

Intuit® QuickBooks® Enterprise Solutions



Customer Profile

- Healthcare lab testing facility based in Marietta, GA.
- Founded in 1993.
- 24 employees.
- 11 locations in metro Atlanta.
- Switched from Sage MAS 200 to QuickBooks Enterprise Solutions in June 2008.

“Enterprise Solutions has saved me hours and hours of time. It is so user-friendly, it makes running the business easier — for training employees, for managing the books, for just about everything involving finances.”

Melanie Reeves, COO
Any Lab Test Now

Any Lab Test Now Gets the Results They Want with Enterprise Solutions

Business challenge

After spending over a year and thousands of dollars trying to get their MAS 200 system fully functional, a healthcare lab started looking for something more efficient. They needed a more streamlined financial solution to facilitate transactions with their customers and reduce time spent on bookkeeping.

Solution Intuit QuickBooks Enterprise Solutions:

- Easy to implement, with quick data conversion and software setup.
- Integrated credit card processing for hassle-free bank reconciliation.
- Costs thousands of dollars less than previous solution.
- Easy-to-use for employees across locations.

Benefits

- Saved thousands of dollars in costs such as support and consulting and time spent on manual entry.
- Turned one week’s accounting work into three hours.
- Up and running across all 11 locations within one month.
- Avoided having to purchase a full-blown POS application with customized features and reports.

A revolutionary idea

Residents of metro Atlanta — particularly those without health insurance — were delighted when the first Any Lab Test Now lab facilities opened up 15 years ago in their area. These facilities were the first walk-in locations for medical tests such as cholesterol and glucose tests, at a fraction of the cost of standard labs.

Any Lab Test Now keeps costs down for routine medical tests that don’t require a full consultation with a physician by providing a bare bones draw facility. Aside from the physician who owns the locations, there are no doctors present, just the equipment and staff necessary for drawing the required specimen and sending them on to processing laboratories.

To manage the financial transactions at their 11 locations, the healthcare lab initially used QuickBooks Pro, then moved to MAS 200 when they outgrew their user license restrictions. Their low volume in transactions meant they didn’t require a full-blown point-of-sale (POS) application, and a simple invoice and receipt would do.

“We only see about 20 transactions a day at each location, so we didn’t want to spend money on a POS system,” says Melanie Reeves, COO at Any Lab Test Now. “QuickBooks Enterprise Solutions wasn’t available at the time we needed it, so we moved onto MAS 200.”

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Previous solution too complex

Unfortunately, Any Lab Test Now may have gotten much more than they bargained for when they switched to MAS 200. Because of the complexity of the software, the system turned out to be difficult to use, difficult to integrate, and ultimately very expensive for managing business operations. “It took us over six months to get up and running on MAS 200. Even after a whole year, we were never fully functional,” says Melanie.

Unsatisfied with the service of the reseller that had installed their MAS 200 system, Any Lab Test Now sought the help of another software consultant, Intuit Solution Provider Software Link. Once Software Link assessed their business needs, they prescribed an easy remedy: QuickBooks Enterprise Solutions.

“It would have cost us more in consulting fees to get the MAS 200 system to where we wanted it to be, than it would to just replace it with Enterprise Solutions,” Melanie explains. “Once we saw how Enterprise Solutions could be customized to fit our needs, it was a no-brainer.”

Enterprise Solutions saves thousands of dollars

Software Link helped install Enterprise Solutions for the healthcare lab with speed and simplicity. “We had all our data conversion, software setup, and training done in one month,” Melanie enthuses.

The solution was the new blood the company needed, saving them thousands of dollars. “I estimate we’ve saved about one-half the cost of MAS 200 — there is a massive time savings for myself and our employees, and we have a much, much lower need for additional support and consulting,” says Melanie.

Integrated credit card processing a pain reliever

Any Lab Test Now’s MAS 200 system did not come with an integrated credit card processing module,

which obliged them to purchase and install a third party credit card application to receive credit card payments.

“I had to use 11 different merchant numbers for each location. All my deposits are made on one bank account, so the bank reconciliation process was incredibly onerous. I had to manually re-key the information from each location into the MAS system,” says Melanie.

QuickBooks Merchant Services, a credit card processing module that integrates seamlessly with Enterprise Solutions, effectively eliminated the manual duplicate entry for the company. “Now, I can do in three hours what used to take me an entire week!” says Melanie.

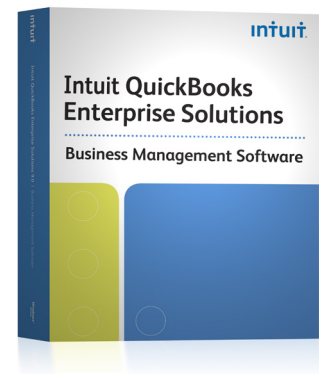
Intuit Solution Provider customizes Enterprise Solutions

Any Lab Test Now employees access Enterprise Solutions from their branch locations through a hosting service offered by Software Link. “We opted to have Software Link host our system, to minimize our time spent on IT concerns,” says Melanie.

“Growing businesses are looking for anytime, anywhere access to their critical systems,” notes Stan Kania, President of Software Link. “We now offer hosting services to all our QuickBooks and Enterprise Solutions users for that reason.”

“We have not seen the system go down once since we started using the new solution last June,” Melanie confirms.

Software Link consultant and Certified Intuit Solution Provider Billy Estes provided the implementation, training, consultation, and support services.



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As part of the training, Billy showed Melanie how to add some required fields in the invoices, and developed customized reports for the individual locations. “I showed the employees how to use filters to create the end-of-day reports they needed to balance out their cash receipts daily,” says Billy.

The ease-of-use of the application means that the company can also live up to its original goal of not investing in a POS system — another substantial cost savings. “We’re doing all this without the added expense of a POS system — we just create an invoice, receive their payment, collect their specimen, and they’re on their way,” says Melanie.

Keeping the business in good health

Inventory management has already received a boost from more accurate reporting. “I don’t have to keep after my staff anymore to notify me about inventory running out. I just keep an eye on it myself,” says Melanie. “It also helps against employee theft. They count their inventory and send me back a report every two weeks, so I know exactly what’s missing where.”

“We didn’t have that capability on MAS 200 because we were mostly manual,” Melanie says. “Now, I’m looking forward to analyzing our first year’s worth of data — I can look at what’s selling where and how we can improve service to our customers.”

Probably the greatest compliment any software vendor or Solution Provider can receive is getting added business, which is just what Any Lab Test Now is planning to do for two other businesses that are under the same direction of the Atlanta-based draw centers. “We’re looking forward to moving two other businesses to Enterprise Solutions in the new year with Software Link,” says Melanie.

With successes like these, it’s no wonder the number of companies switching from complex, costly systems to Enterprise Solutions has shot to 11,000, and growing.

“It’s been a real joy working on this project. Any Lab Test Now understood and explained what they needed very clearly, and we came up with a cost-effective, fully optimized system based on Enterprise Solutions that fit them perfectly. It’s been a win-win all around.”

Billy Estes,
Intuit Solution Provider
and Certified QuickBooks
ProAdvisor
Software Link