



## CUSTOMER CASE STUDY



VITALE,  
CATURANO &  
COMPANY Ltd.

An Independent Member of Baker Tilly International  
584 affiliate offices worldwide

### CUSTOMER PROFILE

**INDUSTRY** Accounting, Business Advisory, Wealth Management and Technology Consulting

**EMPLOYEES** More than 300

**LOCATION** Boston, Mass.

**WEB SITE** [www.vitale.com](http://www.vitale.com)

### SOLUTION SNAPSHOT

**CHALLENGE** Paper-based client intake process was cumbersome, inconsistent and unreliable, and made it time consuming to meet compliance requirements

**SOLUTION** Captaris Workflow

**INTEGRATION** Microsoft® Exchange Server and SQL Server; CRM; time and billing system; document management

**RESULTS** Centralized, end-to-end view of the process improves the firm's efficiency; the tracking controls and the history of all information helps with AICPA compliance

## Accounting Firm Automates Client Intake Process with Captaris® Workflow™

*Solution Integrates Disparate Applications and Replaces Paper Processes with Online, Visible Processes*

Vitale, Caturano & Company, Ltd. is New England's largest regional full-service CPA, business advisory, wealth management and technology consulting firm. It is an independent member of Baker Tilly International, a global alliance of accounting and consulting firms focused on serving the needs of growing multinational enterprises.

### The Challenge

Tracking assets and liabilities goes beyond the numbers. Following rapid company growth, Vitale, Caturano & Company found some of its internal processes could be more efficient. For instance, managing new client intake was "cumbersome at best," according to Jon Holmes, director of technology. To add a new client, the accounting firm relied on paperwork and several separate software applications. Partners and administrative assistants filled out multiple forms to be printed and delivered to operations and production staff members. But, occasionally files were incomplete, forcing operations employees to track down missing data via phone calls and emails. "It was a manual process that had outgrown its usefulness as our company grew," Holmes said. "As a result, adding a new client wasn't a positive experience."

Employees found it time consuming to navigate and communicate within the complex system. "The lack of consistency negatively impacted productivity," Holmes said. "But, it goes beyond that—for us, it can be very serious." To meet stringent requirements from the American Institute for Certified Public Accountants (AICPA), Vitale, Caturano & Company must ensure its staff is independent—partners may not be invested in nor have any other conflicts of interests with a client the firm takes on for public audit. Also, the potential for investigation, fines and negative publicity is huge, Holmes said. "We never had a situation develop like that, but we're glad to have the added protection that Captaris provides."

Visibility into the process also affects sales efforts. With information contained in paper documents, emails and elsewhere there was no central location for managers to view opportunities or analyze the sales pipeline. It was also time consuming for senior partners to match firm experts to the

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sales leads. The situation created a classic opportunity for a workflow solution, according to Holmes. “We needed to orchestrate tasks and communications and create a central place where everyone could see what is going on with an opportunity.”

## The Solution

Vitale, Caturano & Company automated its client intake process with Captaris Workflow and turned the client intake process from a time consuming expense into a business asset. The accounting and technology firm investigated other solutions, but chose Captaris Workflow for the same reasons it also decided to become a Captaris Partner: Captaris Workflow is a very effective Microsoft- and .NET-centric solution. “That was attractive immediately since there are not a lot of .NET workflow products,” Holmes explained. “Captaris Workflow is also scaled appropriately and reasonably priced for the firm and the type of clients we serve.”

The firm now uses Captaris Workflow to review and approve potential clients and track its sales pipeline. The solution is integrated with several applications, including the CRM, document management, and time and billing systems. As a result, Vitale, Caturano & Company is leveraging existing applications while at the same time providing a central resource for users to check process status or provide updates, approvals and more. For each new client lead, the employee responsible for the opportunity enters information via a Web-based form. “That activates the Captaris Workflow process and the opportunity is now visible in the pipeline,” Holmes said. For each new client, Captaris Workflow keeps a history of the checks and notifications that are required to meet AICPA standards for independence. Upon receiving an email reminder—or whenever they need the information—firm managers link to proposals, engagement letters and other documents from within the opportunity manager interface powered by Captaris Workflow. They can view files and provide feedback that is immediately made available to the entire team. All activity is logged in the CRM system and the solution uses Microsoft SQL reporting services to provide status reports at any time. For marketing purposes, partners may easily query the system to conduct comparisons on year-to-year sales activity.

The Captaris Workflow system also validates the data at every step of the process and will not move forward until necessary data is entered. Captaris Workflow enforces strict adherence to details and timelines. “That’s why it’s being used more where standards and compliance is required,” Holmes said. Captaris Workflow helps Vitale, Caturano & Company comply with AICPA standards, and the firm plans to employ the solution to manage Sarbanes-Oxley compliance and quality standards related to ISO 9000.

## The Results

“We wanted to improve the quality, consistency and visibility of our processes and that’s where Captaris Workflow shines,” Holmes noted.

[www.Captaris.com](http://www.Captaris.com)

Data resources that were previously paper-based and unreliable are now immediately accessible and comprehensive. It’s a dramatic change for operations staff members and it frees consultants and CPAs from having to worry about the details of setting up new clients, according to Holmes. While Vitale, Caturano & Company has seen impressive time-savings through Captaris Workflow, that has been secondary to the benefits of overall process visibility. “One of the partners told me, ‘Now I can easily monitor our business, and feel I have a pulse on our company and our sales,’” Holmes said. This assurance even extends beyond the company. “Our system has made it easier to start the process with clients...and it gives them added assurance that we are consistent and compliant with industry rules.”

As an end-user Vitale, Caturano & Company was so impressed with Captaris Workflow that it has decided to join the Captaris Partner Program and market Captaris Workflow to other firms through its technology consulting services group.

## For More Information

Captaris, Inc. is a leading provider of software products that automate business processes, manage documents electronically and provide efficient information delivery. The products of Captaris and its subsidiary Castelle, including Captaris RightFax®, Captaris Workflow, Captaris Alchemy® and the Castelle FaxPress line of products, are distributed through a global network of leading technology partners. We have customers in financial services, healthcare, government and many other industries, and our products are installed in all of the Fortune 100 and many Global 2000 companies. Headquartered in Bellevue, Washington, Captaris was founded in 1982 and is publicly traded on the NASDAQ Global Market under the symbol CAPA. For more information, please visit [www.Captaris.com](http://www.Captaris.com).

Vitale, Caturano & Company is a Microsoft Gold Certified and Captaris Partner. The firm’s technology consulting services group provides a comprehensive offering from IT strategy and business system implementation to performance management and complete outsourcing capabilities. For more information, please visit [www.vitale.com](http://www.vitale.com).

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