



The company:

Not many enjoy working with a middle man. It's nothing personal but any time he or she can be removed from the equation, those on either end are usually better off.

For Hotline IT, an end-to-end information technology provider in the Sydney suburb of Allambie Heights, those middle men are the IT, ISP and telephone companies its customers have to confront any time there is a sales, support or technical issue.

The company eliminates those headaches, and the downtime which often occurs as a result of no one taking ownership of the problems, with a comprehensive range of services designed to remove the IT overhead and improve the business performance of its clients.

Founded in 1994 as Hotline Support Pty Ltd, and later changed to Hotline IT in 2006, the company caters primarily to small and medium-sized businesses across Australia. Hotline IT is a total IT services business incorporating business-only data and Internet solutions as well as a managed IT services.

Hotline IT has built its business on all of the above but recently has changed its method of operation to provide even greater value to clients.

“A lot of business’s IT needs are reactive, but we would rather solve the problem before it happens, through proactive administration and maintenance of client’s IT systems” says Finance & Administration Manager Michelle Joosse. “We monitor networks and alert customers ahead of time which helps avoid potential [computer] crashes and other downtime issues in advance.”

“QuickBooks Enterprise is very user friendly and it’s a well established product with a good reputation,” she says. “The software works on the same logic of paying bills by EFT.”

Michelle Josse,
Hotline IT

The challenge:

Hotline IT prides itself in the early detection of potential network disasters whether it concerns data backups, servers or even security breaches. With a growing customer base, the company also depends on a reliable and powerful accounting software system.

The solution:

Hotline IT recently added QuickBooks Enterprise software to its operations switching from MYOB EXO (formerly Exonet) and before that, MYOB Premier. The 10-user QuickBooks Enterprise software is used because it interfaces with many packages the company employs, including a comprehensive client management application. Mrs Josse says the software is used extensively for accounts receivable and payable as well as for the general ledger.

“QuickBooks Enterprise is very user friendly and it’s a well established product with a good reputation,” she says. “The software works on the same logic of paying bills by EFT.”

Mrs Josse added Hotline IT’s previous Exonet product, in particular, was clunky, tough to pull up invoices in and reporting was tedious. QuickBooks Enterprise presents no such difficulties, even though the introduction of new software to any business can take time to implement.

“New software can be overwhelming at first but once you take a deep breath, you realise {QuickBooks Enterprise} is quite simple,” Mrs Josse said, noting the software’s reporting capabilities make accessing a particular transaction as simple as clicking on the respective report.

The payroll and fixed asset functions in QuickBooks Enterprise, she adds, will be used in the coming months as the company transitions from the former legacy software.

While business for many companies these days is anything but simple, the future remains bright for Hotline IT. The company continues to add to its service offerings such as fixed price IT service and expand on its client base primarily through referrals from satisfied clients.

Hotline IT looks forward to continuing its business growth in the years ahead through the use of class-leading applications such as QuickBooks Enterprise.