

PRESS CONTACT

Donna DeRosa
Vice President, Marketing
(800) 877-8896
donnad@accountmate.com

AccountMate®

AccountMate JobCost Software Enables Fence Company to Expand Client and Job Base Without Adding Office Personnel

PETALUMA, CA (February 2, 2011)— In the last 12 months, West Memphis Fence & Construction Co., Inc.'s sales revenue increased 20%. "Due to the efficiency of AccountMate and JobCost, we were able to expand our client and job base without adding office personnel," commented Susan Raush, Office Manager.

West Memphis Fence & Construction Co., Inc. builds and installs a vast assortment of permanent fencing types, including chain-link, ornamental iron, custom wood and PVC for residential and commercial customers. The company also erects temporary (rental) fencing for safety at construction sites and for crowd control at festival and sporting events.

Ranked in the top one half percent of fence contractors in the United States, company estimators bid more than 100 jobs each day. Reporting seven million dollars in sales in 2006 with 63 employees, the company built a solid, profitable business from the ground up.

Prior to installing the AccountMate business financial software system and with year-over-year growth, it became obvious to West Memphis Fence that their company's old, proprietary business system was failing to provide accurate job costing and bids, which impacted the company's bottom line. Frustrated with system limitations and inefficiencies, West Memphis Fence realized that they needed a sophisticated business solution like AccountMate that would systematically track expenses plus keep pace with increasing sales demand without significant manual intervention.

In order to accomplish this, West Memphis Fence turned to AMBR Technologies, an Elite AccountMate Business Partner. "Our goal in this case was to make the technology fit the client's needs. 'One size fits all' is seldom practical in mid-range accounting operations and West Memphis Fence was no exception. Without disturbing operations, we continue to work together as part of the West Memphis Fence team to continually take advantage of the advantages that AccountMate has to offer," said Jack Pruett, President of AMBR Technologies. West Memphis Fence decided to implement AccountMate SQL due to the program's scalability and open architecture to meet its business requirements right out of the

box. With AccountMate's award-winning program design, the company implemented an industry-specific program to solve job costing challenges.

The first step in the company's technology make-over included an overhaul in the job tracking and bid process. To solve this job costing challenge, AMBR Technologies installed JobCost, a comprehensive job costing system integrated seamlessly with AccountMate. Using an Estimating function in JobCost, detailed bids can be efficiently generated by user defined cost codes or by copying a prior estimate, template or Excel worksheet. Since actual costs are posted to each project (or job) in real-time, costs can quickly be reviewed in detail or summarized by type and compared to the estimate, enabling company employees to make bid adjustments instantly.

Working in synch with AccountMate, West Memphis Fence can easily comply with certified payroll requirements for government projects and easily track employer payroll tax data, overhead costs as well as hours worked by personnel, job and location.

Another company hurdle involved supporting multiple customer ship-to addresses. JobCost logic was modified and additional ship-to fields were added. As a result, the ship-to addresses for prior jobs were automatically saved, enabling West Memphis Fence to effectively manage repeat jobs with minimum effort.

"Together, AccountMate and JobCost offer a comprehensive front-to-back office solution and technology infrastructure West Memphis Fence can build on," recalls Raush.

About AccountMate Software Corporation

Founded in 1984, AccountMate develops and markets fully modifiable business accounting software. Systems range from single user versions to those that support hundreds of users simultaneously. AccountMate software is available for local installation or as SaaS. It is distributed exclusively through a worldwide channel of authorized solution providers. AccountMate can be reached at (800) 877-8896 or at www.accountmate.com.

AccountMate Software Corporation

1445 Technology Lane | Suite A5 | Petaluma, California 94954 | USA
800-877-8896 | 707-774-7500 | www.accountmate.com