

A microbusiness owner reduces work time and saves her clients money with Laplink Everywhere 4

“By using this kind of technology, I can offer my clients greater value for their money, and make the best use of my own time.” – Sandra McInnis

The Client

Based in Tucson, Arizona, E-Z Books is a one-person operation that brings accounting and payroll administration and consulting services to about 25 business clients.

The Challenge

Sandra McInnis, owner, enjoys the one-on-one relationships she develops with her clients. However, as her business and her client roster grew, she found she was spending more time stuck in traffic than she was providing on-site assistance. She was spending more money on transportation, and since her clients pay for the time she spends in transit, she knew that she needed to find a solution that would bring them greater value.

The Solution

When she first heard about remote access software, she knew she'd found a way to cut down on the steadily increasing travel time required by her growing and dispersed client base.

By simply installing remote access software on a client's PC, she would be able to log in to their machine from any convenient location, including her own home office, and control their computer exactly as though she were sitting in front of it. Even better, her remote clients would be able to sit in front of their PC and watch the screen as she took control of their mouse and keyboard, so they could see exactly what she was doing and learn from her example. She knew this was going to improve her business, allowing her to do her job in less time and pass significant savings on to her clients.

The first remote access software provider she chose was GoToMyPC, but the experience was not a positive one. She downloaded the software from their web site, she couldn't figure out how to use it. "I contacted their technical support," Sandra says, "But they were difficult to reach and weren't able to solve the problem, so eventually I just gave up."

When Sandra found out about Laplink Everywhere 4, she decided to give remote access technology another try. She's now glad that she did. Downloading and installing the software to her clients' PCs was quick and easy, and almost instantly, she was able to remotely connect to each one from her home computer. The process was simple enough for even an average PC user like Sandra to master.

The Result

Incorporating Laplink Everywhere into her workday made it easier, instantly. She explains, “Yesterday, one of my clients had a problem with his payroll ledger. Instead of having to visit him on-site, I just logged into his PC from home. I could see his desktop right from my own computer, and I could open up the payroll file, identify the error, and correct it while he watched what I was doing on his screen. We can talk by phone while he watches, so it’s a great training tool.”

Saundra now uses Laplink Everywhere 4 to connect to five of her 25 clients. One or two were initially hesitant at the thought of sensitive financial data being accessible from another computer, but Saundra was able to reassure them by explaining that Laplink Everywhere 4 protects their information with the same rigorous security measures as the online banking services that have become an integral part of the way they do business.

Laplink Everywhere 4 will come in handy for Saundra in the coming months. She will be moving from Arizona to Oregon, and instead of bidding her current roster of local clients farewell, she will be bringing their business with her, thanks to the power of remote access technology. Even though she’ll be a many miles distant, she can still provide them with training, support and guidance. “I can see myself using Laplink Everywhere 4 with all of my clients in the future. By using this kind of technology, I can offer them greater value for their money, and make the best use of my own time.”