

Company Profile

CRU Helps Card Palmer Exceed Client Expectations



Card Palmer

Employees: 25

Founded: 1920

*Certified Public Accountants and
Management Consultants*

*Headquarters in
Cleveland, Ohio*

www.cps-cpa.com

Challenge

Work with a capable IT organization that meets the firm's technology needs and shares the "Tradition of Excellence" values of Card Palmer.

Solution

A successful network upgrade in 1995 set the stage for the development of a relationship based on trust and timely, knowledgeable service.

Results

Card Palmer relies on CRU Solutions to understand the growing needs of the firm, recommend the right technology, and use managed services to proactively keep it running. CRU has likewise enjoyed a long relationship with Card Palmer owners and professionals.

A firm with the length of service and excellent reputation of Card Palmer was selective when choosing an organization to serve as their IT department. "Our clients rely on us, and we must act responsibly in our own business because of that," says Bob Goll, Partner and Technology Committee Chair.

The firm had used computers extensively both in-house and in the field since the 1980s and wanted to remain up-to-date or ahead of the technology curve to best serve their clients. Card Palmer engaged CRU Solutions based on a referral from a mutual client.

As the demands of the firm grew, so did CRU's involvement. "We require integrated systems for our audit teams and other staff, and CRU helps us with our specialized software needs, including creating and maintaining a paperless environment," Bob explains.

In addition to regular support, CRU also provides expertise on special projects. CRU helped achieve a smooth technology transition when the firm moved to its new building in 2000. When the opportunity came for Card Palmer to acquire two other accounting firms, CRU evaluated their technology and implemented the integration of the new organizations into the Card Palmer system.

The CRU managed services model is an ideal fit for Card Palmer. The firm relies on CRU to meet its requirements for network design, monitoring, connectivity, help desk,

and consulting, and recently installed its fourth generation of servers to keep pace with current technology.

"As our firm has changed and grown, CRU has recommended and implemented the technology we need to help us exceed our clients' expectations every day."

*-- Bob Goll, Partner
Technology
Committee Chair*

"The people at CRU understand our firm and its needs," Bob explains. "They will always explain options, but never try to sell us something we don't want. We have had good continuity of CRU staff working with us, which is the same level of service we provide to our own clients."

"I think organizations reflect the image of their leadership. Jim Kerr has high standards and passes those on to the rest of the organization," Bob says. "CRU staff people are tremendously professional both in working with our staff and in keeping up with current technology."