

At A Glance

Customer:

The Foundry Agency

Location:

Atlanta, Georgia

Industry:

Creative Design Firm

Business Challenge:

No in-house accounting expert, simple internal controls, not complex enough to justify the expense of an audit or review.

Solution:

AuditMyBooks, an Intuit App Center solution that automatically analyzes accounting records to identify unintentional errors.

Results:

Increased peace of mind for the owners with more timely delivery of financial reports.



No News is Good News at The Foundry Agency

AuditMyBooks™ provides weekly confirmation of “clean” accounting records with Intuit App Center solution

Customer Profile

The Foundry Agency uses design and corporate image positioning to enable companies to effectively market their brands and connect with customers and prospects. As a full service creative firm, they work to create and maintain unified brand identities and leverage web technologies to drive profitable customer relationships. They take pride in their ability to balance great design with delivery on budget. As a small business, The Foundry Agency also knows that financial discipline serves their interests as well as their client’s.

Business Challenge

The Foundry Agency’s expertise is in creative design and like many small businesses, their roots are in their craft, not accounting. A part-time bookkeeper creates monthly financial statements to drive and manage their business, yet like most small companies, The Foundry Agency has never had an outside audit or review.

While the risk of fraud is low, the owners recognize that accounting errors are still possible. Errors might be unintentional, but the impact on their business could be significant, undermining financial decisions, resulting in possible monetary losses, penalties and interest expenses or even leading to improper reporting to the bank and tax authorities.

The risk was hard to ignore considering the emphasis The Foundry Agency places on good financial discipline for their clients and themselves.

Solution Overview

The Foundry Agency chose AuditMyBooks as the solution to help protect their company from unintentional accounting errors. Developed by small business experts with years of experience as ProAdvisors, Certified Public Accountants, Chief Financial Officers and Certified Fraud Examiners, AuditMyBooks is a great way for The Foundry Agency to automatically double check their accounting transactions for mistakes before their monthly reports are compiled.

Built for small businesses, AuditMyBooks offers on demand protection at an affordable monthly subscription cost. It can be configured to meet the needs of any small business regardless of industry and can be used daily, weekly, monthly or as often as needed to automatically analyze all accounting transactions in a matter of minutes.

AuditMyBooks helps to protect valuable financial resources and ensure that accounting data is reliable for decision making.

“We’re great at creative design, not creative accounting. AuditMyBooks helps us to automatically double check our books weekly for accounting mistakes before the errors become bigger problems.”

Tim Brammer
Partner
The Foundry Agency

"The first time I used AuditMyBooks, I was really hoping to find something wrong. I had to stop in think about that though. In this case, a clean report is like a good visit with the dentist. It's nice to know that our books look as good as our designs. The peace of mind we get from AuditMyBooks is well worth the price."

Tim Brammer
Partner
The Foundry Agency

Business Benefits

It's your money, how do you protect it? For The Foundry Agency, protecting the business against the risks and impact of accounting errors is important to maintaining their focus on great client service and on budget performance. Even when unintentional, accounting errors could cause serious harm by undermining business decisions based upon incorrect financial information. This could result in monetary losses, potential penalties and interest expenses from incorrect reporting to the tax authorities.

Unlike manual reviews of transaction logs which are too time consuming, error prone and costly; AuditMyBooks automatically assesses the accounting records in a matter of minutes to identify suspect transactions. By discovering issues sooner, they are able to take corrective action faster to ensure that costly mistakes based on inaccurate data are avoided. This ultimately helps The Foundry Agency to focus on customer service and project delivery.

Since AuditMyBooks is hosted and secured on Intuit's App Center, there is no software or hardware to install or IT staff required for support, and it's always up-to-date with the latest features. With subscription based pricing, The Foundry Agency can use AuditMyBooks regularly to assure financial peace of mind.

AuditMyBooks is a great way for business owners to protect their financial resources and ensure that accounting data is reliable for decision making. Considering the prevalence of errors and fraud in small businesses, AuditMyBooks is a "must have" service that business owners cannot be without.

SCAN DATE	RECORDS	WARNINGS	# WARNINGS / REC...	RISK LEVEL
May 22, 2010 3:40 PM	102	31	30%	HIGH
May 22, 2010 3:38 PM	102	31	30%	HIGH
May 22, 2010 3:33 PM	102	30	29%	MEDIUM
May 22, 2010 3:30 PM	102	30	29%	MEDIUM

For More Information Please Visit:

AuditMyBooks
www.auditmybooks.com

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