

Connected Office for ACCOUNTING

Today's forward-thinking accounting firms understand the impact information technology (IT) has on their practice, along with their clients' businesses. Technology, communications tools and vertical business software all play an increasingly important role in operating your practice and servicing your clients more effectively.

The challenge for the majority of accounting firms is the myriad of suppliers you interact with to manage the five major technologies: network/desktop, internet, copier/printer, telecom and the most important tools, your practice management, accounting and tax software.

Having a single point of contact to manage all your technology, including your business software, is the ideal solution.

Built by Accountants for Accountants!

- **Connected Office for Accounting program - delivered 95% Remote – 100% Proactive;**
- **We service accounting firms just like you across North America;**
- **1-866-My-Utility – Your ONE number to call;**
- **Ensure your technology and data is in the hands of Accredited Professionals.**

Turn Technology from Cost to Profit Center for Your Firm!

Most accounting firms provide accounting and business software installation and support to their clients. Through our Utility Certified Vendor Program, we provide ongoing maintenance, support and general usability to many of these applications.

Connected Office for Accounting provides your firm with the ability to extend technology, communications and business application support to your clients! Partnership opportunities range from referral to formal reseller arrangements, resulting in:

- Better service to your clients, while building a new recurring revenue stream;
- Help your clients leverage technology to reduce costs and streamline business processes;
- Make your internal IT resource(s) a profit center!

“As a fellow accountant and a former partner in a mid-size firm, I realize the challenges and opportunities technology presents to most accountants. Our programs are designed for small and mid-sized firms to turn technology into a profit-driver for your practice– cost-saving and revenue-generating.”

**Mark Scott - CA
President & Founder,
The Utility Company**

Why should you consider The Utility Company?

The chart below details the advantages the Utility model has over either a break/fix IT service provider or an internal employee. In fact, we can usually save organizations **40-50%** on what they are currently spending while providing them with a **better, faster** and **greener** service! If you are interested in saving money and/or getting more from your existing technology, then there truly is **A NEW WAY!**

Evaluate your IT solution options with these questions:	Break/Fix Provider	Internal IT Resource	The Utility Company
Cost & Value of Reactive Support? (i.e. something breaks and you call for assistance)	Pre-purchased blocks of time that you draw down on with usage at \$75-125 per hour - Generally a minimum 1 hour charge no matter how short the service call is.	An internal IT resource costs anywhere from \$30,000-\$100,000 annually (depending on location and expertise sought) and requires training, benefits, sick days, vacations, etc.	1-866-My-Utility live North-American helpdesk is available on a usage or fixed fee basis. The majority of issues can be resolved in 15 minutes or less with no minimum charge.
Ability to Offer Proactive Support? (Remote Monitoring and Management)	Usually not offered. May have the ability to offer simple monitoring alerts but their ability to respond is an issue.	May purchase simple monitoring tools and be alerted to issue but ability to respond is still a problem.	24x7 Proactive Monitoring and Management of all network infrastructure and devices is available to catch issues before they become problematic.
Response Time - Is your Business a Priority?	Can only respond to the current crisis at hand. Conflicting needs at multiple sites means putting one client's needs over another's.	Dedicated internal support but can be stretched thin. Again, must prioritize based on incoming requests.	Access to Helpdesk 8 am to 8 pm ET. 24x7x365 support available. Over 95% of issues resolved remotely.
Expertise - Depth of Knowledge?	Usually a 'one-person shop' therefore ongoing training, exposure and understanding of all areas of technology not possible.	Internal employees do gain expertise in your specific needs over time, but get limited exposure to all areas of technology and still require ongoing training.	Thousands of clients in a wide range of fields gives our certified team of technicians the experience to deal with any issue. Sharing of knowledge and ability to escalate to subject matter experts.
Trustworthiness? Data Privacy? Regulatory Compliance?	May come highly recommended or by flipping through the Yellow Pages (or Googling). 100% access to your confidential corporate data.	Reference checks before being handed the 'keys to your kingdom'. More power to damage an organization than anyone else if employee becomes disgruntled, is incompetent or leaves suddenly. Homegrown processes vs. industry-standard best practices.	Currently one of only 3 MSPAlliance™-accredited Network Operations Centers (NOCs) in North America. Advocate for professional (technical and ethical) designations for Managed Service Providers (MSPs) to ensure data privacy and regulatory compliance.
Security of your Assets, Data, and Intellectual Property (IP)?	Not usually offered or guaranteed. Sales of physical hardware (such as Exchange email servers) or manual tape back-up systems increases chance of failure/loss.	Generally rely on remembering to back up systems, burn DVDs and store copied data offsite. Very manual/physical process prone to errors.	Virtual solutions available such as Hosted Exchange and online data back-up means your critical corporate data is backed up daily and stored in a highly secure data center.
Single Point of Contact or Single Point of Failure?	Businesses deal with 4 or more suppliers or providers (on average) to fulfill their technology needs. This means more numbers to call and fingers pointed when trying to isolate who owns a problem. If its a direct IT problem, you are reliant on one individual to come.	Employee still has to call various suppliers to remedy any problems that aren't strictly internal (i.e. Internet Service Provider, Telephone Company, Web Host, etc.). Again, the availability of your internal resource can be an issue.	One number to call for all things technology-related. 95% of issues can be resolved remotely from our North American headquarters. Your local Utility Service Provider is also available for onsite work and to aid in your technology planning (as your Virtual CIO).
Line of Business Application Support?	Usually no direct knowledge on the specific applications you depend on daily to run your business.	Usually gains some direct knowledge on the specific applications due to repeated exposure.	1-866-My-Utility helpdesk technicians become Utility Certified on products important to your industry. They can also interact with software vendors on your behalf.
Green IT Practices?	Drive to your business every time there's a problem. Selling you more hardware and software means more environmental waste.	Drive into work, may implement programs to reduce inefficiencies and save energy internally. More devices to support means more job security though.	Besides virtualizing your hardware needs, Utility encourages the use of Software-as-a-Service (hosted access, no physical upgrades, shipping, etc.). Remote remediation means little need to come onsite. Automated system management can reduce day-to-day energy consumption.
Role within your Company?	Independent contractor who gets paid more when more things go wrong.	Employee who wants to have enough work to justify their role.	Trusted Business IT Advisor who wants you to utilize your existing technology more effectively to drive profits. Under our program, the less problems you have the more profitable we can all be.