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National Association of Tax Professionals (NATP) partners with Blue J to enhance tax research capabilities

APPLETON, Wis. (July 22, 2024) – The National Association of Tax Professionals (NATP) proudly announces a strategic partnership with Blue J, a leading tax technology company specializing in AI-driven tax research solutions. This collaboration aims to empower tax professionals with cutting-edge tools to streamline their research processes, deliver precise insights and enhance efficiency.

NATP, the premier association for tax professionals, serves a vast community dedicated to excellence in tax preparation and representation. Committed to providing its members with top-tier resources and education, NATP continually seeks innovative solutions that advance the practice of tax professionals across the nation. Integrating Blue J's flagship generative AI product, Ask Blue J, into NATP's resource arsenal marks a significant step forward in achieving this mission.

Ask Blue J: next-generation tax research

Ask Blue J leverages an extensive U.S. tax content database and the most advanced large language models to quickly generate reliable and verifiable tax answers. The platform provides a comprehensive list of sources used in the response, highlighting relevant passages for easy verification. Using a sophisticated knowledge graph, Ask Blue J supplies additional related materials such as cases, documents, statutes and regulations, allowing users to delve deeper into their research.

Scott Artman, CEO of NATP, commented on the partnership, "Our goal at NATP is to equip our members with the best tools and resources available to excel in their practice. By partnering with Blue J, we enable our members to access cutting-edge, self-reliant tax research today. Ask Blue J's ability to deliver fast, accurate and verifiable answers aligns perfectly with our mission to support tax professionals in their pursuit of excellence."

NATP members can add the Ask Blue J research tool to their resources at a special negotiated rate. This exclusive benefit underscores NATP's commitment to providing exceptional value and support to its members.

Benjamin Alarie, CEO of Blue J, added: "We are thrilled to partner with NATP, an organization that shares our commitment to enhancing the capabilities of tax professionals. Ask Blue J's advanced generative AI technology will enable NATP members to streamline their research



processes, reduce the time spent on complex queries and ultimately provide better service to their clients."

To speak with someone further about this partnership or the integration of AI within the tax industry, please contact [Samantha Strong](#) or [Nancy Kasten](#).

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About NATP: The National Association of Tax Professionals (NATP) is the largest association dedicated to equipping tax professionals with the resources, connections and education they need to provide the highest level of service to their clients. More than 23,000 members rely on NATP to deliver professional connections, content expertise and advocacy that provides them with the support they need to best serve their clients. The NATP headquarters is in Appleton, Wis. To learn more, visit www.natptax.com.

Looking for a tax expert? Tom O'Saben, EA, director of tax content and government relations at the National Association of Tax Professionals (NATP), is available for phone or video interviews to discuss federal tax topics including tax law change and its implications, taxpayer issues, tax preparer regulation and more. To schedule an interview with O'Saben, contact sstrong@natptax.com or nkasten@natptax.com.