



## ACC Accounting Solutions

by **Liz Hunter**; Photo by **Gary Mattie**

Customizing software that will get your business moving forward

For any business owner, streamlining daily operations is integral to success. Whether it's building a customer database, closing sales efficiently, emailing invoices or managing product distribution, there is a software solution out there to help in some capacity. But what if your current software is holding you back, making you feel stuck in an antiquated process? How can you tailor the software so it fits your needs, but won't confuse or slow down your employees? If you're a South Jersey business owner, there's an answer in your backyard.

"We're the brainiacs of business process," says Sean Atkins, president and founder of ACC Accounting Solutions, headquartered in Cherry Hill with a branch office in Fresno, Calif. "We know that your software system is the lifeblood of your company, and sometimes you become stuck with it. We're here to usher businesses into the next era."

Despite the name, ACC Accounting Solutions is not an accounting firm. Founded by Atkins in 1996 in New York City, ACC is a software consulting firm that partners with some of the most well-known business-related software names in the industry, including Sage, one of the largest global suppliers of business management software for small and mid-sized businesses. Sage's customers number upward of 5 million worldwide. ACC offers consulting and training for Sage ERP—its flagship accounting product—and Sage CRM, as well as Microsoft Management Reporter and FRx, among others.

The beauty of working with ACC for software solutions is that it's not a one-size-fits-all arrangement. Atkins and his team can tailor a software solution that is purpose-built to a company's specific needs. "When I meet with a business owner, I want to know what he loves and hates about his current system," says Atkins. "If you like certain things about it, we're going to embellish on those and make them even better. If there's something you can't stand, we're going to turn off that process. I want to know the critical components of your business and marry the software to make them more efficient."

The industries ACC serves run the gamut from light manufacturing and distribution to health care and financial firms. "What we do in terms of software is viable for companies across industries," Atkins says. "It's not just for automotive or medical industries. We work with social organizations, food and beverage manufacturers, health and human services, retail suppliers and traditional manufacturers in a global setting."

Atkins knows the importance of having a local presence, and he wants the community to see how ACC can be a valuable business partner. “There are few companies in the country that are experts in Sage software the way we are,” he says, adding that ACC became a training partner for Sage in 1998. “We have trained new employees and executives on its software applications in cities across the U.S.

“When it comes to having a local presence who can guide you through these software applications, most companies have to opt for flying consultants in or telecommuting,” he says. “Businesses in South Jersey can benefit from having a local company arrive on location with a physical handshake. Face time is something small- and medium-size businesses do not take for granted and neither do we.”

If you’re looking to implement updated software into your business, ACC recognizes the fear and nervousness that comes along with it. “When someone proposes a new software system, it’s their job on the line if it doesn’t do what we say it will do,” says Atkins. “Our unique implementation process involves training and nurturing the employees, building a pilot program and showing you a proof of concept. We want you to know that it will do what you want it to before it goes live.”

And when it does go live, ACC is on site to help employees with any questions or issues. “We’re not a distant voice over the phone. We don’t want anyone to be afraid, and we’ll carry the load until our clients are comfortable,” Atkins says.

Atkins sees his relationships with local businesses as a partnership. “Once you’ve implemented the software, we’re not just going to disappear,” he says. “Companies are going to see growth, and we’re going to be there to help manage it and make any changes along the way. I’m always calling and checking in on clients to make sure everything is running properly.

“We want to build and maintain individual client relationships on a business and personal level. ACC has never been about high volume. We’re going to bring an outside perspective and our nearly 20 years of experience to your business process and make it more efficient and manageable.”

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Industry: Computer software

Executives: Sean Atkins, president/founder

Year founded: 1996

No. of employees: 7

Photo caption: President and founder Sean Atkins