

Intuit® QuickBooks® Enterprise Solutions



Customer Profile

- Commercial property development and management company, based in Edgewater, Maryland.
- Originally founded in 1892.
- Up to 200 employees across locations (employees fluctuate based on seasonality).
- Switched from Oracle 9.5.7 to Enterprise Solutions in May 2008.

“We’re saving significant amounts of time with Enterprise Solutions. It use to take up to one full day to reconcile our bank accounts and now it takes just two hours. Employees are able to get data faster and make better decisions.”

Joan Renner, CFO

The Brick Companies Find the Right Combination with Intuit QuickBooks Enterprise Solutions

Business challenge

A commercial property development and management company was using an accounting system that was costly to maintain and cumbersome to use. When they discovered that they were going to be forced to upgrade to a new version and invest in additional hardware, they decided it was time to start investigating alternative solutions to better meet their business needs.

Solution: Intuit QuickBooks Enterprise Solutions

- Short learning curve for employees across locations.
- Remote access to real-time data using Terminal Services.
- Cost thousands of dollars less than previous solution.

Benefits

- Intuit Solution Provider assisted with complex data conversion.
- Saved six to seven hours a week in accounting tasks.
- Empowered staff to get real-time information and make better decisions.

Time for a fresh start

The Brick Companies originally founded in 1892 specialized in mining and making bricks and terracotta potting. After a massive fire in 1939 burned down the original plant, the company never made another brick. Instead they got into the Real Estate business.

Fast forward to over a century later and you’ll find that their business is more viable than ever with three golf courses, two marinas, several commercial office buildings, an apartment complex and a retail center. They also operate three cafes at each of their golf course locations. To manage their accounting and finances they previously used Oracle Financials version 9.5.7, which they discovered early on was very cumbersome to use and expensive to maintain. Although they had a powerful accounting system they were handling many of the accounting tasks outside of the system including manually reconciling their bank account statements. This task alone took them about a week to complete. “We were doing too much of the accounting outside of the system because Oracle was so difficult to use,” says CFO, Joan Renner.

When Joan discovered that she was going to have to upgrade to a new version of Oracle and invest in new systems and servers, she decided there had to be a better way. She started to research accounting packages online and discovered that their diverse set of businesses required different software solutions – Joan settled on a specialized property management solution to manage the real estate side of their business, and QuickBooks Enterprise Solutions to manage the marinas, golf courses, and cafes. “I thought that QuickBooks was for simple businesses and didn’t realize that there was a version that would meet our

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requirements. Enterprise Solutions is great for mid-size businesses,” says Joan. “I wanted an accounting package that could grow with our business, was easy-to-use, and enabled remote employee access.”

Intuit Solution Provider helps convert data

Once she decided that Enterprise Solutions fit the bill, Joan contacted Intuit to inquire about assistance on converting her historical data over to the new system. Intuit referred her to Mario Nowogrodzki, CPA.CITP, founder Mendelson Consulting, Intuit Solution Provider, who was instrumental in helping The Brick Companies convert their data over to Enterprise Solutions.

“I called up and asked Intuit how I would be able to convert my historical data over and they referred me to Mendelson Consulting, says Joan Renner. “We had a fairly complex data set and needed to convert a huge account string out of Oracle into the new system.” It took about six weeks to get all the data converted and fully functional on the new system. When asked about her experience working with Mendelson Consulting, Joan says, “Their service was excellent. I would give them a 10 out of 10.”

In addition to helping with the data conversion, Mendelson Consulting handled a custom project in which they designed a program to export their payment data into a check verification service offered by their bank. They designed the program using AccessBooks Real Time™, one of over 350 third-party applications designed to integrate with QuickBooks.

Empowering employees across the business

It may be hard for Joan to remember a time she was reconciling bank account statements by hand, since those days are long gone. Now that Joan has significantly reduced her time handling basic accounting tasks she can look ahead and apply more time to strategic activities such as analyzing business performance.

Better yet, she has been able to empower the staff across the various business locations to get the information they need directly from Enterprise Solutions. “I like that my facility managers are not scared of using Enterprise Solutions. They can log on to run reports and see if a bill has been paid instead of calling me,” Joan says, “They are empowered to get the information they need instead of being dependent on me all the time.”

Another benefit of Enterprise Solutions was the short learning curve when training the staff. As Joan says, “It took us about two hours to train the staff and then they were up and running. Most of the accounting staff had already used QuickBooks at some point so for them there was virtually no learning curve at all.” When asked if the staff had been trained on the old Oracle system Joan says, “We had trained them on Oracle, but they were intimidated by the system. It scared them.”

Now with a user friendly system which enables them to add additional users as their business grows without costing a fortune, The Brick Companies are primed to conquer new frontiers and continue to expand their diverse set of assets.

“We are saving approximately \$40,000 annually, and this does not include the capital expenditures for a new server which we would have needed to purchase if we had stayed on Oracle.”

Joan Renner, CFO