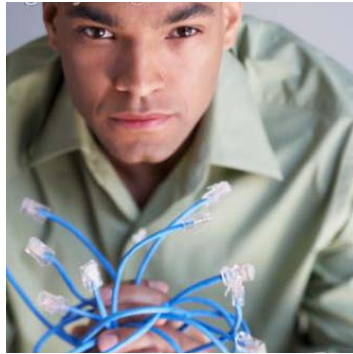


## Targeted Talent Increases Profits with My Business Manager

My Business Manager uses the information in QuickBooks to create easy-to-understand, actionable business management reports that have enabled this recruiting and business services firm to turn a consistent profit.

"I don't have time to dig around for the reports I need. That's why My Business Manager is so amazing. I just click a button, and it shows me the information I request almost instantly."

**Graham Smith**  
Owner  
Targeted Talent



## SUCCESS STORY

### Targeted Talent

## AT A GLANCE:

### Customer:

Targeted Talent

### Location:

Brisbane, Queensland, Australia

### Industry:

Recruitment and temporary staffing

### Business Challenge:

Targeted Talent needed better insight into its business and the ability to forecast based on past trends, in the form of automatic reports that could be generated quickly, and in-house.

### Solution:

My Business Manager Professional version and QuickBooks Enterprise Solutions

### Results:

Together, My Business Manager and QuickBooks allow Targeted Talent to:

- Significantly increase profitability
- Create easy-to-read reports and dashboards with just a few clicks.
- Find and fix business issues quickly

## Customer Profile

Targeted Talent is primarily a recruitment consultancy, but also offers its clients a variety of other services, including human resource solutions and business consulting. The company has been in business for 14 years, and operates two offices, located in Ipswich and Brisbane, Australia. Of Targeted Talent's roughly 200 employees, only a handful are full-time office staff. The majority are contractors working for clients on-site.

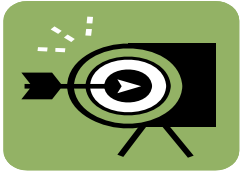
Because of that fact, Targeted Talent is both a big company and a small business. My Business Manager has been the perfect fit, in large part because of its flexibility and ability to show the big picture, as well as detailed information, for businesses of all sizes and in all stages including start-up, improvement, growth, succession, or exit.

## Business Challenge

Targeted Talent's owner, Graham Smith, knew there was valuable business information in his years and years of QuickBooks data, but the company wasn't getting what it needed out of QuickBooks reports.

"The central problem in our business," explains Smith, "is that recruitment is very seasonal, but our fixed costs run high. It's critical that we know from one month to the next what's going to affect us so we can plan accordingly." Additionally, because recruitment is such a fast-paced business, the company needs to keep a constant watch on its operations, tracking new programs carefully to make sure they're profitable, and immediately addressing any issues that come up.





## SUCCESS STORY

## Targeted Talent

### Solution Overview

My Business Manager imports your income and expense information from QuickBooks to help you create a broad range of invaluable management and summary reports, including cash flow statements, dashboards, revenue forecasting, and operational budgets.

Because My Business Manager uses the information in your QuickBooks, you can start using it right after you set up the link between the two programs. "The installation was really simple," says Smith. "It took us less than a day to start pulling really meaningful reports."

### Business Benefits

"My Business Manager has helped us significantly increase our profitability," says Smith. "We were marginally profitable before. Now we're consistently so."

With the forecasting and reports that My Business Manager provides, Smith and his operations manager can now see very clearly the areas of the business that are doing well, and the areas that need attention. They track key performance indicators, cash flow, and several forecasts, and check them regularly.

"I'm really, really busy," Smith says. "I don't have time to dig around in my accounting software for the

information I need. That's why My Business Manager is so amazing. I just click a button, and it shows me what I need almost instantly. It's so easy, and such a great time-saver."

A frequent traveler, Smith also likes the convenience of being able to log in to My Business Manager via the Internet to run the reports that he needs. No matter where he's at, he can always keep his finger on the company's pulse.

Along with the product, My Business Manager's customer support continually impresses Smith. He's had a couple of questions along the way that were all answered promptly. What's more, My Business Manager has provided pro-active suggestions for using the product in the most efficient way. "A company representative called me right after we got set up to explain how to run the software more efficiently, buy fewer versions of the product, and consolidate our reports so we could track them all in one place," Smith recalls. "I was blown away. That's service that you don't get from anybody these days. And what he told me has saved us quite a bit of money."

"My Business Manager has given our business transparency, which is so essential," Smith says. "It is such a great product, and it's so simple."

My Business Manager has helped us significantly increase our profitability... (and) has given our business transparency, which is so essential.

**Graham Smith**  
**Owner**  
**Targeted Talent**

### FOR MORE INFORMATION VISIT:

**My Business Manager**  
[www.mbmglobal.com](http://www.mbmglobal.com)

**Quick Books**  
[www.quickbooks.com](http://www.quickbooks.com)

Our product and QuickBooks Financial Software work together to help simplify your business management. QuickBooks 2006 Financial Software helps you get more done faster, with a new Home page, simplified Customer and Vendor Centers, and sophisticated business planning tools.

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