



# Case Study

## Hosted Salesforce/ QuickBooks Integration

DeepVac Shines at On-Time Service  
and Billing with Trapp Technology's™  
Hosted Salesforce/QuickBooks Integration

## Background

DeepVac runs a service business where timing is critical. "Our customers want us to show up on time, get the job done right, and send invoices the day after completion, or sooner, so they can pay back security deposits," explained Jane Gyorgy, CFO, DeepVac, Inc. "When we used QuickBooks and spreadsheets it was a mess. We would lose customers over duplicate or late invoices."

For a time DeepVac used a program that would do the invoicing and send financial data to QuickBooks, but with similar problems. "We lost money on invoices that had not been sent," explained Gyorgy. "And, we had \$130,000 worth of phantom income on which we paid bonuses and bought equipment."

## Salesforce/QuickBooks Integration

Gyorgy began searching for a reliable software integrator. "I looked on the Internet at 10-15 different companies," stated Gyorgy. "InterWeave understood my invoicing problem. I believed that they could execute what I needed to have done."

InterWeave developed a Salesforce/QuickBooks integration solution to meet DeepVac's time-critical service and billing requirements. "They came through for me, big time," explained Gyorgy. "They implemented everything that I needed, including special reports in Salesforce that prove the invoices are in QuickBooks with the correct amounts. I am one of their most satisfied clients."

Since 2007 DeepVac used another ISP as their hosting provider but with some drawbacks. "We were having connection failure problems that they couldn't resolve and were getting worse." Bruce Magown, CEO at InterWeave eventually recommended Trapp Technology and DeepVac switched.

### QUICKBOOKS HOSTING

Trapp Technology got DeepVac up quickly, hosting their QuickBooks and providing a reliable platform for InterWeave's Salesforce/QuickBooks integration. "We were up and running in no time," explained Gyorgy. "They take care of the QuickBooks maintenance and upgrades, Exchange Server and the Outlook web app."

"It just runs. I've been working with computers since 1985; I can tell you hands down that Trapp Technology and InterWeave are the best companies I've worked with in almost 30 years."

## Background Information

### COMPANY

DeepVac, Inc.

### INDUSTRY

Property Services

### LOCATION

- Bay Area, California

### PROFILE

DeepVac, Inc. provides carpet-cleaning, housekeeping, painting and flooring services to apartment communities, property management companies and rental properties in the San Francisco Bay Area. DeepVac services approximately 14,000 housing units using InterWeave's cloud-based, integrated Salesforce/QuickBooks solution for CRM and accounting integration.

## Benefits

The Trapp Technology/InterWeave integrated solution saves DeepVac data entry plus four hours a day per manager tracking down information.

“Without it we would be manually inputting into QuickBooks.” stated Gyorgy. “The system allows all of our management people to know exactly how much available space we have on any day for any kind of work so we can schedule appropriately, execute the jobs as requested, and deliver the invoices on time.”

On-time service and billing helps DeepVac secure more business. “With better coordination we provide better service which leads to more customers,” explained Gyorgy. “We lose fewer opportunities because we can see all of the jobs we have coming and schedule the customer immediately.”

According to Gyorgy, Trapp Technology’s hosting costs half as much as her previous hosting provider. “When I moved to Trapp Technology, not only was it less expensive but I was able to upgrade to Exchange Server for email.”

With reliably integrated solutions Gyorgy can focus on building her business. “InterWeave/Salesforce/QuickBooks/Trapp Technology; all together it’s one area I don’t have to worry about. I can put my full concentration and attention on spreading the word about our company.”

### CUSTOMER FEEDBACK

“Our Trapp Technology hosted InterWeave solution allows everyone within our company access to all of the information about all parts of all our jobs, as well as all jobs in the pipeline. Everyone can plan accordingly, and allocate their resources successfully. We are known for showing up, being on time, and getting the job done within the time specified – a rarity working with contractors.”