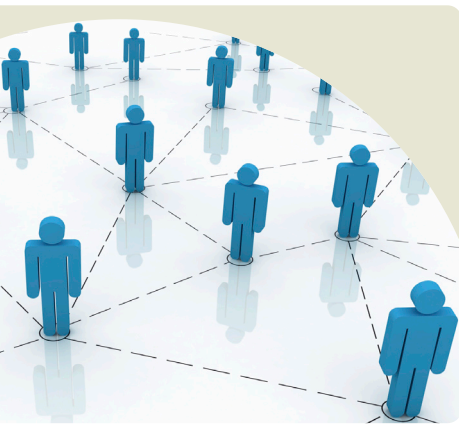


## Intuit® QuickBooks® Enterprise Solutions



### Customer Profile

- Full service market research firm based in St. Petersburg, FL.
- 60+ clients representing a broad range of industries.
- Switched from Sage AccPac to Enterprise Solutions in April 2008.

*“We’re looking forward to cost-savings not just from the initial purchase but in years to come. Our upgrade costs will be thousands lower, and with top-notch support from our Intuit Solution Provider during setup, we’re ensuring smooth operation for the years ahead, too.”*

Suzie Wingate,  
Director of Finance  
Sterling Research Group,  
Inc.

## Sterling Research Group Improves Quality of Financial Data With Intuit QuickBooks Enterprise Solutions

### Business challenge

A market research firm was spending precious time performing cumbersome, clerical tasks to manage finances on their Sage AccPac system. They wanted a streamlined system that would eliminate tedious work-arounds and provide the information they needed for accurate business metrics.

### Solution Intuit QuickBooks Enterprise Solutions: Professional Services Edition:

- Integrated job costing module at no extra charge.
- Drill-down capabilities on transactions for easy investigation and modification.
- Ability to integrate QuickBooks Time Tracker to accurately track employee time and download timesheets.
- Paperless features such as direct deposit, electronic invoicing, and electronic back-ups.

### Benefits

- Saved money with lower licensing, annual maintenance, and support fees.
- Moved to a more paperless office, with electronic invoicing and payroll.
- Obtained valuable support from authorized Intuit Solution Provider for proper setup and training.
- Improved business operations with more efficient processes.

### A visionary company

Sterling Research Group, Inc. conducts market research for a diverse list of clients including a number of large financial institutions.

Their success is due in large part to their reputation as a visionary company: Sterling Research started using scanning technology back when almost everyone else was still relying on key data entry.

To track and manage their financial data, the firm used to rely on AccPac. But after ten years the system had become cumbersome and complex to use.

“Our AccPac system wasn’t very user-friendly,” says Suzie Wingate, Director of Finance at Sterling Research Group, Inc. “We had complicated procedures for making adjustments to data. And we never could get the customized reporting we wanted.”

“It took three weeks after month-end to produce our job-costing reports,” she adds. “In this business, a lot can happen in three weeks.”

## Intuit® QuickBooks® Enterprise Solutions

### Looking forward to substantial cost savings with Enterprise Solutions

Sterling Research selected Enterprise Solutions: Professional Services Edition to replace the AccPac system. They considered other more expensive options, particularly to accommodate their timesheet requirements. But once they discovered Enterprise Solutions worked seamlessly with QuickBooks Time Tracker, the choice was made. “All the other packages we looked at that included a timesheet application would have cost a fortune,” Suzie says.

Sterling Research was also conscious of the lifetime costs of their system. “We didn’t feel we were getting value for our maintenance fees with AccPac,” she says. “With Enterprise Solutions, we’re looking forward to saving at least \$14,000 over the next ten years in maintenance and paper costs alone, after we’ve paid for our new system.”

Sterling Research switched to Enterprise Solutions in April 2008, and handled the data conversion themselves. And they’re giving high ratings to the new system. “We are so much more efficient with the new system,” she says. “With less clerical work to take care of, we’re bringing more strategic value to the business.”

“For instance, we now issue weekly time reports to show people right away how they’re looking on job profitability,” she says. “That reporting is essential to us for estimating the right rates and number of hours for each business department.”

### Intuit Solution Provider helps business maximize their investment

The market research firm relied extensively on the services of authorized Intuit Solution Provider Denise Magee to implement the new solution. Denise helped them not only with the initial purchase but setup and training as well. “Denise has been outstanding,” says Suzie. “She knows Enterprise Solutions inside and out and is definitely helping us get the most out of our system.”

Denise was especially helpful for setting up job costs. “One of the five most common mistakes companies make when setting up Enterprise Solutions is creating accounts in the Chart of Accounts to manage job costing,” says Denise. “I showed Sterling Research how to set it up using the Items list to get the reporting they want.”

### Streamlining operations

Sterling Research is now running a more paperless office, with automated functions and electronic documentation that is easier to access and manage. “We are going green!” says Suzie. “We’re sending half of our invoices and two-thirds of our paychecks electronically, and we’re no longer keeping paper copies of our invoices. We never could do that on AccPac because it was too complicated.”

With Sterling Research’s reputation for staying ahead of the technology curve, it’s no surprise to hear they’ve got a winning solution with Enterprise Solutions.

*“We truly enjoyed working with Sterling Research on this implementation. We’ve been with them from the initial sales call right through setup, training, and support. It’s just so satisfying to be able to support a business in reaching their goals.”*

Denise Magee, Intuit Solution Provider and Certified QuickBooks ProAdvisor®  
President, Quality Consulting and Billing Services