

Camnet, Inc.

QuickBase Project Management for QuickBooks

streamlines processes, increases collaboration and efficiency, and enables new revenue streams

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Intuit QuickBase
<http://quickbase.intuit.com>

Case Study





NAME

Camnet, Inc.

HEADQUARTERS

Albuquerque, New Mexico

INDUSTRY

Information Technology

PRODUCTS AND SERVICES

Network configuration, design and implementation, including cabling, server and network switch installation; IT maintenance and support

REVENUE

US \$1.8 million

EMPLOYEES

Nine

WEBSITE

www.camnet.us

AT-A-GLANCE

Challenges & Opportunities

- Existing project management processes required heavy manual intervention – resulting in duplicate efforts, data inconsistencies, and valuable time spent on administrative tasks
- Lack of global project and client visibility required technicians to make frequent calls to the home office – which thwarted efficiency and ability to expand capacity
- No way for field activities to be automatically captured in QuickBooks – resulting in inaccurate time and cost capture, and significant lost revenue

Objectives

Implement a project management solution that could:

- Link directly with QuickBooks via a web-based portal for anytime, anywhere access
- Automate projects from individual tasks through to invoicing and payment – improving the ability to capture costs and revenue
- Reduce manual data intervention, streamline processes, and improve capacity through increased operational efficiencies
- Offer complete customizability in order to meet Camnet’s evolving business needs

Intuit® Solution

Intuit® QuickBase Project Management for QuickBooks

Implementation Highlights

- Length of implementation: Initial time-tracking functionality up and running within two weeks
- Resources: One implementation partner to develop all applications
- Number of users: 9

Benefits

- Streamlined project management process for QuickBooks – resulting in technicians recapturing 30-40 % of their time each week
- Resulting capacity has enabled a 25 % increase in Camnet’s client base – without adding headcount
- Shift from administrative to strategic focus has enabled pursuit of new business channels – translating to an additional \$2-\$3 million in revenue potential

In business since 1994, Camnet provides IT solutions and onsite support for over 60 small- to mid-sized clients throughout New Mexico and Arizona—including network configuration, design and installation, and ongoing maintenance of clients’ hardware and software environments. Due to continuously shifting requests and priorities, each of Camnet’s seven highly mobile technicians must be ready to step in, at a moment’s notice, on any client project requiring attention.

By early 2007, Camnet had rapidly scaled upward in terms of clients and revenue potential—and technicians were stumbling over the increased administrative demands. “We were tracking all of our financial information in QuickBooks,” says business manager Mollie Griffith, “but the guys had no way to access it from the field.”



“I don’t think that you could get, or customize, a [product management] application that would allow you to be so flexible and allow you to increase your output so quickly.”

Mollie Griffith
Business Manager
Camnet, Inc.

As a result, technicians were relying on yellow legal pads to record their hours, expenses, and other critical project details—and then manually entering those details into QuickBooks whenever they were back in the office. “Often, this was weeks later,” says Griffith. “The whole process was truly inefficient, and, worse, lent itself to mistakes and omissions that translated to significant lost revenue.”

Griffith realized she needed a better, more accurate way to capture project costs and pass them on to clients—as well as a way to streamline manual processes to increase her own, and the technicians’ capacity. By July 2007, she had turned to Intuit to help meet these challenges.

The need for a flexible project management solution

“Because I knew we still planned to use QuickBooks for our corporate financials, it was important that whatever project management solution I chose, the information could synch between the two,” she says.

Griffith evaluated several different options—including Tenrox® Project Workforce Management and Global Secure Services (GSS)—but none of them met her criteria for linking directly with QuickBooks. Nor did they offer the on-the-fly customization she required to meet the evolving demands of Camnet’s growing business. Acting on a hunch, she Googled “Intuit project management” and discovered QuickBase.

“Once I realized Intuit offered the capabilities I needed, it was a no-brainer,” she says. “I called the QuickBase sales team right away.”

Rapid implementation

Working with one of Intuit’s implementation partners, Griffith had a new time tracking system up and running within three weeks. She named this QuickBase application Camnet Time Cards—which links directly into QuickBooks via a web-based portal that technicians can access anytime, anywhere. Rather than waiting until they’re in the home office, technicians record their hours while on the job—which allows for more accurate client billing, as well as guaranteeing that technicians are paid for their work.

Impressed by this initial success, Griffith incorporated additional project management functionality. “I don’t think that you could get, or customize, a [project management] application that would allow you to be so flexible and allow you to increase your output so quickly,” she says.

Now, less than eighteen months later, Camnet tracks all project-related financial information through QuickBase Project Management—and the information streams directly into QuickBooks with no manual intervention required.

“I don’t know how we were running a business before this,” says Griffith.

Streamlined operations via integration with Intuit QuickBooks

The seamless job tracking afforded by QuickBase has created efficiencies for Camnet that Griffith couldn’t have imagined.

For example, in addition to the Camnet Timer application, the Camnet Purchase Orders application enables technicians to enter, from their laptops or PDAs, any equipment



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Mollie Griffith
Business Manager
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Since implementing QuickBase, Griffith estimates that each technician has recaptured between 30 - 40% of his time each week.

purchases, travel expenses, or other costs directly into QuickBase—and those costs are automatically associated to the appropriate client in QuickBooks. In turn, Griffith can generate accurate invoices at the click of a mouse—without wading through piles of paperwork or worrying about data transcription errors.

"We've effectively automated all projects—from individual tasks all the way through invoicing and payment—without having to enter data into two separate systems," she says. "As a result, we have much better data integrity and are much more efficient."

Camnet Purchase Orders also stores historical client information in one central location—accessible to technicians while out of the office and on-site with a client. "Because our technicians don't always work with the same clients, they don't carry every client- or project-related piece of information in their heads," says Griffith. In the past, if a technician had a question, he'd have to call or email Griffith in the office and wait for her to look it up in QuickBooks—wasting valuable time in the process. Now, he can log into QuickBase and instantly see exactly where a project stands. As a result of this virtual collaboration, technicians can now work more quickly and effectively—which has increased overall client satisfaction.

"Since most of our existing business is referral-based," says Griffith, "I can't overstate the importance of this."

Increased capacity and profitability via real-time collaboration and project visibility

Automating many of Camnet's core processes has not only enabled Griffith to recoup significant costs—but has also resulted in increased capacity across the board. In fact, since implementing QuickBase, Griffith estimates that each technician has recaptured between 30 – 40 % of his time each week—a fact that has enabled Camnet to add an additional 15 clients without increasing headcount.

"Everything is right at their fingertips now," she says, "which allows them to seamlessly substitute for each other whenever needed. They're not calling clients two and three times a day to find out what the last tech did; QuickBase has closed the gaps in communication and information-sharing that were thwarting our productivity. And I'm seeing the positive effect on our bottom line every day."

Additionally, the time that Griffith herself has saved has enabled her to pursue new business opportunities in the federal and healthcare sectors—which carry \$2-\$3 million in additional revenue potential over the next eighteen months.

"Five years ago? Two, three years ago? This was unfathomable," she says. "QuickBase has allowed me to concentrate on issues that really matter to the business."

Powering Camnet into the future

Because QuickBase offers business capabilities far beyond project management for QuickBooks—capabilities such as managing sales contracts, providing customer support, and tracking inventory, for example—Griffith imagines she'll continue expanding the platform to meet Camnet's evolving needs.

"We've now included so much in QuickBase that we're still building things," she laughs. In fact, she has already implemented an HR application that tracks personal and vacation



“Having QuickBase link directly to QuickBooks has literally taken a logjam out of a river . . . It has enabled Camnet to design and run our business exactly how we want to.”

Mollie Griffith
Business Manager
Camnet, Inc.

time—and thinks the sky’s the limit in terms of what QuickBase can do for the business.

“QuickBase truly provides a flexible platform upon which we can develop any kind of collaborative database we need, and extend access to whomever we’d like,” she says. “Our experience with Camnet Timer and Camnet Purchase Orders proves that we can design and run our business exactly how we want—and that QuickBase easily adapts.

“You can bet I’ll be paying attention to other opportunities for future implementation.”

About Intuit QuickBase

Intuit QuickBase, from the maker of TurboTax and QuickBooks, is the award-winning online database used to gather, track and share business information. QuickBase can be used for some or all of your information-driven software needs, such as managing projects, sales contacts, providing customer support and tracking inventory. QuickBase applications improve productivity and efficiency because they are tailored by the user to match the exact process, terminology and unique needs of the team – something complex software or generic spreadsheets simply can’t match. Used by thousands of small businesses and over 50 of the Fortune 100, QuickBase applications give you and your team access to information over the Web, whenever and wherever you want. **Learn more at <http://quickbase.intuit.com>.**