

# Clients & Profits Case Study



Company:  
Korobkin + Associates  
Irvine, California

Business:  
Marketing Communications

Staff:  
8 full-time

System:  
Clients & Profits Pro  
Macintosh  
OSX Workgroup Server

**T**he Korobkin + Associates, K+A offices are decked out in light industrial: Brazilian (from the movie) spiral light stanchions, bold colors, and brushed metal architectural features sweep through the office space. Founded in 1980, K+A is known for its communications expertise as well as its technical know-how.

The shop has always embraced new technology to better serve an impressive range of clients, including Nissan North America, the Anaheim Angles, the Mighty Ducks, Taco Bell, and many others. It was Dave Korobkin, who started the company, and his creative staff who designed the famed aerodynamic Lexus logo, as well as packaging and logo for the Mighty Morphin Power Rangers, and collateral for the Disneyland Resort.

Dave and controller Don Fatheree purchased Clients & Profits in 1993 after a horrific, short-lived experience with a creative management system called Honeybee. Nearly a decade later, they are still fans of Clients & Profits.

## **Running lean and fast**

Clients & Profits has been essential to the agency's work flow process for a long time. In fact, along with great work for high-profile companies, K+A markets itself on the abilities of Clients & Profits to track jobs and costs through the agency-wide use of the software. "Clients & Profits provides the infrastructure of our company," Dave says. Not only can they track work for clients, they can use Clients & Profits to analyze, well,

both clients and profits. "The biggest long-term advantage to using Clients & Profits for so many years is the ability to do analysis," Dave says. "We analyze information every which way."

With a decade's worth of client, job, cost, and billing data in Clients & Profits and a stable of freelancers, K+A can try different combinations of internal and external staff to provide the most productive and most profitable service to their clients. With information just a few mouse clicks away, successful project teams can be created or fine-tuned then assigned to new jobs. "We have found that we can really trust the information in Clients & Profits," Dave says. The flexibility of Clients & Profits has enabled them to trim their core staff and supplement their abilities with freelancers through busy times. The impact on the bottom line was felt immediately—revenue per permanent employee has increased remarkably.

## **Turbocharged turnaround**

The advertising industry is moving markedly faster than just a few years ago, and clients want to see comps that more closely resemble the finished product earlier on in the decision-making process. "Clients don't want to see sketches anymore," Dave says. They want something digital—and they want it now. "In the early '90s about 10% to 15% of our comps were digital," he adds. "Now about 95% of what we do is digital." With response time at 1/4 of what it used to be, a nimble, accessible agency management system was essential—and that's what Clients & Profits delivers.

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-- Dave Korobkin  
Founder

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"Clients & Profits was always able to perform at that speed," Dave says. "We didn't need it early on, but now we're glad the speed is there."

Both Dave and Don believe that their clients are impressed with the professional appearance of Clients & Profits' printed estimates and invoices. Clients now get estimates and change orders faster than before, which is important in these times of tight deadlines. Since billing is based on jobs, each month's client invoices are now produced in hours, not days—and with very little typing. Since billing amounts are automatically based on estimates and costs, they are especially accurate.

#### **Commuting via Timbucktu**

Don Fatheree works and lives in San Clemente, about 35 miles away from K+A's headquarters. He connects to the Clients & Profits database using Netopia's Timbucktu remote-access software to manage the all of the agency's finances. Meanwhile, the K+A staff enters jobs, estimates, schedules, and time in Anaheim. Don handles all of the agency's invoicing, accounts payable, accounts receivable, and check writing. Payroll is outsourced to Paychex ("I hate doing payroll," Don says. "It's worth the hundred bucks a month to have someone else do it."), which are added as journal entries into the Clients & Profits general ledger. He says the setup works great and, he adds, "I love working out of my home."

Korobkin + Associates has always been committed to using the best technology available to serve their clients, and they upgrade and update their systems constantly. And why K+A has seen steady growth since

1980 with a diverse collection of clients and staff members, some things have remained constant: unchanged leadership, a clear focus, and dedication to systems that work—like Clients & Profits.

"I can't imagine a scenario," Dave says, "that would cause me to change my software from Clients & Profits."

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**For information about Clients & Profits, call (800) 272-4488**