

Boutique CPA Firm Transforms Numbers into Knowledge from Cloud Office



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Beth Bockenbauer, CPA decided early in her public accounting career that the small to mid-sized business market would be her focus. Beth's specialty is engaging business owners to understand how the company's financial information can drive business success. Being a small business owner herself, she recognized the need for a more cohesive IT solution to support her own firm's growth plans. That's when she contacted NewCityIT.

The Challenge

The Redland's CPA firm was adding employees, but they were unable to work from off-site locations, whether it was a home office or a client location. This prohibited timely collaboration and left the firm looking for more office space. Furthermore, Beth was sensitive to the confidential nature of the data her staff worked with and was concerned with maintaining both security and business continuity. It quickly became clear to her that she needed a more formal IT plan for the company.

The Solution

NewCityIT deployed their Cloud Office solution, which was designed for the small office team that desires to work from multiple physical locations. Each member of Beth's office now has their own virtual Windows desktop for running Windows applications, such as Outlook, Excel and even QuickBooks, while still being able to share files with other Cloud Office members.

The Benefits

The Cloud Office solution not only solved the challenge of remote collaboration and file sharing, but it has given Beth and her team peace of mind. Data is now secure and fully backed up off site. All software applications are properly installed and comply with licensing requirements. Best of all, the Cloud Office has given this Redland's Boutique CPA firm a competitive advantage: they were able to grow without incurring an additional \$1,100 a month in rent and Beth's employees' love working from home. They save gas money and have more time for family instead of commuting every day. The firm is no longer bound by geography when searching for new talent.