

HONKAMP KRUEGER & CO., P.C.

Fast-growing accounting firm standardizes on HP EliteBook, PCs for reliability, performance



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CPAs & Business Consultants

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—Natalie Hoffmann, CPA, CITP, technology partner, Honkamp Krueger & Co., PC, Dubuque, Iowa

HP CUSTOMER

CASE STUDY:

Regional accounting firm selects HP EliteBook, PCs to be reliable in the field

INDUSTRY:

Accounting

OBJECTIVE:

Provide powerful, reliable computing for users from company headquarters to mobile staff working from their homes and distant offices

APPROACH:

Honkamp Krueger has standardized on HP technology including the HP EliteBook 8540p Notebook PCs and HP Pro 3130 Minitower PCs

TECHNOLOGY IMPROVEMENTS:

- Intel® i-series processors for powerful mobile and desktop processing
- Elite Premium support available 24 x 7 x 365 with engineers dedicated to Elite PC support

BUSINESS BENEFITS:

- EliteBook reliability equips mobile workers
- Rugged and durable design handles long-term field use
- HP quality and product standardization minimizes staff support needs
- Desktop expandability for dual- and triple-monitor solutions

HP recommends
Windows® 7.



At Honkamp Krueger & Co., a regional accounting firm based in Dubuque, Iowa, reliability comes first. And second. And third.

The company standardizes on HP PCs, most recently choosing the HP EliteBook 8540p Notebook PC for mobile workers including auditors, and HP Pro 3130 Minitower PC for desktop users.

“When we went out to evaluate PCs, we wanted something that was reliable, solidly built, and had a good reputation in the IT marketplace,” explains Natalie Hoffmann, CPA, CITP, and the technology partner at Honkamp Krueger. “We chose HP and we’re essentially an all-HP shop.”

RELIABILITY COMES FIRST

Honkamp Krueger & Co., P.C. is a Top 100 public accounting and business consulting firm—the largest independent CPA firm headquartered in Iowa, fastest-growing firm in the Midwest and seventh fastest-growing firm in the U.S.

“We’re very entrepreneurial in the range of services we offer. We have multiple locations, with a lot of remote workers,” Hoffmann explains. “Our remote workers are either working from their homes or small, remote offices without on-site IT support. That drives our strategy for PCs. Reliability comes first.”

CUSTOMER SOLUTION AT A GLANCE

PRIMARY APPLICATIONS

PC support for leading independent CPA firm

PRIMARY HARDWARE

- HP EliteBook 8540p Notebook PC
- HP Pro 3130 Minitower PC
- HP Compaq LA2205wg 22-inch Widescreen LCD Monitor
- HP LaserJet M5035 Multifunction Printer
- HP LaserJet 4345 Multifunction Printer
- HP Color LaserJet CM4730 Multifunction Printer

PRIMARY SOFTWARE

- Genuine Windows® 7 Professional
- Microsoft® Office
- Sunbelt Viper antivirus
- More than 70 specialized accounting and tax applications

HP SERVICES

- Premium Elite support
- 3/3/3 warranty for EliteBook PCs
- 3/1/1 support for Pro-series PCs

The firm chose HP EliteBook notebook PCs because of the build quality and physical strength. "With as many people as we have in the field, and as often as they travel, we need a lot of durability built into the design of our notebooks," Hoffmann says. "We need to know that if a notebook gets dropped, it will survive."

And having been around the technology world for many years, Hoffmann says she is impressed with the trend in reliability. "Our newer notebooks just seem designed to last. Hardware keeps getting better. And the batteries last longer than they have in the past."

HP EliteBook PCs meet military standards testing for vibration, dust, altitude and high temperature.¹ Built to last, they feature spill-resistant keyboards and rugged casings—sturdy enough to survive years of personal visits by tax accountants, auditors and financial planners. In the event of a problem, any Elite PC user can call in to HP for Elite Premium support, which features 24 x 7 x 365 access to an engineer dedicated solely to supporting Elite-brand models.

Honkamp Krueger configures its EliteBook PCs with Genuine Windows® 7 Professional, Intel® i5 or i7 processors, 4 GB of RAM, and 180 to 360 GB hard drives. Most have 15-inch diagonal screens, though users from the software solutions group, who demonstrate software to clients, get a 17-inch diagonal display.

The firm has a three-year lifecycle policy for notebook PCs. In years past, that was often the end of the line for a notebook. Now, Hoffmann says, there's still some useful life left in the case.

Even if the processor or RAM is insufficient to run the latest applications, Honkamp Krueger will find a less demanding use—from running applications through a Citrix connection, to becoming the dedicated workstation for overnight shipping or running QuickBooks.

HP PRO-SERIES DESKTOPS DELIVER VALUE

For desktop PCs, the firm has chosen HP Pro 3130 Minitower PCs. Hoffmann says the 3130 business PC offers an attractive price, along with powerful capabilities: Intel i5 processor and 4GB RAM, and a three-year warranty. "These HP business PCs are powerful enough for everyday work needs. Add to that a three-year warranty and we get value combined with the performance we need."

Desktop users at Honkamp Krueger often have dual monitors connected to their PCs, and the tax accounting staff members get three. The company currently uses the HP Compaq LA2205wg 22-inch Widescreen LCD Monitor, which helps increase productivity and lower costs through advanced comfort and environmental design. "We're all paperless and scan clients' tax documents using HP multifunction printers into our document management system. So when you bring in a shoebox for your tax return, we scan in the paperwork and work from the scanned copies," Hoffmann explains. "Our tax staffers will have three monitors: one with last year's return, one with source documents, and one with this year's return."

Outside the tax department, most desktop users have dual monitors. Some users didn't really want a second monitor when they were first offered, Hoffmann says. "Now, they wouldn't give them up for anything. The extra real estate really makes people much more productive."

INVEST IN QUALITY, SUPPORT

Hoffmann says the firm could find less expensive PCs, but those savings pale in comparison to the value of high reliability and good support.

"We're not trying to cut corners by finding the lowest cost," she says. "Some people want to save a nickel on the up-front cost, but they end up spending much more later on. We just want to do it right. It pays for us in better satisfaction among users and fewer problems down the line."

Hoffmann has what amounts to a skeleton staff—just five people to support hardware and software for the headquarters and remote offices, with nearly 300 users. In addition to supporting key general office applications, the firm runs more than 70 commercial applications required for its industry.

"The key is that we have special relationships with outside resources. We don't need them a lot, but we have them when we need them." Among those outside resources are HP itself as well as HP partners CES Computers in Dubuque, and CDW.

But Hoffmann considers HP her premier technology partner. "HP is not only on the leading edge of technology, but has a vision of what companies like ours need," she says. "Our company runs on HP, and the consistent quality and reliability HP provides confirms why we made that commitment."

HP recommends Windows® 7.

To learn more, visit www.hp.com

Contact the HP Reference2Win Program, 866-REF-3734 for more information.

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