

NEWS RELEASE

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For Immediate Release

FOUR PAWS FENCE REVAMPED BY MOBILE TECHNOLOGY

Working in the business as opposed to working on it plagues many companies. Marketing and billing get pushed aside to take care of more pressing issues such as unhappy customers or new bids. When Mallory began seeing the detrimental effects of these practices, he took action and found a software solution to put everyday business in order.

Four Paws Fence installs and services Pet Stop fence systems in the Kansas City area. The company began in 1994, and employs four workers. While priding itself on exceptional customer service, Four Paws' management struggled to resourcefully run the administrative side of the business.

Four Paws operated without an office manager, leaving Mallory's valuable time spread thin. In the field, he handled twenty to forty general business phone calls daily. Paperwork was an afterthought. Mallory simply had no time to sit down with pen and paper and put invoices together. Thus, Four Paws was regularly one or two weeks behind on billing and even farther delayed with the company's receivables and statements.

"I would have to work late into the evening and my family suffered from me not being home when needed," said Mallory. "I would have to do up to eight hours of paperwork on the weekend."

After realizing the detrimental results of the company's ineffective practices, Mallory began searching for a fast, cost-effective solution. The answer came in the form of mobile technology from HindSite Software, of St. Paul, Minn.

The HindSite service, called the HindSite Solution, enables workers "out in the field" to record all service data -- parts ordering, time on the job, etc. -- on smartphones and netbooks. No more clipboards. No more hard-to-read scribbling for office workers to read late into the evening.



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Mallory now sends the invoices created by techs in the field straight to QuickBooks with just one mouse click. The time spent reentering each handwritten invoice can be put toward bettering Four Paws or spending time with family.

Beyond invoicing, HindSite has improved Four Paws' customer database. The search function gives the office an easier way to find individual information. Any special instructions are displayed as well. Four Paws runs as an efficient business competing in today's business climate.

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HindSite Software is field-service management software designed for the small contractor or dealer, of which there are more than 300 HindSite customers in the U.S. and Canada.

The software was created by Crary in 1998 after many frustrating years struggling with paperwork for his irrigation company. The HindSite Solution integrates field and office operations into a single paperless work-order result, which usually raises revenues for its users.

An example of efficiency from HindSite's repair-service clients:

Because the software precisely measures time on the job, revenue rises. The average increase is one billable hour per day for each worker. Assuming a service charge of \$75 an hour, that's \$1,500 a month in added revenue per worker.

HindSite works with multiple industries, from electricians to car-wash repair companies.

For more information on HindSite Software, call Grace Hertel at 1 (888) 752-5978 or email her at graceh@hindsitesoftware.com.

THE HINDSITE SOLUTION

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