

BILLING: THE HEART OF YOUR BUSINESS

"It was an easy transition. The training was comprehensive and the layout of Practice CS is very logical."

Godecke Clark is a full service accounting firm with 12 full-time staff members, including five CPAs. Already a user of Thomson Reuters software, Godecke Clark made the decision to move to Practice CS—an advanced, firm-wide practice management system—after looking at several software options. Working with their sales representative and training staff, Godecke Clark implemented Practice CS in November of 2010.

"Billing is the heart of our business," exclaimed Christina McCulloch, an administrative assistant who has worked in Billing and Accounts Receivable at Godecke Clark for more than 20 years. As lead of the technology committee responsible for selecting the firm's new practice management software, the committee only looked at options that had features important to the staff, such as a data conversion, the ability to email invoices, excellent reporting features, and the flexibility to allow for customized invoice and report formats. *"I wanted a system that made sending out invoices fast and simple...with Practice CS, emailing invoices is as easy as frosting a cake,"* McCulloch said.

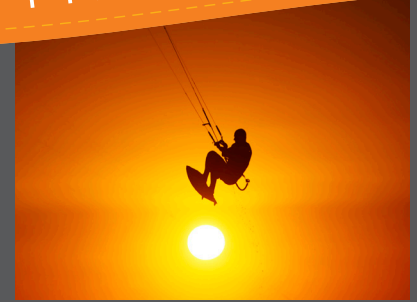
Familiar with the comprehensive training options offered by Thomson Reuters, McCulloch enrolled in several online classes to prepare for the firm's Practice CS implementation. She also took advantage of the conversion services to move her data to Practice CS. *"The money for training and full conversion services is nothing when I consider my time. It saved me hours and was very cost effective. And the transfer was seamless."*

Godecke Clark continues to roll out the program across staff and departments while taking advantage of the comprehensive security features of Practice CS. *"I love the security features. The program has so many layers that allow me to assign different levels of access to different staff members,"* said McCulloch. The unique structure of Practice CS lets you hide features that aren't needed, enabling staff to be more efficient and new staff to learn the system faster.

Other considerations Godecke Clark kept in mind while selecting a practice management software system were their goals for the future. *"As we keep moving forward with our paperless initiatives and toward our 'green' goals, it was important that our software choice was able to keep up. Practice CS has so many features that we can implement on our own timetable, it's as if the program evolves as we do,"* said McCulloch. Practice CS offers many tools that can be used to review staff time, manage projects, and examine multiple reports. The advanced digital dashboard technology, with real-time functionality, acts as the firm's central information hub, providing an up-to-the-minute look at staff workflow, client status, or firm information.

"Our next step is to look at offering portals, and we like that Thomson Reuters offers a client portal option [NetClient CS] that already integrates with Practice CS," said McCulloch. Godecke Clark's experience working with Thomson Reuters has been a positive one over many years. *"I know Thomson Reuters listens and takes suggestions seriously. I've actually seen suggestions I've made implemented in their programs. I like that."*

PRACTICE CS



GODECKE CLARK

Christina McCulloch
Administrative Assistant

ABOUT GODECKE CLARK

Godecke Clark is a full service accounting firm located in Palm Desert, California. In addition to accounting services, they provide value-added options such as risk management consultation, suggestions for improved operational effectiveness, specialty tax services including estate, trust, international and other complex areas of tax law, business management, strategic growth plans and of course tax and financial planning. Learn more by visiting www.godeckeklark.com.

