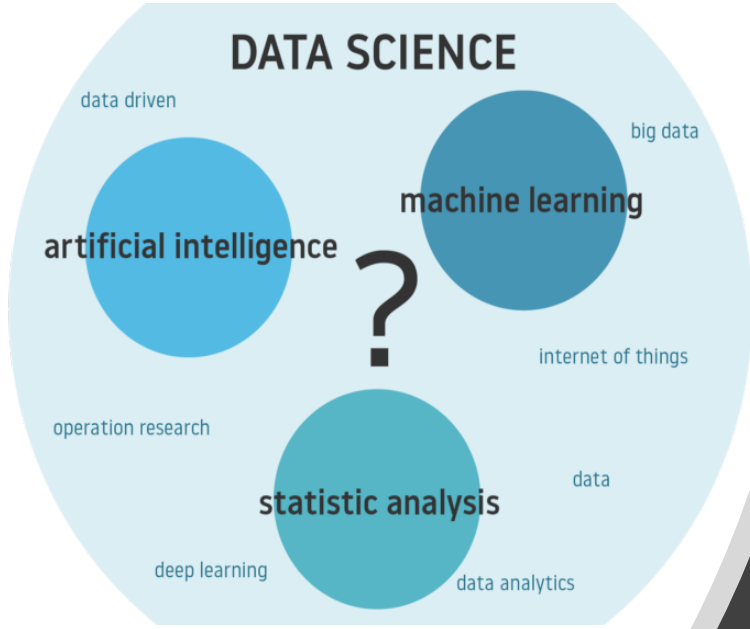




**CONEY ASSURANCE,
A TRUE DATA DRIVEN
AUDIT FIRM**

INTRODUCTION TO AUDITING 3.0 2020



AUDITING IN A DATA DRIVEN LANDSCAPE

**DISCOVER THE
STORY BEHIND
THE DATA**

Modern- Smarter -
introducing an Audit
Dashboard to our clients-
Fixed Fees

DE 'WHY?' OF
CONEY
AUDITING
STARTS IN
2005





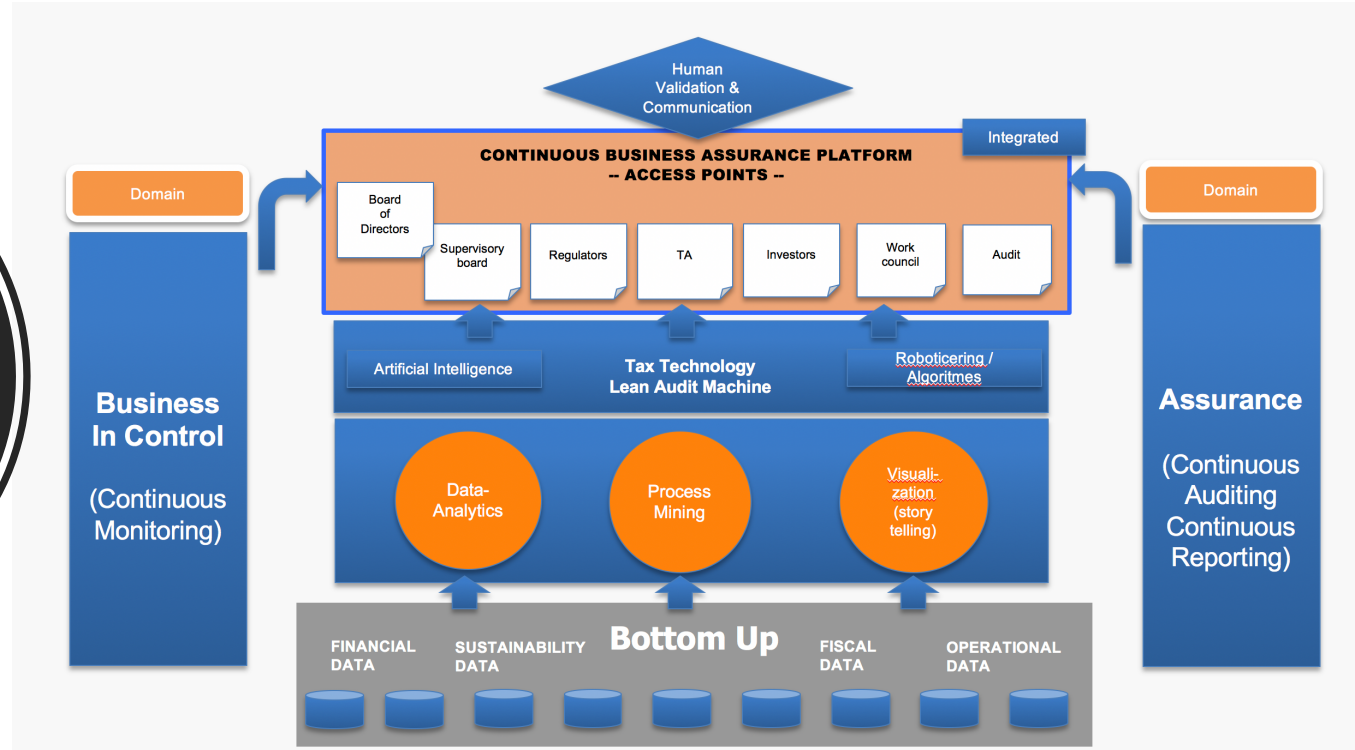
GROWTH OF
CONEY AUDIT –
annually between
15% and 20%



**93% OF NEW REVENUE IS BEING
REFERRED BY EXISTING CLIENTS**



ASSURANCE
EVERY DAY
FOR ALL
RELEVANT
STAKEHOLDERS



DATA DRIVEN. ADDED
VALUE. ONGOING
REPORTING OF KEY
AUDIT FINDINGS.
NEW TECHNOLOGY.
SHARING INSIGHTS.
STORYTELLING.



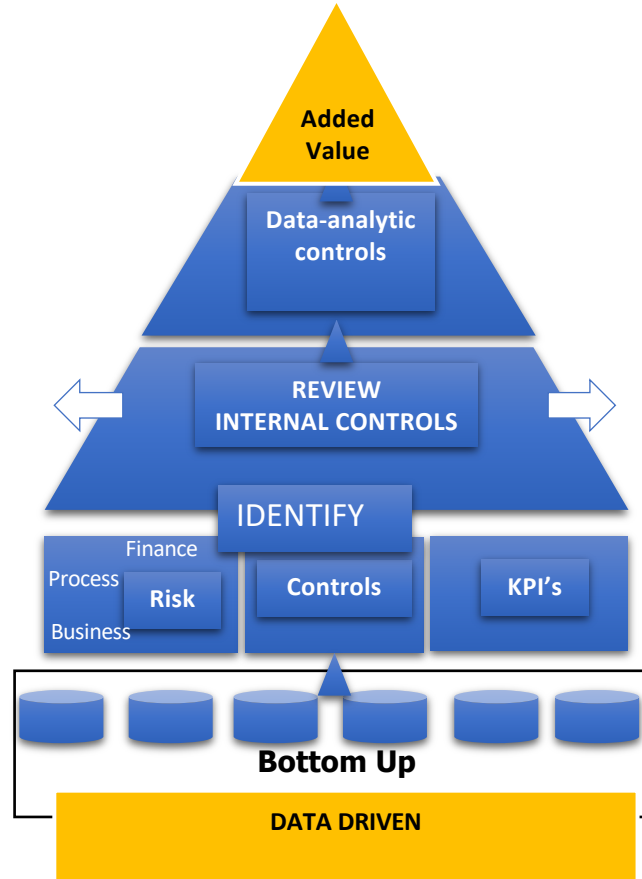
CHALLENGING CLIENTS

**WE ONLY ACCEPT NEW CLIENTS THAT
SHARE OUR DATA DRIVEN MINDSET
AND ARE COMMITTED IN WORKING
WITH US**

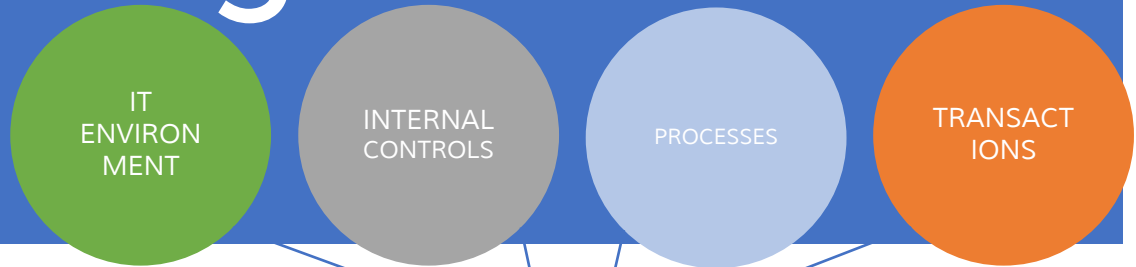
- SPORT ASSOCIATIONS
- LOGISTICS
- PRODUCTION
- STAFFING
- PROFESSIONAL SERVICES
- IT TECHNOLOGY COMPANIES
- TRADING (GLOBALLY)
- HEALTH SECTOR
- PRIVATE EQUITY



OUR AUDIT APPROACH IN ONE PICTURE - WORKING TOGETHER



Building the Audit Plan together



DATA DRIVEN ASSURANCE BY CONEY



DESIGN A SET OF DATA-ANALYTICS CONTROLS

DA 1

DA 2

DA 3

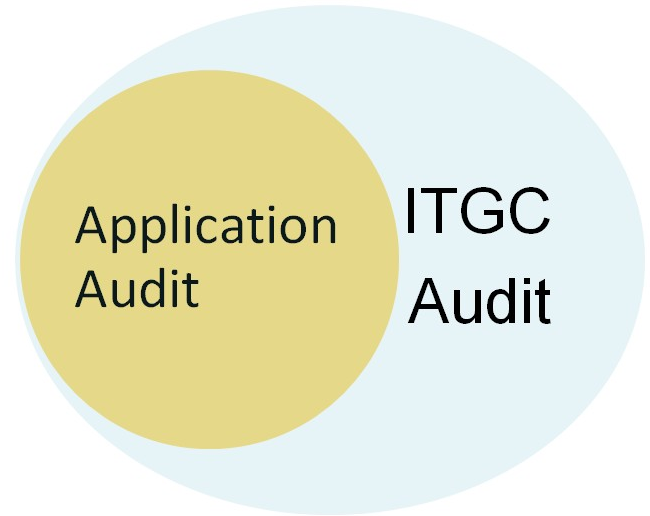
DA 4

DA 5

ASSESS IT
GENERAL
CONTROLS and
APPLICATION
CONTROLS
embedded in IT
applications –
Robust
FUNDAMENT IS
REQUIRED

ITGC deals with
the platform and
environment
controls
(availability and
confidentiality)

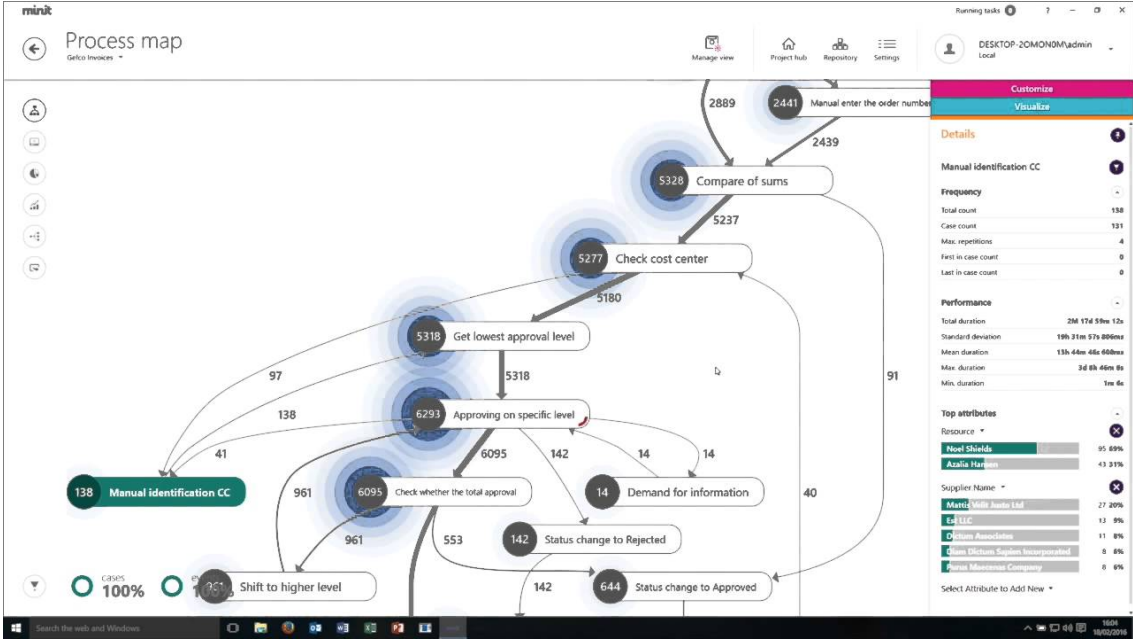
Application Audit
gives assurance to
the integrity of the
data and the
business process
on processing,
transmitting and
storing data





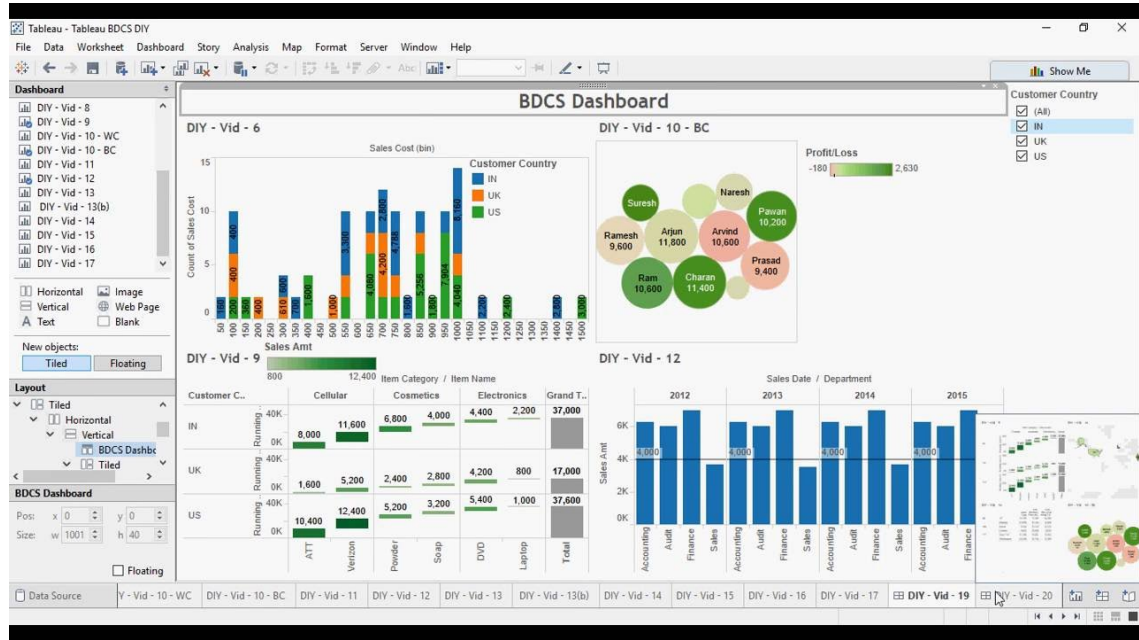
IF POSSIBLE

Process Mining to assess key business processes

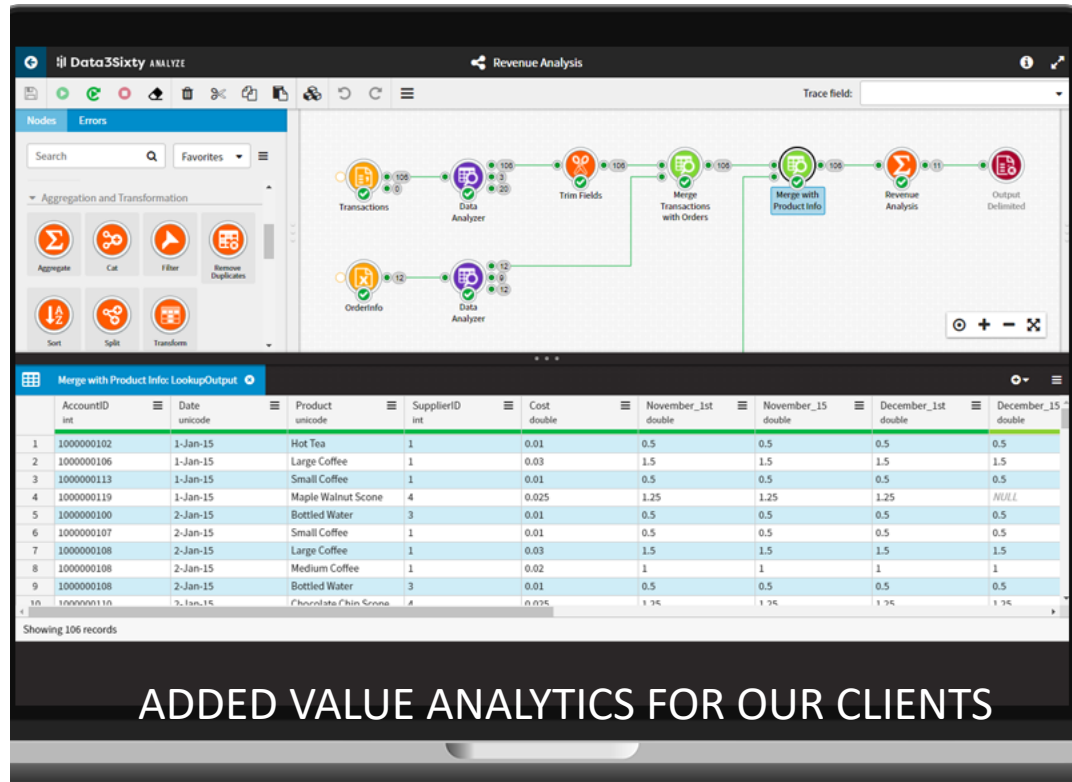


THE Story of the Audit

Use of Tableau Server – providing access to the Coney Tableau Platform for our audit clients



**ADVANCED AUDIT
ANALYTICS,**
including machine
learning, predictive
analytics (business
forecasting) based
on R, Python,
Data3Sixty
technology



ADDED VALUE ANALYTICS FOR OUR CLIENTS

OUR KEY VALUES

- BEYOND QUALITY: DELIVER REAL ADDED VALUE, SHARE INSIGHTS - MAXIMUM USE OF NEW TECHNOLOGY
- FOCUS ON CONTROLS AND BUSINESS RISKS
- WORKING TOGETHER WITH BUSINESS OWNERS, FINANCIAL DIRECTOR AND ADMIN STAFF
- CONEY TEAM IS INFORMAL, LOW THRESHOLD, RAPID COMMUNICATION
- TELLING THE STORY OF THE AUDIT IN TABLEAU BY VISUALIZING THE FINDINGS
- PROVIDING ONGOING ASSURANCE BY PERFORMING HIGH FREQUENCY CHECKS
- NO SURPRISES WITH FEES



THANK YOU FOR YOUR INTEREST IN CONEY
AUDIT 3.0.
WE ARE GRATEFUL FOR OUR TEAM AND OUR
CLIENTS

- TOGETHER
- EVERYONE
- ARCHIVES
- MORE



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Coney Goirle

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