TimeLinx connects CRM & ERP to create a complete Project Management solution for L. Kianoff & Associates, Inc.

**THE CHALLENGE**
Like many companies, L. Kianoff & Associates, a software integrator in Birmingham, Alabama, found they were growing faster than their current CRM application's capabilities - their prior application had grown outdated for both Kianoff's sales and support needs. Previously using an add-on application for time & billing, Kianoff was also in search of a replacement tool for its consultants entering time and expenses both inside and outside of the office, with integration to their ERP application.

Kianoff needed a solution to provide real-time insight into accounts being serviced, consultant and sales performance, and profitability of the company at the customer project level. Also, they were unable to create customized reports in the current system and therefore had limited visibility into overall business performance. Management listened to the recommendations of another reseller and selected TimeLinx for their project management needs.

**THE SOLUTION**
Kianoff chose TimeLinx because of its integration with their CRM as well as its ability to bridge CRM to ERP while providing a complete turn-key solution for its service and support needs. Bridging these applications has allowed Kianoff's Project & Account Managers to manage complete engagements from beginning to end in one system. Tracking workflow from the initial sale to engagement and work performed has allowed Kianoff to manage their customer relationships while providing prompt and accurate service and support to all of its customers.

TimeLinx has allowed Kianoff to grow and expand its software reseller business by providing the tools necessary to:
- Manage projects and engagements with greater detail for all aspects of the business
- Track time and expenses for their remote workforce
- Reduce the time from work completion to invoice production
- Increase profitability by having greater visibility into work performed
- Create customize reports for greater real-time business intelligence
- Manage services performed against service fees collected for better budget management for customers

“TimeLinx has allowed us to grow our business in a way we simply couldn’t before.”

Profitability is always on the forefront of any company's mind and Kianoff is no exception. TimeLinx's unique integration capabilities have allowed Kianoff to track profitability with greater detail and accuracy. Removing the manual steps of data entry from various systems has reduced the amount of errors being made while significantly reducing the amount of time spent. Kianoff staff is now able to focus on other projects and tasks while knowing that the greater visibility company-wide is up-to-date and accurate for sales, support and project management.

“We've been able to break down projects and profitability in a way we didn't think was possible," said Kianoff. “This increased visibility has allowed us to track and manage projects based on billable vs. non-billable time which is helpful in allocating resources when and where needed.”

Kianoff continues to look to the future and plans to expand its use of TimeLinx to other areas of its business. As its staff of consultants grows, Kianoff plans to expand its use of TimeLinx to support its business growth as well as the increasing size of its projects and engagements, with no loss of responsiveness to its customers.

Lisa Kianoff, President & Founder
From the small home office where she started the business in 1986, Lisa has built L. Kianoff & Associates, Inc. into a regional consulting services company headquartered in Birmingham. Kianoff supports the business management and accounting systems of 300+ companies in 14 states. During that time,
Ms. Kianoff has been a trailblazer, utilizing ever-changing technology to champion the success of businesses. Today she leads a team of 25 certified consultants, CPAs, technicians and other professionals who serve clients in a broad range of industries, from distribution and manufacturing to food service, healthcare and high tech.

Ms. Kianoff is one of the Select members of Sage’s Business Partner Advisory Council, a founding member of the Information Technology Alliance and was one of the first CPAs in Alabama to earn the CITP (Certified Information Technology Professional) from the American Society of Certified Public Accountants.

Ms. Kianoff is a regular featured columnist with CPA Technology News and has been invited to speak at various industry and professional groups on better ways to use technology in business. She and her company have received numerous awards and recognitions, including Top 10 Birmingham Women, Small Business Person of the Year by the Birmingham Area Chamber of Commerce and was an SBA Small Business Person of the Year nominee.

About L. Kianoff & Associates
L. Kianoff & Associates, Inc., is an authorized reseller for Sage 100 ERP and Sage 500 ERP from Sage Software, the largest supplier of accounting software in the world. They also sell and support Sage CRM, Sage Abra HRMS, Sage FAS, Crystal Reports and FRx Financial Report Writing tools. They are also a reseller for the full line of Microsoft Dynamics Great Plains products, including Microsoft Great Plains Edition (for Microsoft SQL), Microsoft Great Plains Standard (for Microsoft Database Engine), Microsoft Great Plains Small Business Manager and Microsoft CRM.

About TimeLinx Software
TimeLinx Software, Inc. was founded in 2001 to provide comprehensive time and project management functionality within popular CRM systems. TimeLinx’s various software products integrate time tracking, expense management, project management, resource scheduling, contracts, calendaring, and more to provide an integrated view of client relationships.

TimeLinx applications eliminate paper and multiple applications to streamline the processes of managing services in industries including manufacturing, consulting, technology, engineering, architecture and others. Additionally, TimeLinx manages complex rate and cost structure calculations using a proprietary Profit Optimization Engine™ that auto-posts approved time and expenses into various ERP systems without re-typing.

For information about TimeLinx, please visit www.TimeLinxSoftware.com