

CUSTOMER SUCCESS STORY



## Marendaz Accountants and Business Consultants Plans Future with CCH iFirm Specialist Suite of Cloud Software

### Summary

#### Company Profile

Name:	Marendaz Accountants and Business Consultants
Region:	Australia
Operation:	Financial Services
Products:	Accountants and business consultants
Website:	<a href="http://www.mabc.net.au">www.mabc.net.au</a>

#### Challenges

- Lack of integration between internal practice and client financial services system
- Transparency required for budgeting, capacity planning, job management
- Single, efficient platform to underpin growth

#### Solution

- CCH iFirm Practice Manager
- CCH iFirm ATO Paper Buster
- CCH iFirm Practice Mailbook
- CCH iFirm Document Manager
- CCH iFirm Client Accounting
- CCH iFirm Portal
- CCH iFirm Tax

Marendaz Accountants and Business Consultants (MABC) operate from Diamond Creek on the urban fringe of Melbourne. The area's mix of light industrial, property developers, primary producers and tree change, high net worth individuals presents enormous growth potential for this dynamic practice. For the past twenty five years the team of accountants have provided broad ranging financial and tax planning services as well as business consulting.

MABC felt constrained by its existing business software without the information to better run its practice, as well as service its client base. The firm wanted to move to a professional cloud-based practice management solution, with fully integrated systems and procedures. Plus it needed to be able to work with its existing business systems. It was important to select the right professional solutions partner as it would contribute to the firm's long-term success and overall productivity.

It had calculated that it wanted to increase productivity outcomes by thirty percent in its second year of operation with CCH iFirm, as well as complete its 18 month payback for the solution. It is confident that it will hit its target with the excellent training and support it received from CCH.

*When we decided to incorporate specialist cloud software into our firm we reviewed various options but selected CCH iFirm Practice Manager because of its logical structure for accounting firms. We were a week away from going with Xero but once we went through the demonstration with CCH iFirm, it was superior to anything we had seen and drove us to change direction.*

**Phil Marendaz Managing Director, Marendaz Accountants and Business Consultants**

### Creating a professional environment

Before moving to CCH iFirm MABC was running two separate systems to manage its seven member practice and financial requirements. The systems were not integrated, nor were they highly automated. This posed a set of challenges for the growth-focused firm. There was no visibility into either system to generate real-time and transparent reports, invoices and reconcile its financial position on demand.

Today MABC has undertaken a phased implementation of the Practice Manager, ATO Paper Buster, Client Portal and Practice Mailbook modules from the CCH iFirm suite. The firm has a future upgrade to the innovative Cloud Tax application also within its sights.

As part of its switch to CCH iFirm MABC has allocated resources and training programs to introduce business systems automation. With Practice Manager each accountant is now responsible for managing a key set of accounts with job and budget allocation clearly established from inception. The easy to use timesheet option has introduced a level of specificity to client invoicing and reporting and automatically updates daily for budgeting purposes. Introducing a budget for each job for the first time now provides the firm with the flexibility to approach the customer if the job scope expands or changes from its original brief.

Access policies for client accounts are now allocated to specific managers and this has improved the security of client data, with permission rights granted to the appropriate account contacts whether they are in the office or working remotely.

The dashboard has proven itself to be a key tool for the firm, helping it monitor its billable goals and customising reports for cash flow, revenue, workflow, profitability, employees, billing and debtors.

### The power of essential integration

Two fully integrated and workflow-based solutions Practice Mailbook and ATO Paper Buster will be used by MABC to dynamically take control of client communications. Further efficiencies are also expected with the linking of ATO Paper Buster with Practice Mailbook and the MABC client database via Practice Manager – straight to Outlook.

*This seamless integration of applications in CCH iFirm saves us significant time in our levels of reporting and client service. We have eliminated unnecessary duplication and made it even easier to manage projects and proactively communicate with our clients at the same time. This can also happen anywhere – which is entirely essential to the growth of the modern workforce.*

**Phil Marendaz Managing Director, Marendaz Accountants and Business Consultants**

### Cloud software to satisfy clients

With accountants taking on the role of the most trusted adviser for SMEs in Australia it made sense for the practice to deliver agility and business efficiencies to its client base with the power of the cloud. With staff and clients mixing more of a work/life balance approach to traditional employment through part-time, after hours and remote access work a secure platform made sense for collaboration. CCH iFirm Portal shares documents, data and reports in an encrypted environment with full integration to ATO Paper Buster, which again plugs into Practice Manager.

*With the streamlined professionalism delivered by Practice Manager, MABC is well positioned to attract and retain the best skilled people. With anywhere, anytime access to its systems, we're able to employ senior tax practitioners irrespective of where they live or what hours they wish to work.*

**Phil Marendaz Managing Director, Marendaz Accountants and Business Consultants**

CCH iFirm is the pioneering cloud-based suite of software to allow accountants to run more efficient and profitable firms. The CCH iFirm suite includes Practice Manager, Tax, Client Accounting, Paper Buster, Web Manager, CGT Reporter and Document Manager.

**Contact us for a live demonstration ... anywhere in Australia and New Zealand**

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