



CPAPractice Manager

CUSTOMER

J.H. Cohn LLP

www.jhcohn.com

CORPORATE PROFILE

Headquarters

Roseland, New Jersey

Type of Business

Accounting and consulting

Number of Locations

Seven

Number of Employees

95 partners

450 professional staff

Size

\$100 million

SYSTEM PROFILE

Computer System

Microsoft Windows

Users on System: 450

Best Products

- CPAPractice Manager
- MAS 90
- Sales Logix

CPAPractice Manager: Cornerstone of Accountability for J.H. Cohn

In the world of accounting and consulting, J.H. Cohn LLP, is known as a “super-regional” — the 13th largest accounting and consulting firm in the United States, and the largest headquartered in the Northeast. With more than 95 partners and 450 professional staff, J.H. Cohn helps business owners create, enhance and preserve wealth with accounting, auditing, consulting, corporate governance, performance management, tax and estate planning, and other related services.

J.H. Cohn is considered “Your Source for Business Solutions™.” Based on its expertise recommending software systems, it selected solutions from Best Software to run its own business. MAS 90 is used as the firm’s financial accounting application, while CPASoftware’s CPAPractice Manager is its time and billing system.

Time Entry and More

“A robust, reliable time tracking system is essential for professional service firms like ours, and CPAPractice Manager is one



of the best on the market,” says David Giannetto, Director of Cohn Consulting Group’s Enterprise Performance Management practice. “CPAPractice Manager serves as a critical repository of our most vital information, and is responsible for all of the revenue-generating activities that are performed by our staff. It would be extremely difficult to run our business efficiently without an application like this.”

CPAPractice Manager captures employee billable hours with on-screen daily entries and allows time and expenses to be tracked against any client

CHALLENGE

Partners and professional staff needed to track time and billing information against each client engagement and utilize this data in a firm-wide performance management business solution.

SOLUTION

CPAPractice Manager for revenue transactions, integrated with MAS 90 for accounting management.

RESULTS

CPAPractice Manager and MAS 90 have provided the stable internal system architecture and data repositories that were needed as the foundation of J.H. Cohn LLP’s internal business intelligence solution.

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David F. Giannetto
Director of Enterprise Performance
Management, J.H. Cohn LLP

engagement. The application performs invoicing and allows for customizable formatting and numerous display options. Employees can use the software to look up vacation, sick, holiday, personal, billable and non-billable time.

A Best Family Affair

“As a firm we are constantly monitoring monthly targets to boost performance and profits,” Giannetto explains. “CPAPractice Manager is the foundation of monitoring and managing employee actual time worked, and allows us to properly utilize our staff to ensure we are driving our top line.” MAS 90 gets the receivables information from CPAPractice Manager and adds to it the additional financial transactions and information needed to produce the firm’s financial statements.

“CPAPractice Manager and MAS 90 are terrific at processing transactions, and between the two they contain a wealth of information,” Giannetto explains. “We layered a business intelligence solution on top of them to provide further insight into how we are performing. It’s a combination that works very well, both within our own organization and for clients that have implemented our performance management methodology in their own organization.”

Performance Management

Cohn clients around the world have implemented their proprietary business performance management methodology, called The Power Zone. The Power Zone identifies key strategies and objectives within an organization and the performance drivers that impact their success. Reports from The Power Zone help managers keep daily performance in line with corporate goals. Through a Business Intelligence Portal, CPAPractice Manager data and MAS 90 financial data can be accessed to review department, location, partner, and client performance along 25 key financial and performance metrics. The firm can now even do more sophisticated analysis such as productivity or profitability by industry or niche. The resulting real-time business intelligence allows complex business concerns to be resolved quickly, creating a competitive advantage and superior financial performance.

In 2003, Giannetto’s group won the Business Finance Magazine Vision Award for Best Performance Management implementation with Fuji Film USA. The innovative approach of The Power Zone methodology can now extend the capabilities of CPAPractice Manager and MAS 90 for high-level users across the nation.



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