

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

## Article

How the firm of Knutson CPA, PLLC handled a growth explosion with tech-savvy confidence

**Kristy Short** • Jul. 31, 2013



### Tremendous Growth Spurs Future-Focused Firm to Up the Technology Ante

The firm of Knutson CPA, PLLC ([www.knutsoncpa.com](http://www.knutsoncpa.com)) has always stayed on top of technology trends—implementing powerful solutions to ensure streamlined internal processes and elevated productivity. And while a highly efficient work environment is key to the business model, firm leaders are clear that the ultimate

goal behind maintaining an advanced technology platform is to provide the richest

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

growth explosion, and that meant we needed to seek out new technology to improve workflow efficiencies.”

According to Polyak, the firm of Knutson CPA has significantly grown its bookkeeping business over the past few years. In fact, bookkeeping makes up 26% of the firm’s annual revenue. And with bookkeeping work comes a lot of document and data exchange between firm staff and clients. This meant the firm needed to implement an online document management system that promised both ease of use and top-notch security.

“Because our firm is always focused on operating within the most efficient system, we adopted QuickBooks Online [QBO] very quickly after its release. When we learned about SmartVault’s integration with QBO, we were immediately interested in using it as our cloud-based document management service,” Polyak explained. “The integration with QuickBooks Online is fabulous...we can attach and view source documents digitally, which saves us so much time. SmartVault allowed us to eliminate paper and manual tasks, but the real selling point was the security.”

Today, the firm is still busting at the seams. Growth had been steady and rapid. In response, firm leaders continue to enhance internal systems to help manage work efficiently. And working at max productivity is critical, as is evident in the firm’s tagline: “a *responsive*, full-service accounting firm.”

“We have a 24-hour return call and email policy. We pride ourselves on being very responsive to clients,” stated Polyak. “Having integrated cloud-based applications helps staff adhere to this policy because it enables them to get to the data and get back with clients quickly.”

**Beyond the Efficiency...**

Polyak was clear to articulate other benefits of working in the cloud...beyond gains in

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

the client in control of the process. Work cannot begin until the client takes action. An advanced online system supports real-time data entry, meaning that the firm has instant access to client information—eliminating bottlenecks in workflow. This also allows firm staff to deliver the most accurate and current reports and statements to clients.

“Better business intelligence” is how Polyak described this key client deliverable. Bookkeeping data is complex and can get away quickly from a small business owner who isn’t always as adept at translating what the numbers mean. Because the firm’s advanced technology platform supports real-time information exchange, staff is positioned to work collaboratively with clients and offer up-to-the-minute views of their financial status, complete with guidance from an accounting expert.

“This allows us to provide our clients with the business intelligence they need to make informed financial decisions,” stated Polyak. “This level of service is what our clients need to aid in their success.”

The collaborative nature of the client-accountant relationship also enables Knutson professional staff to give clients as much attention as required. “Our clients appreciate the personal attention we give them. We do our best to make each feel important,” said Polyak.

The use of mobile apps is also part of the firm’s advanced platform. “We started using SmartVault’s mobile app the first day it was released,” Polyak recalled. “It’s so convenient and efficient to pull up a document or report on the iPhone while at a client’s office. It also makes us look even more technologically advanced.”

Lastly, Polyak added that the team stands firm on being ‘green.’ “It feels good to lose the paper and go digital.”

**Savings at a Glance**

It's clear that the efficiency gains for Knutson CPA, PLLC since adopting integrated

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

source documents at the beginning of the process. Staff delivers documents within the portal to complete the process. Instant exchange significantly speeds up the tax process.

- **Significant reduction in paper has been a tremendous cost savings.** There's been a clear savings by reducing the amount of paper used. There is also a noticeable boost in efficiency because the firm now has a central "fishing hole" (portals) to retrieve client files, according to Polyak.

Knutson CPA, PLLC has long been a tech-savvy firm, and they will continue to keep their eye on new technologies to progressively advance their firm and improve the client experience.

"We are able to provide a more valuable experience for our clients at a price that is comfortably affordable. Clients love that, and it's another reason they will stay with us for the long-term. You can't put a price on that level of loyalty...though as CPAs we'd like to," Polyak joked.

### At a Glance

- Firm launch: 2010
- Total employees: 10 F/T
- Home base: Southlake, Texas
- Firm description: A *responsive*, full-service accounting firm
- Technology of Choice: SmartVault, QuickBooks Online

---

### About the Author

Kristy Short, EdD, is president of rwc360, LLC ([rwc360.com](http://rwc360.com))—a firm dedicated to

providing branding, marketing, and public relations services exclusively to the

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved