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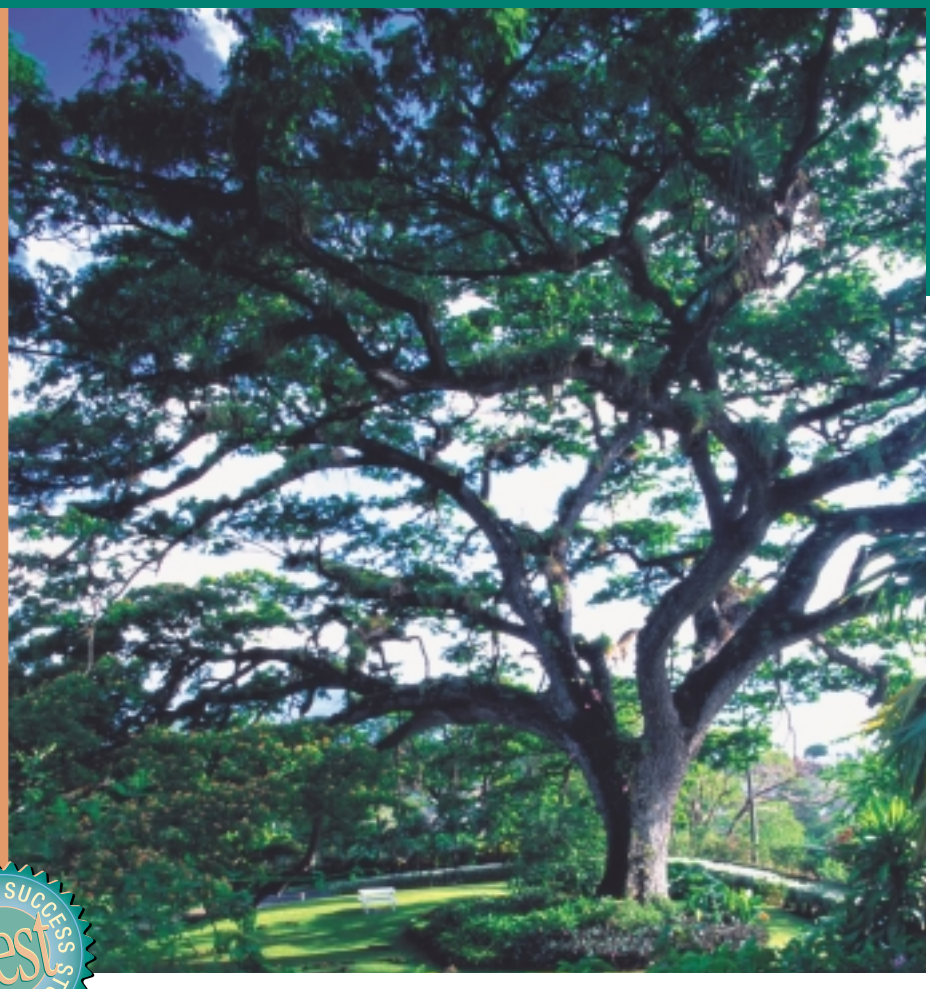
BusinessWorks



CUSTOMER

Greer Bros., Inc.

CORPORATE PROFILE

Headquarters
Salem, Oregon

Type of Business
Landscaping and tree service, specializing in tree moving

Territory
Pacific Northwest

Number of employees
45-60 (seasonal)

Annual revenue
$2 million

APPLICATIONS

General accounting, purchase orders, payables, check reconciliation, payroll, inventory control, customized financial statements, expense reports, order entry, shipment rracking, cost center allocation, cost of goods calculation, customer history tracking

SYSTEM PROFILE

Computer System
- Three Pentium 133 PCs
- One Pentium II PC
- One IBM-compatible 593 PC

Operating System
- Microsoft Windows 95

Network
- Peer-to-peer Windows 95

BusinessWorks Modules in Operation
- General Ledger
- Accounts Payable
- Accounts Receivable
- Inventory Control
- Order Entry
- Payroll
- System Manager

BusinessWorks Customized Financial Reports Capabilities Helps Tree Trimming Service Grow and Branch Out

THE CHALLENGE

Many of the towering trees in Oregon's lush Willamette Valley were saplings when Greer Bros. began offering landscaping and tree services in the 1940s. As the Salem-based company branched out into eight departments offering numerous services and products by the mid-1990s, old-fashioned manual bookkeeping methods had made the business office root-bound. Payroll figures for the company's 40+ employees were still laboriously tabulated by hand, and financial reports were manually calculated, as well. While Greer Bros.' certified arborists routinely trimmed trees as tall as 200 feet, its bookkeepers were toppling under the weight of an unmanageable accounting burden.

When Jennifer Huse was hired to do the books in 1994, she was assigned to choose the right comprehensive accounting software package. She

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"BusinessWorks lets me customize reports on the go, as needed. I no longer have to go to the files and pull records for information on accounts, expenses or employees. With BusinessWorks, my computer pulls the records for me."

Jennifer Huse
Computerized Accounting Specialist
Greer Bros., Inc.

realized the need for an accounting package that would not only conduct fundamental financial functions, but would also serve as a reservoir of information related to the company's financial health. She sought an accounting application that would provide powerful financial reporting capabilities at a modest cost.

"We needed the ability to create customized financial statements, and that became a top priority in my search for the right software application," says Huse.

THE SOLUTION

Jennifer's search for accounting software ended when the company's reseller demonstrated BusinessWorks. "As soon as I took a look at BusinessWorks, I knew it would do the job for Greer Bros.," she says confidently.

Greer Bros. had begun growing by diversifying its services through creation of distinct departments, including tree service, landscape and irrigation, tree moving, landscape maintenance, and equipment sales, as well as internal administrative and operational departments. The company, which has expanded to nine departments, now has ample space to grow with BusinessWorks, which allows up to 8,000 accounts, each with up to 99 departments. Additionally, BusinessWorks includes more than 35 industry-specific model charts of accounts that can be modified quickly and easily to suit the specific needs of individual companies.

"We value BusinessWorks for its ability to track expenditures and transactions by department. And we can design and print reports specifically for each particular department," says Jennifer. She also praises the drill-down capabilities of BusinessWorks, adding, "Even though we establish categories, such as 'cost of doing business' in which we apply expenses, we're still able to maintain the identities and origins of individual expense items we enter by assigning different account codes to them. For example, I may enter vehicle expense items into a 'cost of goods category.' Yet, I can still produce a report that isolates the vehicle expense components, totals them, and indicates the percentage of vehicle expenses that contributed to the cost of goods."

Jennifer found the inquiry capabilities of BusinessWorks particularly strong. In addition to reviewing transactions, balance history and individual account information, the inquiry mode can instantaneously drill to the source of any individual posting. She also makes extensive use of BusinessWorks' drill-down and reporting capabilities to manage the payroll and workers' compensation rates of employees in different departments. She can also easily track employees who work in multiple departments during a pay period.

"BusinessWorks lets me look up the records of individual employees to find out how much time each one spent in each department over the previous year. Those and other types of reporting options make BusinessWorks exceptional," declares Huse. "BusinessWorks lets me customize reports on the go, as needed. I no longer have to go to the files and pull records for information on accounts, expenses or employees. With BusinessWorks, my computer pulls the records for me."

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