



Accountability Launches Counta AI Connector, Giving Agencies a Head Start on AI-Powered Financial Intelligence

Built on MCP, Counta AI Connector gives AI tools governed access to agency financial data without rebuilding the systems teams rely on.

NEW YORK, NY, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- [Accountability](#), the only financial platform built around agency finance, today announced [Counta AI Connector](#), built on the Model Context Protocol (MCP), the open standard for connecting AI tools to business systems.

The image shows a laptop displaying the Accountability Counta AI Connector interface. The interface features the Accountability logo and the text "Counta AI Connector". Below this, it states "AI tools seamlessly connected to agency financial data". The main part of the screen displays a dashboard with various financial metrics, including a table of client margin analysis, a bar chart showing revenue by client, and a donut chart showing revenue by client. The dashboard is titled "Client Margin Analysis - Q1 FY2025" and includes a sidebar with navigation options like "Home", "Clients", "Projects", "Analytics", and "Knowledge".

AI tools seamlessly connected to agency financial data

As agencies adopt AI across finance, operations, and client services, the usefulness of those tools increasingly depends on the data behind them. General-purpose AI can be powerful, but without reliable, agency-specific financial context, it struggles to answer the questions that matter most to agency leaders.

Counta AI Connector closes that gap. It connects approved AI assistants, including Claude, ChatGPT, and Gemini, to the agency-focused data structure and reporting logic already managed inside Accountability, letting authorized users ask questions, retrieve live information, and explore financial performance using natural language.

"Accountability is the system of record, MCP is the system of connection, and the AI tools agencies already use are the system of understanding," said Judd Rubin, CEO of Accountability. "None of those replaces the other. Counta AI Connector lets agencies keep their financial truth in one place while giving their AI tools governed access to it."

Built for the way agencies operate

Unlike generic ERP platforms that require extensive customization before an AI tool can interpret the data, Accountability was built around the financial and operational realities of agencies from

the start. Jobs, work in progress, billing, revenue, resourcing, and client profitability are already connected inside one purpose-built model, supported by reporting logic developed specifically for agency finance.

Counta AI Connector extends that structure to approved AI assistants. Instead of forcing AI to reconstruct the business from disconnected spreadsheets or exported reports, the connector gives it access to financial information that's already organized with the context needed to make it useful, trusted, and actionable; including the same report-ready calculations, like client profitability and aged WIP, that Accountability's own users rely on.

Governed by design

The AI operates under the connected user's Accountability permissions. It cannot do what the user cannot do, and every action goes through Accountability's existing controls. Today, that governed access includes reading financial and operational data, creating and updating time entries, timelines, and daily working times, under the same validations already enforced inside Accountability.

MCP is the system of connection: it gives approved AI tools a standardized way to access Accountability's governed data and capabilities, alongside the other systems an agency already uses, without requiring a separate integration for every tool.

"We're not trying to be the AI tool agencies to use," said Rubin. "We're the foundation their AI tools connect to. Agencies keep the tools they've already picked. Accountability makes sure those tools are working from real numbers instead of guesses."

About Accountability

Accountability is the only financial platform built around how agencies run finance. It helps creative, media, PR, production, and integrated agencies manage work in progress, project profitability, billing, resource planning, and financial performance from a single platform, structured from the ground up for agency operations.

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