

CASE STUDY

Verito's CPA-Focused Private Cloud Increased QuickBooks Consulting Firm's Productivity



FIRM SNAPSHOT

- **Name:** Kurt Johnson
- **Software Hosted:**
 - QuickBooks Enterprise / Premier
 - SmartVault

Verito Private Cloud helped SoCo Business cut IT costs and increased remote collaboration

BACKGROUND

Maureen Sittig founded SoCo Business as a Full-Service Bookkeeping and QuickBooks Consulting/Training Firm due to her eighteen plus years of experience as a QuickBooks ProAdvisor. Because they are predominantly a QuickBooks consulting firm, they must stay updated with their many clients' QuickBooks files. Since 2006, they have been using Cloud Hosting partners to help with IT needs rather than in-house IT staff.

CHALLENGES

Maureen worked with four cloud providers in her decade-plus time in business and ran into numerous problems. She experienced a ransomware hack through one of her previous cloud providers. She faced constant speed issues, poor customer service in terms of helpfulness and general knowledge, insufficiently timely updates, and transparency.

Being a QuickBooks Consulting Firm, Maureen's clients need access to her server and their QuickBooks files. One of her clients had over 20 QuickBooks files on her previous server, which proved to be an issue with her last cloud providers because she was on a shared server. This usage put a strain on their other clients on the same server, slowing everyone down. Many of her clients have additional software integrations for QuickBooks that previous cloud providers did not assist with installing or integrating.

Several of her clients faced technical issues that required taking time from her work to help solve their technical problems. She was bounced between departments while being told conflicting stories. Minor problems required significant effort from Maureen to solve, continually going back and forth with technical reps who inevitably bounced her between departments without really solving her problems. She was paying to outsource her IT problems, which turned into more of a headache than a remedy.

SOLUTION

Maureen knew what she needed from a cloud provider: a dedicated server for just her business, customer service that is knowledgeable and timely, proactive management of her business-critical data, scalability, and speed. Verito's expert technicians provided a solution that was faster and more affordable than the competition.

AT A GLANCE

BACKGROUND

- Full-Service Bookkeeping and QuickBooks Consulting/Training Firm.
- Numerous Quickbooks clients who need access to their Quickbooks files.
- Extensive experience with Cloud Providers.

CHALLENGES

- Tried four different cloud providers in the past.
- She faced latency issues, poor customer service, outdated applications due to poor processes, and lack of transparency.
- Her Quickbooks clients needed technical help as well, which her previous Cloud Providers rarely helped with

SOLUTION

- Verito's Turn-Key Tax and Accounting Solution perfectly met her software needs.
- Verito Private Cloud proved to be a faster and cheaper solution than the competition.

She says of Verito's scalability, "Ability to Scale the server with business growth. Verito has grown with me. Any time the server needed a "boost," Verito had the memory or speed increased within minutes. "Verito's turn-key Tax and Accounting solution was a perfect fit for her software needs.

She uses QuickBooks, Bill.com, Expensify, Microsoft Office, and Intuit Field Service Management. Verito Cloud Hosting understands that many Firms have clients under them who may have technical issues they are not equipped to handle themselves. Our 24/7/365 customer service extends to your Firm's clients as well if they are using our servers. This proactive approach to customer service allows Maureen to focus on her day to day business without being a field IT person herself.

THE RESULTS

Verito Cloud moved Maureen's data from her existing cloud provider to their private cloud in two days. Her first impression was great. She loves the server's speed and says, "you don't realize you're on a virtual server; it's so fast!"

Speaking of the remote capabilities provided by Verito when the world ground to a halt during COVID shutdowns, Maureen says, "My company was not affected by the shutdown. A CPA firm that I work with noted how fortunate my company was that "my business model" with a virtual server and a virtual team was not affected by the shutdown."

She loves that Verito Cloud Technicians solve her clients' technical needs without wasting her time, giving her more time to focus on scaling her business. Simultaneous access to her clients' Quickbooks files has helped her troubleshoot any discrepancies faster than ever. She says, "Using Verito has saved me countless hours on the road by not having to travel to and from a client's office. I have been able to take on clients across the country successfully, and I have! Using Verito has saved my firm money."



"After experiencing five different hosting companies since 2006, Verito, by far, has been the VERY BEST! I would 100% recommend Verito to my clients and colleagues, and I have. I know clients, bookkeepers, and CPAs that after seeing my set up, have called Verito and are now using them."

Maureen Sittig, Owner

SoCo Business Solutions

AT A GLANCE

- Verito's Customer Service team proactively reached out to her clients to ensure Maureen never had to worry about IT Issues again.

RESULTS

- Maureen was up and running on her new server in under 48 hours.
- Maureen can rest easy, knowing that Verito has her back, and her server is in good hands.
- Maureen has been able to scale her business because she no longer needs to be a field IT person.

WHY HOST WITH VERITO?

Dedicated Private Server: Host all your applications on a fully customizable, dedicated server. We offer dedicated servers to ensure the highest performance standards for our clients.

World-Class Security: We protect your applications and data with best in class security protocols, adhering to SOC2 and PCI-Compliance standards.

100% Tax and Accounting Pro Focused: We focus exclusively on accounting and tax software. Our expert support team is highly knowledgeable in all kinds of accounting and tax applications.

24/7/365 Technical Support: Our Microsoft Certified Professionals are available 24/7/365 for any support needs. 100% Customer satisfaction is our number one goal.

Daily Automated Backups: Our automated enterprise-grade daily backups ensure peace of mind. Never worry about data loss again.

Savings: Verito is more cost-effective than trying to manage on-premise networking with offsite backup yourself, with no up-front cost or monthly contract.

Business Continuity and Disaster Recovery: Our automated daily backups ensure business continuity and disaster recovery.

Seamless App and Add-on Integration: Our certified professionals are knowledgeable in all kinds of applications and add-ons. We are happy to assist with any integrations.

SLA-Backed 99.995% Uptime Guarantee: Our Data Centers, strategically located in Tier 4 locations, ensure maximum uptime with geographically disparate locations and data redundancy.

Scalable Resources and Plans: Pay only for the resources you use. Quickly scale up your resources for tax season with our no-contract plans and scale down when needed. No hidden fees to change plans.

Real-time Collaboration: Our platform provides real-time collaboration for any application on any device. Work seamlessly anywhere, anytime.