

BIGTEAM

“*My customer base is primarily professional services firms, so being able to recommend effective time and billing systems is a no-brainer for me. BigTime is a great company, so I wanted to get involved at a deeper level with the software. When it launched BigTeam, I was right there.*”

— *Karen Dellaripa, CPA, Owner, Schneider & Associates*



SCHNEIDER & ASSOCIATES is a regional accounting, bookkeeping and payroll services consulting firm led by Karen Dellaripa, CPA, one of the leading QuickBooks ProAdvisors in the New York / New Jersey metropolitan area. Founded in 2003, the firm serves small- and mid-sized businesses in the legal, financial, engineering, real estate and executive search industries throughout the region, along with selected remote clients in key markets coast to coast.

BASED IN: Bloomingdale, NJ **INDUSTRY:** Accounting **DESIGNATIONS:** Advanced Certified QuickBooks ProAdvisor; The Sleeter Group Certified QuickBooks Consultant; Member, AICPA and New Jersey Society of CPAs; BigTeam Network Partner; Certified BigTime Consultant **WEBSITE:** kedcpa.com.

IT'S A HOT MARKET. AND DELLARIPA KNOWS IT COLD.

We're talking about the highly competitive professional services arena in and around metro New York, where CPA and QuickBooks ProAdvisor Karen Dellaripa has run her successful accounting consulting firm for more than 10 years.

Her clients range from startups with one- or two-person staffs to growing mid-sized companies with 50+ employees and revenues north of \$20 million. All rely on Dellaripa for her expertise and advice on all things QuickBooks, including her take on leading software apps that integrate seamlessly with it.

"My very first client, when I started by business, I installed them on BigTime," says Dellaripa. "It was the best time and billing tool then — and it's the best now. Nothing works better with QuickBooks."

EXPANDING HER BUSINESS, ENHANCING HER VALUE.

Dellaripa sees BigTeam as a win-win: she can more grow her client base more easily through the network, while receiving in-depth training on an app that can provide both her and her clients a competitive edge in an increasingly tech-savvy marketplace.

"The robustness of the reporting, accessibility for employees to log in and enter time from anywhere, the overall ease of use — that's the value of BigTime to my clients," she says, adding that she recently helped a client with 15 employees make the move from manual time sheets and a crash-prone DOS system to BigTime.

"The client had resisted change, but BigTime's flexibility got them excited. They'd previously had to do so much customization, but the software did it for them," she says. "They've literally taken their business into the future. With BigTeam, I'll be able to help more firms do just that."

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