

## Intuit® QuickBooks® Enterprise Solutions

The  
**SolidExperts**  
PUT THE POWER OF 3D ON YOUR DESKTOP

### Customer Profile

- Full service reseller of The SolidWorks 3D design software
- 10-15 employees
- Switched from NetSuite to Enterprise Solutions in 2008

*“For us, Enterprise Solutions is about time savings, it is put together in a way that makes sense. All of our employees can write estimates, generate quotes, and accept payments in the same place.”*

Marcelo Algranatti  
Vice President  
The Solid Experts

## SolidExperts Gets the Whole Picture With Intuit QuickBooks Enterprise Solutions

### Business challenge

As if running a startup wasn't difficult enough, the SolidExperts discovered their biggest challenge was implementing their NetSuite Financial & CRM Software. The SolidExperts, a reseller of SolidWorks Computer Aided Design Software, had initially chosen NetSuite to take advantage of a combined Financial Management and CRM Solution, but after a year of unsuccessful implementation attempts and tens of thousands in sunk costs, the company brought in Mendelson Consulting, an Authorized Intuit Solution Provider, to get back on track.

### Solution: QuickBooks Enterprise Solutions

- A flexible Accounting solution that works with Legrand CRM
- Integrated Intuit Assisted Payroll and QuickBooks Merchant Account Services
- Personalized training from local Intuit Solution Provider

### An Integrated Solution for a Growing Company

The SolidExperts provide comprehensive sales, support, and industry-leading training for the full line of SolidWorks 3D design products and partner applications. When Marcelo Algranatti along with two partners, founded the SolidExperts in 2005, their four man operation consisted of two mechanical engineers, one technician and one architect, as Marcelo explained, “When it came to accounting we needed serious help.” After a failed attempt with NetSuite, Marcelo found the local expert he needed with Mario Nowogrodzki, CPA.CITP of Mendelson Consulting.

With Mario's help, the SolidExperts were up and running with an integrated solution from Intuit in one day. Marcelo said, “We found the ease of use with the Intuit product meant that for a business our size it was the right tool. With the Legrand CRM application and integrated payroll and payments, we have all our daily tasks in one place.”

### Expert on-site training

Legrand CRM integrates with Enterprise Solutions, and Intuit Solution Provider Mario Nowogrodzki quickly identified this as the perfect CRM package for the SolidExperts Team. With a day of personal training from Mario, Marcelo felt comfortable enough in Enterprise Solutions to take control of the new, integrated software package. Marcelo now trains new employees in-house and since 2005, The SolidExperts have grown to eleven employees in two locations. The company takes advantage of the software's multi-location capabilities using Terminal Server.

As Marcelo said, “It's been very easy to find my way around the software and as new people join our team I train them on how to use the solution. For us, Enterprise Solutions is about time savings, it is put together in a way that makes

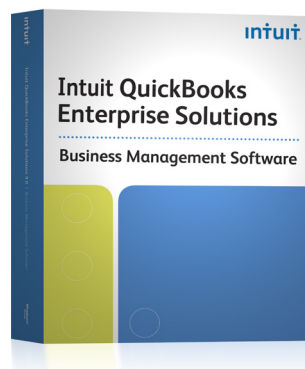
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sense. All of our employees can write estimates, generate quotes, and accept payments in the same place.” The integrated QuickBooks Merchant Service has allowed the SolidExperts to stop entering payments twice, and it has been a huge time saver for the organization.

When it comes to processing Payroll, Marcelo said, “It is very easy for us to use Intuit Assisted Payroll, it takes us only minutes to process and we don’t have to worry about the taxes and benefits – it is all completely automated. With CRM, payments, & payroll in one place, combined with the Google Desktop search, our lives are 100 % easier.”

### Room to Grow

QuickBooks Enterprise Solutions has been the right choice even as the SolidExperts have grown their business. Marcelo said, “Netsuite was quite a bit more expensive than Enterprise Solutions, and the biggest drawback is that with their web based offering, you pay based on number of users per offering, monthly and it very quickly became pricey. As we kept looking forward at our potential growth, we knew that price would continue to become a bigger issue. With Enterprise Solutions I didn’t have to worry about watching our fees pile up each month.” With QuickBooks Enterprise Solutions, the SolidExperts don’t have to worry about additional fees and the software has grown with them.



*“Working with Marcelo has been a great experience. After their struggles with NetSuite, it has been exciting to get them up and running with a customized solution through Intuit QuickBooks Enterprise Solutions.”*

Mario Nowogrodzki,  
CPA.CITP  
Intuit Solution Provider  
Principal of Mendelson  
Consulting