

DYLAN BYRNE

Managing partner
OSK

ACTIVITY Business has been strong over the past year, and we have seen continued growth across all of our service areas.

There has been an increase in demand for general auditing and tax compliance services, and our niche areas – pension schemes and commercial property management audits.

DEVELOPMENTS In 2025, OSK marked a significant milestone – 40 years in business, providing quality and professional business advice to Irish businesses.

We attribute our success to the dedication of our strong team, whose talent and teamwork have shaped OSK's achievements. We also owe our gratitude to our clients and partners for their trust and collaboration over the years.

To celebrate this, we undertook a strategic brand refresh. The goal was to modernise and energise the OSK brand, with a particular focus on improving OSK's digital presence so that it meets today's technological standards and needs. The result is a brand that remains true to who we are while confidently positioning us for the future.

'We are optimistic about the year ahead, for our own firm and business in general'

TECHNOLOGY Technological change continues to assist in improving and enhancing the service to clients through streamlining operations, boosting productivity and providing our team with the tools for data analysis and decision-making.

We continue to invest in IT infrastructure and cybersecurity, ensuring we maintain a competitive advantage while delivering secure, high-quality services to our clients. In 2025, OSK were proud to be the first recipient of the Ekco Gold Lockstar Award, which demonstrates our commitment to the highest standards of data security.

ARTIFICIAL INTELLIGENCE While AI has many benefits, we recognise that its

effectiveness depends on our accounting and tax professionals having strong leadership and direction in the proper use and fundamentals. We have started to roll out Microsoft 365 Copilot on a phased basis, with a small team, and will identify the areas of development where we see the biggest advantage both internally and to our clients.

CONSOLIDATION There continues to be a trend of consolidation in the accountancy sector in Ireland and the UK.

Consolidation can be good for competition, particularly building larger international accountancy firms to compete with other professional services firms, and also can be a good exit mechanism for retiring partners. Our approach to date has been to grow our firm organically and build a strong team within OSK to deliver exceptional service to our clients.

OUTLOOK We are optimistic about the year ahead, for our own firm and business in general, with Ireland's continued growth prospects for 2026 and beyond. We have continued to invest in our firm and welcome further opportunities to expand our SME client base by delivering exceptional client service.

