

Company Information

Company: Business Data Transfer (BDT)

Contact: Bruce Heim, President—
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Website: <http://www.bdts.us>

Hours & Time Zone: Monday-Friday 9:00-5:00 EST

Established: 2003

QuickBooks Integration: All versions

An Interview with

Business Data Transfer
(BDT)

Protection, Privacy and Portability

Our target accounting professional has a consulting relationship with their clients that goes beyond just the numbers and overlaps with day to day business operations.

Bruce Heim, President

Features At a Glance:

- *Automatically backup QuickBooks offsite for disaster recovery*
- *Effortlessly transfer QuickBooks file between business and Advisor*
- *Effortlessly transfer QuickBooks file to second office, home office, laptops and other locations*

Why was the service developed?

The BDT software was originally developed to solve the issues business and accounting professionals confront when transferring QuickBooks data files. It has since been expanded to include Automatic Offsite Backup and Another Location features.

Who is Your Target Market and Why?

- **Accounting Professionals** who support QuickBooks in an active consulting role, looking to leverage their time with current clients, increase their ability to support new clients, and provide support to clients without geographic constraints. Our target accounting professional has a consulting relationship with their clients that usually goes beyond just the numbers and overlaps with day to day business operations.
- **End Users** Business owners feel that the top two benefits of the service are the Automatic Offsite Backup and Another Location feature. These features are a high priority for business owners because it solves the problem of not having a backup routine in place in the event of disaster recovery and solves the ever increasing need to send the file to multiple locations such as a second office, home office or laptop.

How Does the Product Work?

BDT works with all versions of QuickBooks. Initially the software is downloaded onto the desktop over the internet in a matter of seconds. Once downloaded, the active QBW file is "tagged", the automatic backup is set, and the operation of the buttons is explained to the business in minutes over the telephone. Setup is so easy that most businesses can complete it them self. BDT will complete the setup at no additional cost if requested.

Who is your competition?

The QuickBooks market can be generally divided between businesses whose file resides on their network, and businesses whose file reside on a third party server or use QuickBooks online.

The businesses keeping the file on their network is by far the largest segment of the market and the one BDT targets.

While there are a multitude of companies offering a variety of hybrid FTP solutions to replace the traditional mediums for transferring data between QuickBooks users and their accounting professional, they are limiting in their use and do not provide the complete solution for all the transfer needs of QuickBooks users. Only BDT provides the latter.

A Problem Solved....

An Orthopedic clinic needed an easy solution to transfer a 40 meg file to an accountant in Alabama and a consultant in Georgia and ensure the files were being backed up properly each night when the clinic closed.

Within minutes BDT icons existed on the desktop of the clinics office administrator, the accountant and the consultant. Automatic Backup was setup every night to happen at 6:00 pm.

In less than 5 minutes the backup issues were solved and the accounting professional and the medical consultant had the ability to review the file on demand.

How does your product differ from competing products?

BDT is the only company designed for businesses who keep their QuickBooks file in-house and are in need of ONE easy to use solution for:

- Automatic offsite backup of their QuickBooks file for disaster recovery
- Effortless transfer of the QuickBooks file between the business and the advisor
- Effortless transfer of the QuickBooks file to a second office, home office, laptop, or other location

Pricing & Support

Standard Accountant Pricing: The accounting professional is billed per client, with volume discounts for firms with higher client counts. The accounting professional can then choose if, when, and how much of this cost to pass through to the client. There is a one time setup and training fee based on the size of the accounting firm. Under this plan the business is not billed.

Business Direct Pricing: Businesses pay an annual fee for unlimited use of services. There is no setup fee for the business package. Under this plan the accountant is not billed for the business.

Support: Unlimited support is available for both the Standard Accountant Pricing and Business Direct Pricing.

Demonstrations and Trials

Live demonstrations with a BDT Representative are available Monday-Friday 9:00 a.m. to 5:00 p.m. to schedule a demo visit the BDT home page <http://www.bdts.us>

15-day trials are also available with personalized support.

Enhancements & Updates

BDT has a reputation for listening to user feedback. The Automatic Back Up and Another Location features were suggested by our users. BDT maintains a list of all such user requests, and final decisions for enhancements are based on input from a focus group of Accountants and their clients.

There are many new developments currently in the works, with an early fall release date.

Users are notified via email of update availability and there is a convenient Update button within the software.

How can BDT help your business?

*BDT enables the ProAdvisor to suggest efficient business procedures and then **FOLLOW THRU** by sharing with the business how to implement those procedures. There is a big difference between encouraging a client to frequently take their data offsite and proactively putting the solution in place for them. When an Advisor becomes proactive, it sets them apart from their peers.*

Closing—What is the most important point you would like to make?

The number of small and medium sized businesses using QuickBooks is approximately ninety percent and growing. The vast majority of these businesses are choosing to keep the software on their computer. The risk of computer failure is not going away, so every prudent business should have efficient procedures in place to protect their financial data. With businesses becoming more and more mobile, they need the ability to effortlessly transfer their files to multiple locations. There will be an increasing need for accounting professionals to add value by consulting not just annually, but on a routine basis throughout the year.

Business Data Transfer (BDT) offers accounting professionals seeking to tap into this large and growing market a service that provides the complete solution for businesses and a solution that positions their company to capture additional market share.

Learn about BDT, sign up for the demo, participate in the free trial. The time commitment is minimal but the benefits could be a huge help to both the Advisor and their clients.

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