

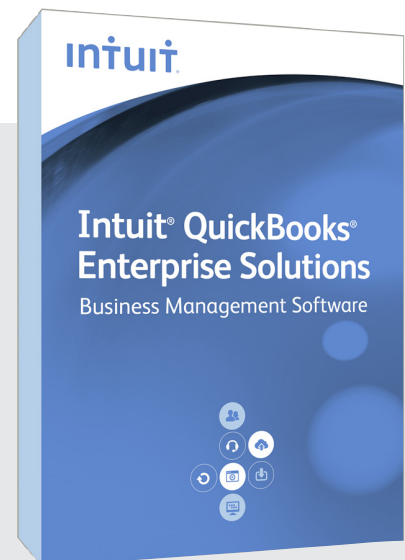
*“You don’t have to have a degree in computers to understand QuickBooks Enterprise Solutions. It’s a very user-friendly application.”*

Linda Jones, Controller,  
Robert Cohen Co.

## Flooring contractor covers more ground with Enterprise Solutions.

### **Spotlight on the Robert Cohen Company.**

If you’ve walked into an athletic facility in the Southwest, chances are you walked on a floor laid or sold by the Robert Cohen Company. Robert Cohen started out as a small, independent contractor in 1998. Today, his company installs and sells athletic surfaces for customers all over the US, including the GSA (U.S. General Services Administration).



**Location:** Albuquerque, NM

**Employees:** 6 full-time, 1 part-time

**Field Workers:** 22 to 29

**Locations:** 2

**Enterprise Solutions Benefits:**

- Total cost of system 80 to 85% less than competitive product
- Accurate job costs help ensure continued profitability
- Reduced time spent meeting association reporting requirements
- Keeping data secure with six user permissions

# Robert Cohen Co.

The small company started out with QuickBooks Pro. When company growth streaked ahead, Robert hired Linda Jones as a Controller to oversee the office. Linda's first move was to find a more powerful accounting system.

**Moving up from QuickBooks Pro.** "I was very familiar with another software that we used at my former employer in California, which was a construction company," says Linda. "But when I compared QuickBooks Enterprise Solutions to the other system, Enterprise Solutions was 80 to 85 percent lower in cost."

The cost savings were hard to pass up, especially since Enterprise Solutions provided everything they needed, and more.

"I am so glad we chose Enterprise Solutions. I am very, very pleased with it," she says.

**The right fit for their specific needs.** Linda runs four separate companies in Enterprise Solutions: two for personal businesses, and two for Robert Cohen's flooring business: the contractor business and the materials distribution business.

"Separating the contracting business from the materials distribution business is really important for ensuring there are no mistakes on materials orders," she says. "We do all our bookkeeping for the contracting business in one company—Robert Cohen Co.—and orders for materials through the other—Sport Surfaces. It's much cleaner that way."

**Making bookkeeping easy.** If there is one word that keeps coming up when Linda talks about Enterprise Solutions, it's "easy."

The first step—transferring from the old system to the new one—went very smoothly.

“Transferring from QuickBooks Pro to Enterprise Solutions was dead easy. I didn’t have to run any systems in parallel—I just transferred it right over and started working in the new system,” she says.

**Keeping job costs accurate.** Linda also likes the ease with which she can correct mistakes—something she couldn’t do on the batch processing-based system at her previous place of employ.

“All our guys in the field use credit cards for their expenses, so we have an enormous volume of credit card charges to track and invoice,” she says.

“If, for example, an expense went into overhead that should have gone to job costs, I can quickly find the transaction, drill down to the original entry, correct it, and it’s done. That is so much easier than other systems I have worked with.”

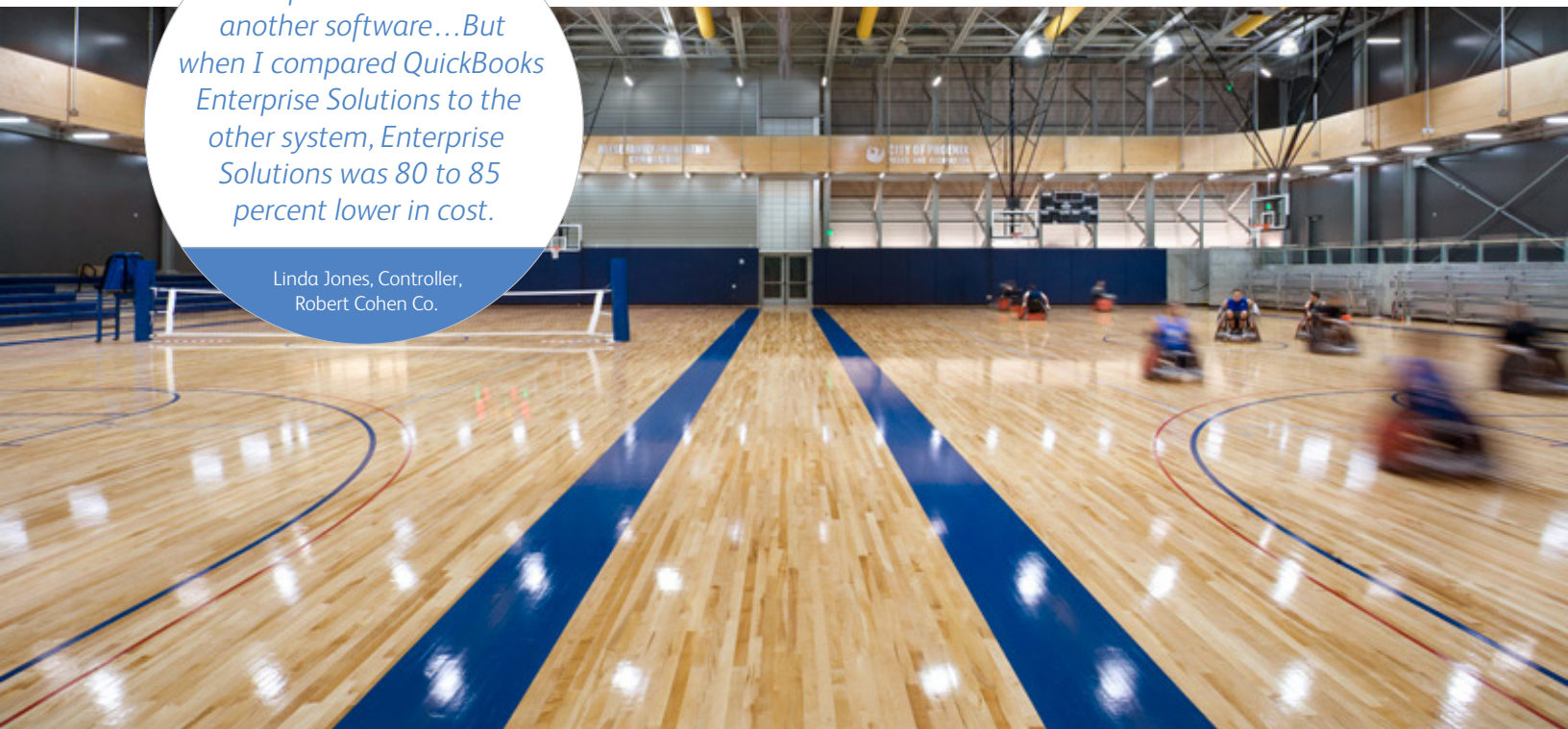
Balanced books are par for the course when Linda’s involved. She finds Enterprise Solutions makes it easier to keep it this way.

“We hard close the books every month, and I use the reports to balance the General Ledger with job costs,” she says. “I can spot a problem right away just by looking at the reports—when someone hasn’t coded something correctly, it sticks out like sore thumb.”

**Worry-free financial data management.** Even though it’s easy to correct errors in entry, Linda feels very secure about the sensitive financial information.

*I was very familiar with another software... But when I compared QuickBooks Enterprise Solutions to the other system, Enterprise Solutions was 80 to 85 percent lower in cost.*

Linda Jones, Controller,  
Robert Cohen Co.



“With the way permissions are set up, nobody has access to anything they don’t need, especially payroll,” she says. “And I can see all the activity, if I need to, in the log file.”

Linda also likes the ability to prevent potential mistakes.

“I enter any new price increases in the Items List, so the new price will automatically pop up when we’re creating a Purchase Order,” she explains. “That way I can be sure the new price is being used.”


**Clearing reporting hurdles.** Robert Cohen Co. and Sport Surfaces are approved vendors for several associations and cooperatives, including GSA and AEPA (Association of Educational Purchasing Agencies). These agencies have strict reporting requirements.

“Back when we were on QuickBooks Pro, we used to pick through the entire deposit detail to find which jobs applied to which co-op. It was so time-consuming,” she says.

“Now, I just create a memorized report in Enterprise Solutions that matches the reporting requirements for each co-op, with each one broken out by state.”

“I also love being able to download the report directly into a Microsoft Excel spreadsheet,” Linda adds. “It’s much more accurate that way.”

Things are going so smoothly at the office, Linda has an unexpected problem on her hands: too much spare time. “I came here to give myself something to do while I was in retirement. Enterprise Solutions made everything so easy in the office that I was able to take on more—maybe a little too much more!”



*Transferring from QuickBooks Pro to Enterprise Solutions was dead easy. I didn't have to run any systems in parallel — I just transferred it right over and started working in the new system.*

Linda Jones, Controller,  
Robert Cohen Co.