



Eliminate Lost or Incomplete Work Orders – Increase Efficiency and Revenue with HindSite

December, 2005

Company Information:

Company: HindSite Software
Contact: David Crary, President davidc@hindsitesoftware.com
Website: www.hindsitesoftware.com
Hours & Time Zone: 8 a.m. – 5 p.m. Central
Established: 2001 **IDN Membership:** Premier
QuickBooks Integration: since 2001
Integration with other software: Master Builder, Peachtree, AccPac pro, Simply Accounting Basic, MAS 90, Service Solution

“I compare HindSite Software to the online banking interface of QuickBooks. Scheduling services and billing information is data entered once in HindSite, captured for use on the PDA, and then imported back into QuickBooks with the push of a button. This software truly eliminates data entry duplication.”

Karen Siewert, CQA

An Interview With

David Crary, President
HindSite Software

At a Glance:

Service Businesses experience the following problems:

- *Lost Work Orders*
- *Illegible handwriting*
- *Time capture*
- *Mileage capture*
- *Errors due to double entry of data*
- *Lack of accuracy*
- *Lack of consistency*

Why was HindSite developed?

LMS Irrigation [David’s business] was having difficulty keeping track of Work Orders. These problems consisted of lost work orders, illegible handwriting leading to incorrect records, time capture and mileage. Other problems associated with the paper Work Order included mistakes from double entry, lack of accuracy, and consistency regarding customer information and history. Due to personal frustration, HindSite Software was created for small service businesses that encounter these same problems with a paper work order. By incorporating technological advancement in place of the paper work order, all of these problems were greatly reduced or completely eliminated.

Who is Your Target Market and Why?

The target market for HindSite software is small, family owned service industry businesses that use or would like to use QuickBooks and are tired of the paper work order.

Some of our customer base includes HVAC, Electricians, pool service, and plumbing.

How does HindSite Work?

HindSite Software works as a business solution by eliminating paperwork all together. We do this by using PDA technology – relatively inexpensive, common, and easy to use – to capture information in the field. We collect billing and timesheet information through immediate time-card capture, track parts, record notes, etc. At the end of the day all that information is passed to our office software and is stored in our database. Our office software can then – at your direction – create invoices in QuickBooks from the work order information that’s been collected. This interface is used to setup our software as well by importing customers, parts, employees, etc into our database, so there’s no double entry for you. You can also run timesheets and estimates from HindSite into QuickBooks.

Who is your competition and how does HindSite differ?

Our competition really isn't well defined right now.

Despite the available technology, no one is doing what we do to the extent that we do it. By this I mean that there are customer databases, scheduling programs, timesheet programs, so on and so forth...but no one does *all* of that at once, and no one has taken the PDA software the level that we have. Furthermore, no one takes all of these management elements and combines them into one seamless system that is paperless and integrates so easily with QuickBooks.

Now, having said that, there is one distinct factor that far and above separates us from any competition, and this comes straight from our customers: we provide the best support service in the industry. We know our customers. They know us. When they call the speak to a real person who uses the software every day, who works for a small business in his/her own right, and who genuinely wants to help that customer succeed.

A mini customer case study:

LMS Irrigation reduced phone time by 78%, services could be scheduled or revised in under 45 seconds, office staff was reduced by one employee, travel time could be accurately assessed, inventory records could be directly interfaced to and from HindSite Software allowing for immediate invoicing and billing was performed within 24 hours of the job done, There was also a 264% increase in revenues per service technician within four years and company revenue increased 145%.

QuickBooks Integration:

When you initialize the interface, HindSite is able to do a number of things. As was mentioned before, HindSite uses this interface to pull customer information, parts, employees, and the like from QuickBooks to populate the HindSite database. Once that is coordinated most of the interface will be used to create invoices based on the data collected in the field, as well as timesheets.

There are a number of invoicing options available, allowing to customize the invoice process to your business. These options include how to format the invoice with line items, sending notes from the field all the way onto the invoice, as well as discounts, price levels, and more. We've found this is incredibly important, since everyone does business a little bit differently.

Installation & Setup:

HindSite is a third party developer with Intuit, so we're designed to directly interface with QuickBooks. You – as a customer – already have the vast majority of your information in QuickBooks. Customers, parts, employees, services, all of it are there. For the setup, we need to make sure that that data is "clean". By that I mean the data needs to be checked that when we pull that data into QuickBooks, everything goes into the correct places.

For example, if phone numbers only have seven digits [e.g. 752-5978], when that customer is pulled into HindSite the first three digits will be placed into the area code, and the rest of the digits shoved over [e.g. (752) 597-8xxx]. So we just take a few moments to be sure the integration will be a smooth one.

Demonstrations & Trials

Online demonstrations are available at www.hindsitesoftware.com

All demos are conducted through WebEx meetings and can be set up by calling HindSite Software at 888.752.5978 or e-mailing HindSite Software at davidc@hindsitesoftware.com. Demos can be held any time between 8 and 5 Monday thru Friday. They can be by appointment or done on the spot when called (time permitting).

Additionally, a 90-day trial period is offered with a money back guarantee.

Pricing, Support, Enhancements & Updates:

Pricing is based on the number of field users. It can be purchased outright or as a monthly subscription. For example, a business with four users (if subscribed) will pay under \$250 dollars per month.

Support is handled by in-house staff members who have worked with QuickBooks since 2002. Additionally HindSite Software has implemented an advisor program; therefore, we work with a number of advisors.

HindSite is updated twice a year. The basis of most updates is due to customer suggestions and feedback to ensure the best quality product. Customers are encouraged to give feedback at any time with customer support. Customer support is continually encouraging customers to tell them what they like and do not like as well as what they would like to have the ability to do.

Compatibility updates for new releases of QuickBooks are available when the new QuickBooks version is released.

How can HindSite help Advisors with their clients?

HindSite Software will help ProAdvisors clients based in the service industry grow and control their business. The product is a unique way for businesses to become more consistent and accurate while also become savvier in the world of technology. HindSite Software also helps ProAdvisors strengthen relationships with their service-based clientele while bringing their client a solution that will solve all pain points associated with the paper work order.

Closing – What is the most important point you would like to make?

HindSite Software is an inexpensive solution to many pain points within the service industry business. It not only allows advisors to gain commission and market their services, but most importantly it helps the businesses within the service industry grow and control their business in a more consistent and accurate manner while becoming technologically advanced.