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BEFORE THE BEACH

If the 98-pound weakling had any friends, they'd have looked at his pale, stick-like arms and sunken chest and said, "Don't go to the beach - you'll only get sand kicked in your face." The business world's equivalent of a face full of wet sand is being beaten by your competitors, and the much-needed friend is a CPA with benchmarking software like the recently upgraded BizBench 2007, which can help companies figure out just how much they weigh compared to others in the same industry. And once you've been benchmarked, you can start bench pressing, so no muscle-bound competitor can tell you to dry up and blow away again. [WebCPA](#)

SMBFINANCE

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ROADMAP TO SUCCESS

Randy Greving, a senior accountant with Virchow Krause & Co., based in Madison, Wis., said that financial benchmarking through the BizBench software "gets the ball rolling on ways for clients to improve their businesses." "Clients just feed off that," said Greving. "Some want to see the whole report. For others, we narrow it down to concentrate on a few key areas." He added, "As companies grow, they often ask to see comparisons of their data with companies in a larger class to see if they're going in the right direction." [SMB](#)



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Put yourself in the position of your small business clients and ask: "What is the most beneficial service my CPA can provide to my company?" The answer is continuous improvement in the creation of wealth, in both the short term and long term, and BizBench(r) financial benchmarking software is the tool to drive this work.

BizBench was created by management consultants, Gerke & Associates, specifically to help position CPAs as management consultants to their own clients.

BizBench users typically present the fee-based consulting service with this question. [tPA](#)

ACCOUNTING TODAY

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BizBench (Gerke & Associates): BizBench is a financial benchmarking resource that enables CPAs and other financial professionals to perform automated industry-specific benchmarking for clients. The BizBench report is a comprehensive analysis of the benchmark findings, written in a client-friendly style. Specific features include an executive summary of diagnosed strengths, weaknesses and preparer's comments; Citrix and Terminal Services compatibility; DuPont model analysis; discussion ideas for improving performance in areas that are diagnosed as relatively weak; an Analytical Procedures Report; and Z-Score Analysis. The exclusive Back Calculation feature for "what-if" modeling helps identify improvement goals, based on desired improvement in industry percentile rankings. [AT](#)