

CMIT SOLUTIONS OF BROOKLYN NORTH

**HELPING THE HEAD OF AN IT SUPPORT SERVICES FRANCHISE FREE UP
HIS TIME, AVOID FINES AND MOVE HIS BOOKKEEPING TO THE CLOUD**

Offering services from IT troubleshooting to data security upgrades, CMIT Solutions of Brooklyn North is in high demand. With his business booming but time at a premium, President and CEO Steven Conyers outsourced his growing bookkeeping responsibilities to Supporting Strategies.

Client Profile

In 2009 Steven Conyers acquired a CMIT (Completely Managed Information Technology) Solutions franchise in Brooklyn, New York. "We're basically an IT department in a box," says Conyers, the franchise's President and CEO. "We cover everything that beeps and blinks, and we also back up our clients' data and protect them from cybersecurity threats."

Not Enough Hours in the Day

After nine years at the helm of his franchise, Conyers realized he no longer had enough time to adequately

handle all of his responsibilities. Bookkeeping was a particular stumbling block. Conyers still had a desktop-based bookkeeping system that didn't offer real-time functionality. In addition, it wasn't integrated with his project management platform, which was specific to the IT services industry.

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*Steven Conyers, CMIT Solutions of Brooklyn North
President and CEO*

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Although he was using an outside accountant, Conyers still had to devote significant time to verifying and cross-referencing various financial records, such as credit card transactions. He often found himself running behind, and it was costing him more than just time. “Like most franchises, we have to report on a monthly basis,” Conyers says. “I was reporting late, and the fines were costing me money.”

Reaching a Tipping Point

Conyers also realized there was a big-picture aspect to his time crunch. Every minute he spent on his bookkeeping issues was a minute not spent on growing CMIT Solutions Brooklyn North. “I had gone through a high-level strategic review of my business,” he says. “One thing that came out of that was the need to get out of the weeds and start pushing off things that I didn’t need to do myself.”

Conyers was familiar with Supporting Strategies, having met both Naman Trivedi, Managing Director of Supporting Strategies | NYC - Midtown, and Michael Oberther, Director of Business Development, at networking events. He recognized a natural synergy between CMIT Solutions and Supporting Strategies, two companies that specialize in outsourcing. “With both of us being franchises,” Conyers says, “it was easy for me to understand the value proposition.”

But what Conyers needed went beyond outsourced bookkeeping services. He also recognized it was time to migrate his bookkeeping system to the cloud and establish a link with his project management platform. “That was a condition of my hiring Supporting Strategies,” Conyers says. “They were able to figure out the problem, and at the same time I changed my processes so it would work smoother. So it was a two-way process of figuring out a solution together.”

Bringing the Big Picture into Focus

Conyers no longer has to worry about the stress of his monthly reporting crunch — or the fines for filing late. “Now I rely on Supporting Strategies to get all my numbers ready for approval so I have enough time to report,” he says.

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Just as important, Conyers can devote more of his time and energy to focusing on the priorities that emerged during his high-level strategic review. And that, in turn, will enable him to capitalize on the growing demand for outsourced IT services. “You know that saying, ‘Stop working in your business and start working on your business?’” he says. “Supporting Strategies has helped me to do that.”