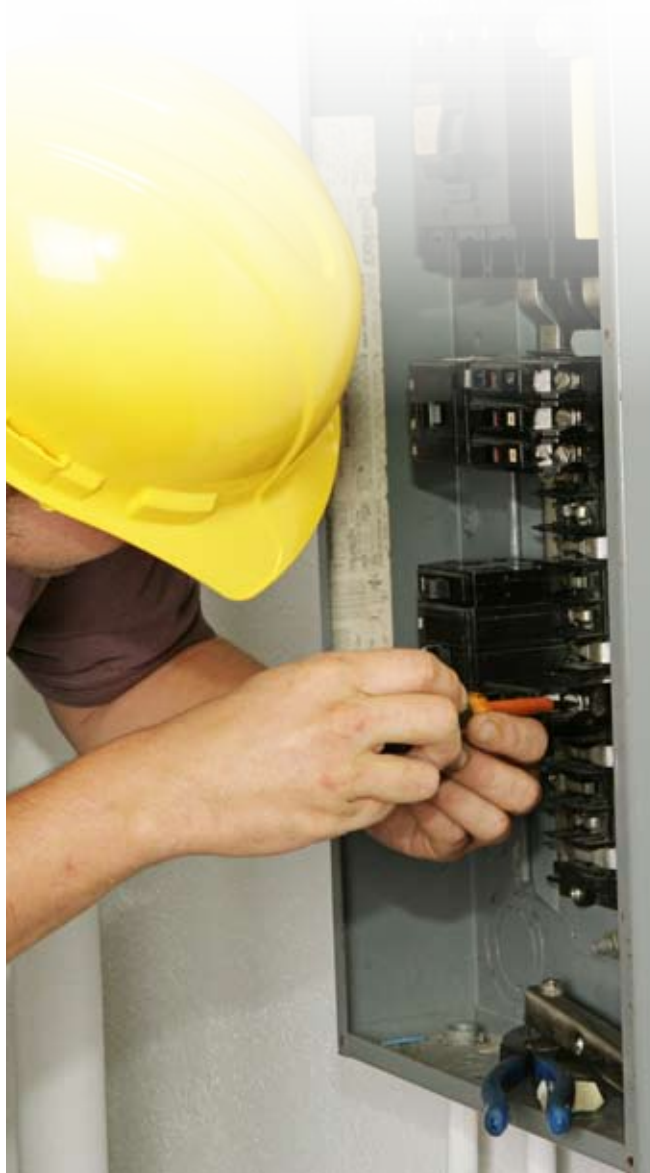




QuickBooks connecting electricians with business and customers



The company

Familiarity + Flexibility = Success

Kirk Drinnan has relied on QuickBooks accounting software for more than a decade. He's seen the software improve and accordingly, so has his business.

Mr. Drinnan founded Kirk Drinnan Electrics in 1990 and soon became one of Melbourne's leading electrical contractors with a diverse portfolio of skills in everything from commercial and domestic construction to emergency lighting, appliance testing and air conditioning.

In 2007, the company joined the renowned Laser Group – a nationwide network of nearly 70 electrical and plumbing contractors dedicated to expanding the business of individual members. Now trading as Laser Electrical Camberwell, the company has grown to include seven electricians and two office administrators. Its client base consists of commercial and residential property managers, retail chains, police stations, domestic and commercial builders, medical facilities and community organisations.

"The branding was very important," said Mr Drinnan, justifying the move to Laser Group. "Our clients are now serviced by a team rather than an individual.

"[Laser Group] also gave us better purchasing power but the main reason for joining the Group was its software systems."

The challenge

With the consistent expansion in both his client base and projects, Mr Drinnan has used a combination of software over the years. QuickBooks has been the staple: first Professional, then Premier, and now Enterprise's 5-user version. He's also worked with a variety of related applications including The Service Manager and LaserPro, though the former was inadequate for many of the business's needs.

Much of Laser Electrical Camberwell's work involves project management which encompasses estimates, invoicing and scheduling. In addition, the company makes use of numerous supplier databases plus the PDAs each of its electricians count on when they're in the field.

Mr Drinnan says The Service Manager, despite its claim as being the industry leader in field service software at the time, struggled with many of those job management tasks. This resulted in unnecessary delays in starting and completing individual jobs, payment and processing. The software also didn't work well with PDAs.



“QuickBooks has grown with our business and it’s very familiar to me. People are always more comfortable with software they’re familiar with.”

Kirk Drinnan

For more information on QuickBooks Enterprise, please contact enterprise@reckon.com.au or 02 9577 5000

The solution

Laser Systems software provided the solution by linking all Laser companies directly with QuickBooks Enterprise.

QuickBooks Enterprise has facilitated a smarter generation of estimates and invoices, both of which are customised with Laser Electrical Camberwell’s logos and formatting. Detailed invoices are posted directly into QuickBooks, edited, and e-mailed to customers saving time, money and effort for all involved.

Databases are now accessible instantly in QuickBooks Enterprise while Mr Drinnan’s office administrators are simultaneously able to take advantage of the software’s enhanced payroll functions. In addition, the company puts the software to use for a host of other functions such as BAS reporting and accounts payable processing.

QuickBooks Enterprise is designed for expanding companies just like Laser Electrical Camberwell as it provides simultaneous access by up to 30 users without any deterioration in performance. A cost-effective solution, the software includes comprehensive reporting features, industry specific editions, and multi-company reporting as well as being multi-site enabled to manage business growth.

As many business owners can attest, growth has not been an often-used word in 2009.

Laser Electrical Camberwell is no different but the company’s diversification has enabled it to weather the storm that has belted many competitors. Mr Drinnan says the commercial sector has been tight this year but his company has been carried by its reliable service and maintenance offerings.

However, much like the Australian economy, Laser Electrical Camberwell’s business is showing signs of a quick turnaround. The company is now tendering for several large projects and in Mr Drinnan’s words, 2010 will “be good for us.” The company has also just added two new apprentices.

QuickBooks Enterprise will be there for the ride, not only because of its advanced capabilities but also its ease of use.

“When I first used QuickBooks, I didn’t have any staff so I did everything myself,” says Mr Drinnan, who is now the director of Laser Electrical Camberwell, and notes he’s been very happy with QuickBooks.

“The software has grown with our business and it’s very familiar to me. People are always more comfortable with software they’re familiar with.”