



# Intuit QuickBooks Case Study

## Mukesh Goel

Mukesh Raj & Co – New Delhi



*“Intuit QuickBooks helps us gauge client-level profitability using ready-made reports with the dashboard feature.”*

Accounting firms today increasingly use technology to simplify their workflows. However, traditional desktop-based technology has its own set of challenges such as the need for data protection, systems crashes, and inability to share data easily. Mukesh Goel of Mukesh Raj & Co tells us how they have overcome these hurdles by adopting Intuit’s QuickBooks Online.

### About Mukesh Raj & Co

Established in 1999, Mukesh Raj & Co provides a comprehensive range of accounting and financial services such as tax filing, accounting, auditing and assurance, investment advice, financial and legal consulting, and business process outsourcing. The firm is led by Mukesh Goel, a qualified FCA with over 17 years of experience. With their headquarters in New Delhi and branch offices in Chandigarh, Lucknow, Gurgaon, and Mumbai, the firm serves 400+ clients today.

### Life before QuickBooks

Prior to migrating to QuickBooks, Mukesh Raj & Co were using conventional accounting software. They relied on third-party software such as CompuTax and KDK for tax compliance, Tally for accounting, and Microsoft Office for their day-to-day compliance. Their biggest obstacle was data protection and multiplicity of data. Keeping track of scores of copies and the threat of data loss through system crashes were challenging factors. In addition, conventional software did not allow them to conduct cash and accrual-basis accounting on the same platform.

The need to update clients on a real-time basis encouraged them to explore online options. Their search led them to QuickBooks Online in 2012, enabling centralized accounting for all their four branches.

### Life after QuickBooks

The firm today is reaping the benefits of QuickBooks’ real-time data access feature, helping them service clients better. The dashboard has revolutionized their operations, giving a detailed view of client profitability metrics. Up-to-date reports enable them to provide valuable and timely feedback to clients. Mukesh also cites the live bank feed as one of their favourite features.

With QuickBooks’ cloud-based backup, the difficulties of limited storage and data protection are mitigated. Since QuickBooks Online is not desktop-bound, Mukesh Raj & Co can offer doorstep services to clients, allowing them to work out of client offices. What’s more, the commitment and hard work put in by their team of skilled professionals help them offer high-quality and prompt service to their clients, always.

### High return on investment

Among the first users of QuickBooks Online, Mukesh Raj & Co has been quick to recognize it as the technology of the future. Its unmatched convenience and ease of use have led the firm to recommend the software to their clients as well. The simple terminology used by QuickBooks has resulted in widespread client adoption.

### Intuit QuickBooks and more...

With Intuit QuickBooks, the firm has seen a stellar **25% increase** in revenue year-on-year.

Since the software is competitively priced, provides better data management solutions, and anytime, anywhere access, Mukesh Raj & Co is certain that clients will increasingly take to it in the coming years.