

Henschel Business Services

iNSYNQ

CUSTOMER SUCCESS STORY
Operational savings with quick,
reliable service

CLIENT PROFILE

Industry: Finance

Company: Henschel Business Services



Ottawa Ontario



Employees

20

The Business Behind Your Business

Henschel Business Services Inc. (HBS) is the business behind your business. Business accounting can be one of the more confusing aspects of running any business. Most businesses excel at the product or service they offer; however, they don't always have the time or background to be equally knowledgeable about managing the books.

Accounting is compliance-based with many rules and regulations. When you are in business, it is a requirement to keep an accurate set of books. As a business manager, you must be confident that your accounting service knows the rules and ensures that reporting and remittance deadlines are met.

Twelve years ago, HBS looked for a solution that helped us manage our entire book of business, and create efficiencies in our own business model. Technology was something HBS knew it had to invest in, so they turned to Insynq.

“Insynq’s platform makes us more efficient. For once technology is working for us rather than us working for it. Genius!” HBS

Marilyn Henschel, Owner, Henschel Business Services, Inc. Ottawa’s Entrepreneur Business Woman of the Year. 2013. Ottawa’s Business Journal: Business Solutions.

“Insynq’s team of dedicated engineers know my clients and me by name, and they have thousands of customers worldwide. It’s a level of engagement that provides me with all the comfort I need to know that Insynq always has my back.”
—Mary Henschel

Insynq’s member success team is customer-centric. When our customers win, we win.

Trust and Reliability

HBS has become one of the largest bookkeeping firms in Canada offering services in bookkeeping, accounting, payroll and remote access. HBS clients appreciate their responsiveness and commitment to continuous improvement.

Likewise, HBS has trusted and relied on Insynq for over 12 years, which demonstrates Insynq’s commitment to:

- Exceptional Customer Experience & Service
- Established Partnerships & Marketplace
- Premier Technology & Operations
- Simplicity of Use

But it’s more than that. When asked on a scale of 1 to 10, “How would you rate your experience with Insynq?” HBS employees responded with a 9.5 rating stating, “We would recommend Insynq to any company.”

Managed cloud solutions for your business

HBS recognized that to scale and embrace business transformation in this new economy, it needed an IT partner that would provide:

- Digital experience their users expect
- Data security for peace of mind
- A cost-effective solution

With a staff of more than 20 employees, HBS needed the ability to quickly “share files with clients, work virtually and have minimal local IT costs.” The Insynq hosted platform was the perfect cloud solution.

Recognized Operational Savings

Now, HBS is making smarter IT investment decisions with operational savings. “Because we can work from anywhere, we will be able to stop paying rent, cleaning costs, local IT costs, security – a huge savings.” In fact, HBS realizes approximately 40% savings on fixed and variable expenses. That equates to just under \$130,000 in annualized cost savings with leveraging the Insynq platform and moving away from local IT support. Today, HBS approximately runs 60 separate customers on the Insynq platform and that number grows every year.

With Insynq, HBS is looking to the future. Henschel reveals, “Insynq’s platform makes us more efficient. For once, technology is working for us rather than us working for it.” Insynq delivers live, always on software services that save both time and money and enable the modern company to control unpredictable costs with a cost-effective solution. Henschel continues, “More than just being our valued technology platform, Insynq is always there for me. It’s about the personal touch with Insynq and their passion to help my business grow over the years.”



About Insynq

Insynq provides elegant cloud hosting solutions for the modern company seeking mobility, security and freedom from IT. Now all of your data and software can be securely accessible from one convenient location—no matter where you are or what device you are using.

Welcome to your new world of cloud computing providing you complete freedom, total control, and operational savings that lets you to focus on growing your business—not IT.

INSYNQ

The Gold Standard for Hosted Platforms

“HBS saves approximately \$130,000 in annualized cost savings by leveraging the Insynq cloud platform, which also enabled us to move away from local IT and support and expand our business over the years.”

“Creating cost savings is one thing, but Insynq’s ability to foster top-line growth through its cutting-edge technology is the reason we have been with Insynq for 12 years.”

INSYNQ

Learn more about Insynq at www.insynq.com

Insynq is one of the largest and best-known cloud computing and application hosting companies in the U.S., with solutions for businesses seeking secure, customized data access via multiple devices. Founded in Gig Harbor in 1997, Insynq was the first company to offer commercial cloud services, and has the most extensive applications library among cloud providers.