

Certified ProAdvisor helps SMB

QuickBooks Enterprise & BizTools Analytics - smarter together.

At a Glance

Advisor

Dailey Bookkeeping Services

Location

Southfield, MI – USA

Industry

Accounting &
Bookkeeping Services

Business Challenge

Dailey Bookkeeping Services wanted the ability to provide higher value services to their clients and assist them in making more informed decisions to help take their business to the next level.

Solution

BizTools
Professional Analytics

Results

Dailey Bookkeeping Services can now provide their clients with accurate financials and KPIs they can rely upon as well as help them gain actionable insights to set and monitor their goals for business improvement.

This helps differentiate DBS from other similar firms and expands their role as a trusted business advisor.

Advisor Profile

Dailey Bookkeeping Services is a full service bookkeeping and payroll company specializing in conversion, clean-up, set-up and training of QuickBooks accounting software and related products and services.

DBS is also an Intuit Premier Reseller and Solutions Provider, which means we spend time with you to learn your processes and suggest solutions based on your needs and workflow to minimize data entry and maximize efficiencies. Our methodology is to use smart technology combined with proper accounting to help our clients succeed and grow because it is only through their success that we also succeed.

Business Challenge

DBS was approached by a light manufacturing and distribution client looking for someone to clean up their QuickBooks Pro accounting file. They did not have true insight into their company as their file had not been set up correctly and they had not balanced their checking, savings or credit card accounts. Initially, all they asked me to do was to clean up their file so they could get their previous tax return filed.

While working on their data file, it became clear that they needed more than just file clean up and reconciliation. For starters they needed a more robust accounting system to manage their inventory, which needed extensive work due to negative quantities and inactivated inventory which still had quantities. They really had no idea how much money they had tied up in inventory either.

Solution Overview

After cleaning up their file, I loaded their data into BizTools Professional Analytics and was able to present them with not just Profit & Loss and Balance Sheet statements that they could get themselves out of their accounting software, but a comprehensive company financial status report as a sample of the information that I could provide them on an ongoing basis. I focussed on just a few of the relevant key financial ratios such as *Inventory Days*, *Inventory Turnover*, *Accounts Receivable Days* and *Accounts Receivable Turnover*.

With the ability to show them in detail how much money they had tied up in inventory and accounts receivable and the impact that was having on the business I was able to convince them that they needed to switch to QuickBooks Enterprise with Advanced Inventory and Advanced Pricing.

"I love the ease of use of BizTools. Even though BizTools uses cubes and pivot tables, you do not have to be an Excel Expert to use it. If you can drag and drop, you can use BizTools!"

Jacqueline Dailey, Dailey Bookkeeping Services

"BizTools has been a key element in the growth of not only my firm, but my clients' businesses as well."

**Jacqueline Dailey
Dailey Bookkeeping Services**

Business Benefits

For My Firm:

- BizTools Professional Analytics enables my firm to offer higher value advisory services to more of my QuickBooks clients.
- For this client, I was able to show the benefits of and sell them additional products: *QuickBooks Enterprise, Advanced Inventory and Advanced Pricing*.
- I also grew my practice by providing this client with other related services that I offer such as payroll and ongoing bookkeeping.

For my client:

- They saw the money that was tied up in inventory and the high number of days it took to turn over their inventory and understood the problem for the first time.
- With the improvements in their new software setup, they have been able to get a better handle on their inventory and keep more of their money in their bank account instead of on the shelves.
- They saw how much more money they could free up just by decreasing their Accounts Receivable Days and were able to lower it to a third of what it was!
- They also now have the information that they need to set goals that are trackable so that they can grow their business.

For more information visit:



www.daileybookkeeping.com



www.biztoolsanalytics.com