

Mazzullo, Inc. Delivers a Time & Billing Solution for PCG

The Challenge

Potomac Communications Group needed a functional time and billing system to integrate with Sage Accpac ERP so that they could improve the efficiency and accuracy of time tracking for their clients and employees.



Potomac Communications Group (PCG) is a public relations firm that specializes in energy and environmental issues. With a broad client base including government agencies, major corporations, and trade associations, PCG has been helping their clients with complex communications challenges since 1981. Their expertise enables PCG to reach specific influential audiences and deliver impactful messages to them. An innovative and forward thinking organization, PCG has very specific requirements for client billing.

The Solution

Mazzullo, Inc. implemented a new software program called Abak, by ABAK SOFTWARES and were able to configure it to work with PCG's growing needs.

A Time and Billing Solution Needed to Deliver the Right Message

For many years, PCG has been a *Sage Accpac ERP* enthusiast, relying on the functionality of the modules within the software to grow their business and streamline their accounting operations. As DOS based programs evolved to a windows platform, so did PCG's time and billing software. Unfortunately, the Windows release was a failure, eventually putting the time and billing software developer out of business. This left PCG and Mazzullo, Inc. with no choice but to hire an outside developer to try to resurrect the time and billing piece of their accounting system.

The developer was able to write a custom solution on top of the existing time and billing system. However, due to the extent of its customization, PCG's hands were tied with support issues. Nora Howe, Vice President of Operations at PCG explains, "We liked the product line and the information that it captured, but it was supported by one person. If something happened with that consultant, we would have been in deep trouble." To further complicate matters, the customized software did not offer a cost effective solution or the broad capabilities to grow with the company. Nora continues, "As our business grew, the software would have to be completely re-developed to update the solution, costing us invaluable time and money."

The Results

The integration of the two software solutions eliminated duplicate data entry, resulting in a time savings of 100%. In addition, everyone at PCG is now able to access the information they need allowing everyone to operate more efficiently.

Mazzullo, Inc. Offers a Creative Resolution

PCG empowered the team at Mazzullo, Inc. to leverage their technical expertise and identify current software options that could provide a forward-thinking solution while remaining committed to *Sage Accpac ERP*. Debbie Mazzullo, of Mazzullo, Inc. states, "We were limited in finding an effective time and billing module throughout our early implementations of *Accpac* because this type of software didn't exist until more recently. PCG recognized that they needed to grow their system, but wanted to do so while maintaining their use of *Sage Accpac ERP* which had been instrumental in streamlining so many of their processes.

“Our project managers are now able to input information directly into the system which eliminates the need for duplicate data entry as well as the extra burden on accounting personnel, and in turn is 100% faster!”

Company Profile

Potomac Communications Group

www.pcgpr.com

Industry:
Public Relations Firm

Employees:
25

Location:
Washington, D.C.

In Business:
27 Years

In searching for long term solution, Mazzullo, Inc. found a new state of the art time and billing solution with integration to *Sage Accpac ERP*. This extraordinary off the shelf package, *Abak* by *ABAK SOFTWARES*, (formerly *ABAK*), offered a resolution to PCG’s time and billing challenges. It offered a widely supported solution, had the ability to grow with the company, and most importantly integrated with the already functional and user friendly *Sage Accpac ERP* that the PCG team was so pleased with.

The New Solution Communicates Success

Once *Abak* had been fully implemented, PCG immediately began reaping the benefits of their new system. With the integration to *Sage Accpac ERP*, PCG was able to streamline their administrative operations. Nora explains, “Now, our project managers are able to input the time and billing information directly into the *Abak* software, which then automatically updates *Sage Accpac ERP*. This eliminates the need for duplicate data entry within the accounting department making the process 100% faster. We are seeing a reduction in inaccuracies and are becoming much more efficient!”

With the increased level of efficiency, PCG’s clients are billed on a more timely basis which in turn has improved cash flow within the company. Andy Hallmark, Vice President of PCG explains, “The new system has given me the ability to closely track monthly billings and better manage client budgets in a way that was not possible before. The reporting feature has changed the way we plan and allocate staff time making us a more efficient organization.”

Debbie of Mazzullo, Inc. proclaimed, “*Abak* provides an extraordinary package, especially considering that it’s an off the shelf program. It is so flexible that we were able to replicate the processes developed for PCG with years of custom programming. Plus with its integration to *Sage Accpac ERP* and the ability to deploy it over the web, it is really the future of time and billing solutions.”

System Profile

Abak
by *ABAK*
SOFTWARES

Sage Accpac ERP

- System Manager
- General Ledger
- Accounts Payable
- US Payroll with Direct Deposit

Crystal Reports

Wellspring PrintBoss

Since 1987, Mazzullo, Inc. has provided our customers with the knowledge and resources to maximize their business information systems. Our clients typically have a need for better access to management data. We guide our customers through the process to replace their procedures with a single integrated system. We interview all key stakeholders to understand their critical business requirements. This allows us to tailor the system in a way that makes sense for our clients. We typically work with the controller, as well as the entire executive team, of medium-sized businesses in the distribution, service and non-profit sectors. As a result of our services, our clients improve their operations and save time and money. Our staff of experienced accountants and CPAs offers the following services:

- Setup or optimization of internal accounting processes and procedures
- Implementation of business software solutions
- Staff training at your site or ours
- Integration with other corporate information systems
- Customization of reports, forms and features

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