

**CUSTOMER SUCCESS**

## Peachtree and Accountants Network member are best of breed for Cumberland Valley Veterinary Clinic

For years, the busy Cumberland Valley Veterinary Clinic has relied on the robust accounting capabilities of Peachtree by Sage to manage its general ledger and payable functions. When Dr. Robert Russon and his partner, Dr. Jennifer Dolan, purchased the business two years ago, they saw no reason to change. Peachtree performs well for the clinic, thanks in large part to the support the doctors receive from Sue Wright, an information technology partner with Sage Software Accountants Network member Albright Crumbacker Moul & Itell, LLP. “I know very little about running a business,” admits Dr. Russon, “I’m a veterinarian, not an accountant. Sue shows me how to get information out of Peachtree that I can use to improve our bottom line.”

### Leashing In The Numbers

Wright configured Peachtree to capture the information important to the business. Revenue by individual doctor is tracked, as are costs and revenue associated with various departments within the clinic such as its kennel and dental cleaning operations. “When I implement Peachtree, I always start from the end result—what does the customer want from the system,” explains Wright. “That way I can structure the accounts accordingly, and train the users how to apply costs and revenue to the various departments.”

Wright’s foresight alerted Dr. Russon to a potential trouble spot. “While I was reviewing a report comparing prior year figures to our current revenue, I noticed that the kennel operation wasn’t making as much money as it had under the previous owner,” recalls Dr. Russon, “It turns out the kennel manager wasn’t filling the kennel to capacity. I’d have never known that had Peachtree not given me that information. It’s the lack of clear information like this that leads to many small businesses’ failure.”

Peachtree delivers the essential functionality the clinic principals need to successfully manage the practice. Payroll for the 35 member staff is handled within Peachtree, saving the clinic the cost of outsourcing. Sales and revenue figures from the veterinary practice software are summarized and keyed into the general ledger module of Peachtree. “Peachtree adapts itself perfectly to situations like Cumberland Valley Veterinary Clinic’s,” explains Wright. “These businesses often have an industry-specific package that lacks a reliable accounting component. That’s where Peachtree shines.”



### Sage Software Accountants Network Member:

**Albright Crumbacker Moul & Itell, LLP**

#### Location:

Hagerstown, Maryland

#### Customer:

**Cumberland Valley Veterinary Clinic**

#### Industry:

Veterinary Clinic

#### Location:

Hagerstown, Maryland

**Number of Locations:** 1

**Number of Employees:** 35

#### System:

**Peachtree By Sage**



### CHALLENGE

The new owners of the veterinary clinic needed expert advice and Peachtree product support to get up to speed quickly and determine how to improve their bottom line.

### SOLUTION

Accountants Network member Sue Wright delivers accounting and Peachtree business software expertise locally and with a personalized approach, providing clinic owners with the business intelligence data and accounting support needed to run a successful practice.

### RESULTS

The clinic’s owners have detailed metrics about their business they can use to improve the bottom line. The value and convenience of local support helps to maximize their investment.

Thanks to Peachtree, Dr. Russon is able to easily analyze core business metrics such as the clinic's drug costs and salary expenses. By comparing monthly drug expenditures and revenue, for example, he is able to determine if a price increase to the clinic's customers is justified. It is also straightforward to generate reports detailing profitability by each of the clinic's seven doctors.

"The Peachtree reports are awesome," says Dr. Russon. "They are easy to read, clear, and informative. My partner and I use the information we get from Peachtree to help us formulate business strategies and make informed decisions."

### Accounts Network—An Accountants' Best Friend

Sue Wright has been a member of the Sage Software Accountants Network since the program's inception. She says the sales support she receives from her Sage Software representative is a key reason she has remained a member. "Sage Software is always there to assist me and make me aware of the tools available to me," says Sue. "And Sage provides us with working copies of each edition of Peachtree, so that I am always up to speed with new versions and new features."

In addition to sales support, Accountants Network members receive priority technical support—something Wright greatly appreciates. "When I'm at a client's site and need answers, it's good to know I won't have to wait long to get them." The rapid response she receives from Sage Software makes her all the more valuable to her clients. "At year end, there's always someone who's forgotten to order their tax table update and can't perform a payroll without it. I'm able to access my Accountants Network account online, download the new tables, and get the registration keys in a matter of minutes — clients really appreciate that."

---

*"I like to say I put a face on the software. Clients see the value that my understanding of accounting and accounting software can bring to their business."*

---

### Local Support Is The Cat's Meow

Cumberland Valley Veterinary Clinic values the personalized support it receives. "I hate to call those 800 numbers," says Dr. Russon, "I have to explain my business and my problem and then remember everything they tell me. I'm busy running my business, and don't have the time for that. Sue knows our business—she's invaluable to us. She walks me through any questions I have, either over the phone or here at the clinic."

Professional, personalized service is what the Accountants Network program means to Sue Wright. "I like to say I put a face on the software. Clients see the value that my understanding of accounting and accounting software can bring to their business."

Peachtree and Sage Software Accountants Network member Albright Crumbacker Moul & Itell give the Cumberland Valley Veterinary Clinic's owners the confidence and accounting support they need to run a successful business.

## ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and midsized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

