

Partner Case Study: AimSourcing

The Companies

AimSourcing, Inc. is a business support company specializing in Accounting Information Management Outsourcing services. AimSourcing provides business consulting, accounting system optimization and outsourced administrative services to many companies in widely varying industries. Among their practice specialties is a “black-belt” capability in QuickBooks setup, configuration, and administration.

Journyx, Inc. automates labor-intensive, paper-based processes with a superior, web-based solution: Timesheet™. Founded in 1996, Journyx provides workforce management software and services to automate project management, billing, and payroll. Journyx has many thousands of customers worldwide, including American Airlines, Siemens, Liz Claiborne, Analog Devices, Sprint, Honda and Schlumberger. With a deep understanding of business accounting needs around time-driven labor costs, Journyx knows that— for many companies — accounting means QuickBooks.

The Business Challenge

Many companies’ time-tracking efforts are hampered by the limitations of the built-in QuickBooks timesheet feature. With Journyx Timesheet, Journyx sought to help small businesses expand operations without having to migrate from their QuickBooks accounting and payroll systems. But, to do so, Journyx needed to eliminate the need to move data manually from Timesheet into QuickBooks.

Journyx found its initial effort — a packaged integration product — both difficult and expensive to develop and support. Upon careful investigation and a survey of its customers, Journyx discovered that integrating their timesheet system with a QuickBooks accounting system could seldom be accomplished in an “out-of-the-box” fashion. Every customer’s QuickBooks configuration is unique, and a customer’s underlying project and workforce structure must be reflected accurately in both systems as a prerequisite for successful integration. Moreover, many customers had flaws in the way they had configured their QuickBooks systems; flaws that a packaged integration alone could never anticipate or solve. As a result, some customers were getting less-than-satisfactory results.

Journyx chose to drive real business results through nimble, targeted integrations. Hence, Journyx needed a partner that could help tie the two solutions together. The partner needed to have not only QuickBooks expertise and Journyx Timesheet expertise, but also the ability to get customers up and running quickly and cost-effectively.

In providing outsourced accounting services to its clients, AimSourcing uses QuickBooks as the foundation accounting and payroll application, and Journyx Timesheet for project- and activity-based time tracking. They have successfully integrated the two applications to provide a completely automated business system. AimSourcing also has an on-demand business application offering to complement its lines of service.

Having successfully integrated QuickBooks and Journyx systems for their local accounting clients, AimSourcing knew they could deliver the same consulting service to companies across the country. In Journyx, AimSourcing gained a partner that could assist with the marketing and sales efforts needed to take the solution nationwide.

Partnering To Pursue A Solution

Journyx and AimSourcing formed a partnership where Journyx provides AimSourcing with the marketing engine they need to expand their business into the national consulting marketplace. AimSourcing, in turn, provides Journyx the ability to help ensure real success for Timesheet/QuickBooks customers. The companies considered the following: How could the two companies create a focused and affordable product/services package suitable for small- to mid-size companies? Given the unique nature of each customer’s setup, how could they create the streamlined and standardized process needed to control costs? Most importantly, how could they track their efforts to ensure customer satisfaction?

“Our choice to hire AimSourcing two years ago was one of the smartest moves we’ve made in growing our business. AimSourcing handles all of our day-to-day accounting, as well as payroll and tax filings.”

“Journyx, integrated with QuickBooks, allows us to easily collect and verify information from our staff located throughout the country, and invoice clients promptly every month.”

“I have been able to reduce my accounting time to zero and focus on using the information we collect to manage and grow our team and clientele. It’s great to have a reliable and efficient partner with effective and easy-to-use systems.”

— Rick Silva, Owner/Business Coach, Living Assets Management

(Continued on reverse)

The two companies created a joint partnership team that included managers, sales staff and technologists from both companies. They created a customer experience-flow diagram to model the various interactions, materials, and processes needed. A pilot project was identified to prove the partnership concept, and both companies committed resources to the project. The results of the pilot project would determine whether the partnership could realistically and affordably bring to market a Timesheet-QuickBooks integration with real business value.

The successful pilot project not only confirmed the need for the joint offering, it also identified key areas where the companies could add more value for the customer. AimSourcing recommended a multi-step approach, including an initial rapid assessment of the customer's QuickBooks setup. This set expectations fairly and quickly for the customers with more serious QuickBooks problems. Journyx identified processes to better enable its sales force to sell a combined Journyx/AimSourcing solution. Both companies agreed on a unified customer-facing process, shielding the customer from any complexities that might otherwise arise from working with two companies instead of one. In creating this process, the companies learned to work together smoothly as a team, quickly identifying and solving problems as they arose.

The Results

The results of the partnership are impressive: combining Journyx Timesheet with AimSourcing expertise provides the only Timesheet-QuickBooks integration that truly works to add business value. It is not only affordable for small and mid-size companies, it is quick to implement. Moreover, many of the companies that buy the solution also purchase additional services. Often, customers choose to completely optimize their QuickBooks setup to further streamline and automate their businesses. AimSourcing provides the services needed to improve business operations, and Journyx offers the market-leading software to enable them.

