

# Case Study

## Cloud-Hosted Software

MiddletonRaines+Zapata Gains Competitive  
Advantage with Hosted QuickBooks

## MiddletonRaines+Zapata CPA Firm Expands Accounting and Advisory Department with Trapp Technology QuickBooks Cloud Hosting Solution

MiddletonRaines+Zapata (MRZ) grows its dedicated Accounting and Advisory department with the support of Trapp Technology's cost-effective, secure and reliable Intuit QuickBooks cloud hosting solution. MRZ is able to collaborate with clients remotely and simultaneously on various versions of QuickBooks while backed by Trapp Technology's stellar U.S.-based customer and technical support.

### The Challenges

#### SOFTWARE VERSION COMPATIBILITY

MRZ required access to their clients QuickBooks software, ranging from QuickBooks Pro to QuickBooks Enterprise. Furthermore, they needed a solution that provided them the ability to work on the software simultaneously with multiple users.

"We have numerous clients who have more than one account," said JR Garcia, Accounting and Advisory Manager at MRZ. "In a centralized environment, clients are unable to simultaneously work together and alternative versions of software also posed issues with integration."

#### COMPETITIVE ADVANTAGE

While many CPA firms primarily focused on taxes and audits, MRZ's dedicated accounting department differentiated itself from competition by using the best-in-class innovative technology available. Their consultative approach would provide clients with options that best suit their unique needs and routines, including training, software implementation conversions, more frequent and large file transfers, and distant or multi-site locations.

#### COST-EFFICIENCY

Cost savings would be a critical decision-making factor for a solution designed to support their growing client base without sacrificing the quality of service or security.

#### A BETTER ALTERNATIVE

Some clients utilized alternative online-based accounting software and were dissatisfied with the unfamiliar platform, limited features, and data security measures. Garcia also noted that MRZ wanted to get away from setting up QuickBooks accounts online for clients who needed remote access but only used the desktop version.

### Background Information

#### CUSTOMER

MiddletonRaines+Zapata

#### CUSTOMER WEBSITE

[www.middletonraines.com](http://www.middletonraines.com)

#### COUNTRY OR REGION

Houston, Texas

#### INDUSTRY

Professional Services

#### PARTNER

Trapp Technology

#### PARTNER WEBSITE

[www.trapptechnology.com](http://www.trapptechnology.com)

#### PROFILE

Since 2012, MRZ has provided personal and commercial accounting solutions to a wide range of industries, spanning oil and gas, healthcare, construction, and manufacturing markets. With headquarters in Houston, Texas, MRZ has developed a reputation for crafting innovative solutions to improve their clients' financial positions.

Their unique approach is built on a foundation of technical expertise, close client relationships, and a persistent curiosity to find new ways to better serve their clients. MRZ clients use Intuit QuickBooks hosted on the cloud by Trapp Technology.



## The Solutions

### TRAPP TECHNOLOGY CLOUD HOSTING

As a certified QuickBooks Pro, Premier, and Enterprise advisor, Garcia has had previous experience with cloud hosting solutions and is an expert in QuickBooks setup, implementation, and clean up. His research for reputable cloud hosting providers led to the discovery of Trapp Technology's cloud solutions.

Trapp Technology has been a cloud hosting provider since 2008 and has established venerable long-term relationships with CPA firms, financial professionals, and QuickBooks users across the nation.

### FINANCIAL PROFESSIONAL ACCESS

Trapp Technology and MRZ built a strong, mutually beneficial relationship during this process, and in a collaborative effort, Trapp Technology cloud experts built a specialized mapping on MRZ's private servers for automated sync and instant access to their client data. This Financial Professional access allows MRZ to work remotely, simultaneously, and seamlessly with clients on their individual QuickBooks accounts, regardless of the edition or version.

"Trapp Technology worked closely with us to give our clients a cloud-hosted solution that was flexible, efficient, and secure" said Garcia. "We're transitioning our model to go this route because of the convenience it affords both parties."

### FULL-FEATURED SOFTWARE

Clients can get the same exact look and feel of their QuickBooks software with the ability to access it from any PC, Mac, iOS, or Android device with simple Internet capabilities, saving time and eliminating any additional training typically required from alternative online accounting solutions.

### DEDICATED SERVERS

Trapp Technology provides each MRZ client with a dedicated server environment, housed in bank-grade data centers, located in low-risk natural disaster areas. MRZ and their clients can rest assured that their sensitive and valuable data are protected from 3rd party, virtual, or physical risks usually found in on-site or public server environments.

## The Benefits

### VALUE-ADDED SOLUTION

"Trapp Technology's cloud solutions support the influx of new clients coming in, which allows us to meet market demands for modern accounting technology," said Garcia.

Trapp Technology provides U.S.-based dedicated customer support to clients – giving them the tools needed to refocus their strategic growth efforts.

### SAVINGS

Trapp Technology's QuickBooks cloud hosting pricing model is highly scalable and modeled to support organizational growth.

A monthly subscription model also means MRZ is not held responsible for any costs associated with server maintenance or annual technology upgrades.

### FAST IMPLEMENTATION & ONBOARDING

"Our clients appreciate the swift and dedicated IT staff Trapp Technology provides to perform accurate implementations," said Garcia. "Many clients are eager to get started and Trapp Technology works with us to expedite the process by scheduling them in for an onboarding immediately."

### TEST DRIVE

Trapp Technology's 30-Day Test Drive allows companies to try QuickBooks cloud hosting free for 30 days, risk free.