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Pompton Plains, NJ

Dec. 01, 2008

40 Under 40 Honoree: William (Bill) Gerber — 36

Managing Director of Sales & Marketing, OutSource It Business Services, LLC,
Pompton Plains, NJ

EDUCATION: BS Business Management — Western New England
College

FAMILY: Wife Olga; Children Sean (5), Shelby (2). Third on
the way in November.

HOBBIES & INTERESTS: Golf, golf, golf

PROFESSIONAL AFFILIATIONS: Coordinator of the Alternating Hemiplegia
of Childhood (AHC) Foundation Connecticut Chapter, Chamber of Commerce, BBB
Online

**What's the one piece of technology that MOST helps you get through
your normal workday?**

“For our company, remote access is the technology that enables our company
to exist. Remote access is a normal part of my workday at three different levels:

– **Terminal Services/Remote Desktop Connection** — With
employees and clients all over the United States, this technology allows
both

to be connected to our servers. From an employee perspective, remote
access

allows OSI to offer a full-time telecommute position for bookkeepers and
accountants

located anywhere in the United States. From a client perspective, this also

allows OSI to offer access 24×7 to our clients from anywhere they can get

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environment in which our company operates. From a client level, this technology allows OSI to set up a client's office for access to our client server, setup printing on a local level, and install and configure a scanner, all from a remote location.

– **GoToWebinar** — This technology allows OSI to broadcast its message to potential clients and educate them on the way accounting and bookkeeping will be done in the future.”

What will be the biggest change over the next five years in the ways tax and accounting firms operate?

“The growth and acceptance of outsource accounting and bookkeeping for businesses of all types and sizes. This shift has already started. In the under \$20M market, businesses are being educated and learning the benefits of moving away from the traditional in-house accounting staff who is usually unsupervised and not held accountable on a daily basis towards the concept of a professional firm whose only focus is the daily accounting and preparation of timely and accurate monthly financials.

“OSI is paving the way for this new industry and shaping an industry that is just beginning to show businesses how to develop accounting policies and procedures, communicate, and track financial information. The term outsourcing is generally associated with offshoring, which is the transference of jobs from the United States to overseas. This is another area that I believe will change in the next five years. From the beginning, OSI positioned itself as an outsource but not offshore provider. I believe there are uncounted numbers of qualified

persons in the United States, and, with the available technologies described

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they can use technology to provide a much higher level of qualified bookkeeping service. This technology allows their business to hire U.S.-based employees anywhere in the country, allowing them to recruit the “cream of the crop” of bookkeepers available. OSI has grown to 18 employees with clients throughout the United States. The level of bookkeeping service is superior than a person “off the street” can bring because OSI provides each client with a certified bookkeeper or QuickBooks Pro Advisor that is supervised by a Controller who verifies quality.

Dennis and Bill have become an employer of choice by creating an atmosphere unlike any other. Bookkeepers are hired as full-time employees working out of a home office. Employees state that they enjoy the commitment to quality service because it enables them to excel in their positions and “show off” their skills. They also state that working in a virtual office eliminates unnecessary distractions. The attitude and culture created from the top down is an open door policy for feedback and encouragement to provide ideas for company growth.

Bill firmly believes in giving back to those who are not as fortunate as most. OSI has become a major contributor to the Alternating Hemiplegia of Childhood Foundation by donating a portion of all client fees to help with research of this rare disorder. Bill has outstanding foresight in the new age of accounting. He is a leader when it comes to creating a work environment unmatched in other companies. In return, clients get the best possible service and attention from “happy” employees.

**Return
to 40 Under 40 Honorees**

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