

Case Study

Industry: Finance and Accounting

Products: QuickBooks Hosting

Location: Colorado, USA



www.acecloudhosting.com
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About the Company

The company provides accounting and bookkeeping services to entrepreneurs, businesses and self-employed individuals including payroll processing, budgeting and financial statements. Its clients and accountants access QuickBooks on cloud with AceCloudHosting's cloud services.

The Challenge

The company started in 2004 with a staff of some 10 clients which were hosted by a small company using LogMeIn to access files on QuickBooks. As the business started growing, IT problems began to surface. "There were server issues and technical hitches, eating up most of our time. Data and files were all mixed up since we had to transfer them back and forth," Gracie says. Gracie noticed that there was reduced productivity and profits eroded.

In 2008, Gracie's IT costs were \$2500 per month, which amounted to 18% of sales. Though, the company was expanding rapidly but the local hosting provider could not help them grow further.

The Solution

Gracie started searching for hosting provider, with Intuit authorized being topmost priority. Gracie liked pricing structure of AceCloudHosting and took 10-days free trial. She was pretty much satisfied with the services and went ahead with the annual plan.

"We found it easy to communicate with their technical staff and get issues resolved immediately", Gracie says.

One year later, Gracie experienced increased business productivity with almost no IT problems. "We send file to AceCloudHosting and they just get the clients on the project and we start working".

Gracie appreciates immediate responsiveness she gets from Ace. "My clients are happy with the personal service they get. Getting a response within 30 minutes is something worth appreciation".

Results

With fewer IT issues to deal with, employees spend more time doing work. "Working on AceCloudHosting's servers is way more productive and efficient", said Gracie.

The company's IT expenses have been reduced to \$1200 per month and revenue grew around 45% in 2011. "I am able to do things important for business rather than spending on technical issues. AceCloudHosting has allowed us to take more clients than we could have otherwise."

Due to confidentiality agreement of the study, name of the company has not been disclosed.