

Article has been contributed by Roxanne Brown, CQA – Professional Business Solutions 4U, LLC & Managing Editor, IDNAC Newsletter
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Company Information:

Company: PayCycle Inc.
Contact: Joanne Reed, Joanne_reed@paycycle.com
Website: www.paycycle.com
Hours & Time Zone: 6:30 am to 6:30pm PST
Established: 1999 **ProAdvisor Certification:** 4
How long have you been providing QuickBooks Integration services: 5

An Interview With

Joanne Reed,
PayCycle Inc.

Case Studies:

PAYCYCLE ACCOUNTANT CUSTOMER CASE STUDY

"PayCycle allows me to make money off of payroll services."



Name: Sheryl Schuff
Business: Schuff & Associates
Industry: Accounting
Location: Indianapolis, IN
Accounting: QuickBooks
Started: 03/04/02

Why did you choose PayCycle?

"Before PayCycle, I used a combination of things. I referred some clients to outside services, primarily Paychex. For others, I did some things myself and worked with them on other things. PayCycle is a way to put everything together in one package, in a way that allows me to serve my clients in the way that I want to, at a price that is affordable to them, while still allowing me to make money off of payroll service."

Describe your experience with PayCycle:

"It has been a remarkable experience. It is saving my clients money, and streamlining my practice. It gives me freedom, and allows me to work whenever and wherever. I can be anywhere on payday. And the fact that it integrates with QuickBooks is just a joy! For most clients I handle everything, but some enter hours for employees and I go from there. I set them all up with access to their data, though. It is their data. But most of them want complete relief from the payroll headache, which is what PayCycle allows me to give them."



PayCycle is Payroll Made Easy

Is there anything else to add?

"I've been amazed. I am so used to dealing with companies that say, "This is the way it is, take it or leave it." When I call PayCycle, I hear, "How can we help you?" and it's done."

Company Profile

Sheryl Schuff operates as a CPA in Indiana. She runs bookkeeping and payroll services, and functions as a Financial Consultant and Accountant for small companies that cannot afford their own staff.

PAYCYCLE QUICKBOOKS FOR MAC CASE STUDY

Fox Pizza Den – Small Business Owner

Fox Pizza Den co-owner, Ben Fornear, uses **PayCycle** and **QuickBooks for Mac** to help the pizza parlor track its daily accounting activities and manage payroll for the 15-person staff. With ease of use and robust functionality at their core, QuickBooks and PayCycle allow this restaurant to keep overhead costs at a minimum and drive new revenue.

Challenge: Finding a Payroll Service that Works Well with QuickBooks for Mac

To keep costs at a minimum, Fornear wanted to do his own bookkeeping—on his Mac. He had multiple reasons for choosing QuickBooks. First, QuickBooks was Mac compatible. Second, QuickBooks has the largest share of the small business financial market. And third, QuickBooks is well-known for ease of use.

His next task was finding a payroll service. He searched the Internet for a payroll service that was compatible with the Mac and easy to use. All his research kept pointing to PayCycle. "It stood out from the crowd," Fornear remembers.

Since day one of the business, PayCycle and QuickBooks tracked Fox Pizza Den's business progress. The two applications shared data including net pay, payroll taxes, state and federal unemployment taxes, and more, effortlessly! "I was a little nervous about using an export/import feature at first, but I've had no problems," says Fornear. "The two applications work together flawlessly."

Solution:

Fornear has been extremely pleased with how well PayCycle works with the Mac. "I've never had a problem with Mac compatibility," he says. "Everything works perfectly."

Fornear spends approximately 45 minutes each day in QuickBooks, updating business activities. He generates payroll checks for his staff every two weeks. Managing payroll with PayCycle and updating QuickBooks from start to finish takes about 15 minutes—including printing the checks and putting them in envelopes. For Fornear, the process is fast and easy. An added bonus of using these applications is that Fornear can control the business finances from one place.



PayCycle is Payroll Made Easy

Having these two applications integrate so well not only saves valuable time, they also save Fornear quite a bit of money. When he researched his bookkeeping and payroll options, he received bids for up to \$250 a month for managing the books. Managing the books and payroll himself—with QuickBooks and PayCycle—saves him more than \$200 each month!

QuickBooks and PayCycle help this small business owner manage payroll easily, stay in compliance with changing payroll taxes, and on top of the numbers.

In the year and a half since launching, the pizza parlor has seen about a 15 percent increase in revenue. Fornear attributes some of that growth to QuickBooks. "Having the financial reports helps me understand my cash better. Because I understand the cash flow, I've felt confident about investing in marketing activities that have generated new sales."

Additional Comments from Roxanne:

As a ProAdvisor, I understand the need to offer my clients alternatives and solutions. At times that means I recommend a service that the client can use independent of my services; **PayCycle** has been the perfect '**partner**' for everyone involved. I can also offer additional services to my clients with no extra strain on my limited in-house resources. If a client is using PayCycle and decides they would like to hand it off to my firm, with PayCycle that is an easy transition for everyone. In the case of Fox Pizza Den above, they could easily outsource the payroll function to a ProAdvisor to oversee, and still save a great deal of money on a monthly basis; allowing Fornear to concentrate even more time to his business. That is the 'beauty' of PayCycle ... there is a solution for you or your client, and it is flexible to the ever changing needs of the small business owner.

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