

Winning the Screen Test: Samsung Monitors Help to Drastically Increase Productivity By: Andrew Brown

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“Who wouldn’t want something that made work easier, was inexpensive *and* freed up 10 work hours per month for every employee?”

That’s the question posed by Robert Gold, Managing Partner of Bennett Gold (BGCA) LLP – one of Toronto’s premiere niche chartered accounting firms. Mr. Gold is always on the lookout for ways to serve clients better. That typically means finding ways to enhance his team’s productivity. But, with over 20 years experience in honing their workflow and “client-first” processes, it didn’t seem likely that his firm was going to find any kind of *silver bullet*.

The discovery that he could quickly and easily achieve significant, cost-effective productivity improvements simply by using Samsung’s SyncMaster monitors was a real eye opener for Mr. Gold. And it is a story that he gladly shares with his colleagues, clients and prospects:

A Daily Juggling Act

Like all accounting professionals (e.g. CAs, CGAs, CMAs), the staff at BGCA are strong multi-taskers. Whether they are conducting audits or preparing tax returns they use a combination of sophisticated and leading-edge computer programs. For example:

- **TaxPrep** Canada’s leading tax preparation software from CCH, used in the preparation of tax returns;
- **CaseWare** Software for managing the flow of working papers and supporting documents;
- **JAZZ-it!** For analyzing and producing financial statements; and
- **DOC.IT** An accounting professional’s dream solution for managing digital documents.

To effectively pull together financial and non-financial information from all relevant sources, every accounting professional is simultaneously using these specialized software programs in conjunction with email, spreadsheets and word processing programs. The result: accounting professionals are constantly juggling dozens of documents open on the screen at the same time. Of course, what is remarkable is that such professionals can process so much data to produce every business’s most vital financial documents and critical insights.

Time to Save

Through the eyes of any effective senior manager, this kind of daily juggling of activities sparks the search for efficiency and innovation. But, given the complexity and interconnection of these tasks, where could efficiencies be achieved?



Robert Gold Managing Partner Bennett Gold LLP

To address this challenge, BGCA turned to their Samsung contact that had helped a number of sophisticated professional services firms enhance their productivity. Peter Justiz, National Sales Manager, IT Division asked Robert: “What if you could tap into all that time currently used opening and closing files, opening and closing programs and minimizing and maximizing windows? How much real time would that save you?” This was *the* critical question and caused an important revelation. As it turned out, *each* professional averaged 30 minutes *per day* going through that type of back-and-forth activity. That translated into 2 ½ hours per week or 10 hours per month, per employee (and more during the all- important tax season)!

With that knowledge in hand, the search for the right solution was on. However, recouping that time had to accommodate several other common and practical realities of working in an accounting practice. For example, the solution had to be:



- Easily and seamlessly integrated into existing work processes;
- Cost-effective so that any expense could be easily justified and/or recovered; and
- Easily accommodated by the existing technology systems.

Sync and Swim

The only solution that filled *all* of these requirements was for every professional in the office to work with three monitors simultaneously – specifically, Samsung’s USB SyncMaster 2243QW monitors. By doing so, each professional could easily access all the information they needed to complete their tasks without incurring the delays of having to open and close programs, files and windows. According to Robert Gold, “The ability to use the USB syncing function was the real deal closer. It meant that we could use the monitors without incurring *any* I.T. related service expenses, issues or add-ons – for example video cards and adapters. The monitors simply plug into each other via a standard USB connector.”

Easy on the Eyes and Bottom Line

The result has been tremendous. In fact, the professionals of BGCA found so much improvement in their day-to-day operations and productivity by using the USB-enabled SyncMaster that many of them are now working with four of the cost-effective monitors. Other unexpected benefits for each professional beyond the extra 10 work hours per month have included:

- Increased pride in their work station;
- Less eye strain; and
- Greater interest and involvement in office technology issues.

Professionals also frequently take the opportunity to show the SyncMaster multi-monitor configuration to their clients who are impressed to see the adoption of such technologies. As one of the BGCA clients remarked, “I’m glad that my accountant is using the latest technologies to help me.”

At the end of the day, every professional services firm – accounting, financial or legal – has to serve its clients well. And, doing so means unearthing ways to be as productive as possible. Mr. Gold concludes: “Now, more than ever, clients demand efficiency. And it’s our responsibility to make sure that we deliver in ways that are cost-effective and sustainable. These monitors make a measurable improvement in productivity at BGCA. I know that an *extra 10 work hours per employee per month* would make a strong impact on most firms’ bottom lines.”