

"Software Review: This isn't your father's time and billing software"

ImagineTime 4.862 Both Worlds Software

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Accounting Today
May 2005

It is hard for many accountants to remember what computing was like 20 years ago, when the x86 computing architecture was brand new and pioneering firms built their own software applications to meet their own needs. But that was how Imagine Time began, as a DOS product used by just a handful of firms. Today it has grown to a robust suite of practice management, contact/calendar management, due date tracking, deadline scheduling and project/work reminder applications running under Windows and used by more than 3,000 companies.

Imagine Time brings a strong set of features to the accounting office, with an uncomplicated interface and a straightforward work style that translates into a shorter learning curve and more immediate productivity. There is a strong focus on reports, with over 40 standard reports, plus customized reports that can be generated using Microsoft Access. Reports cover not only accounts receivable but staff and client realization reports, a work-in-progress history and tax tracking.

ImagineTime keeps complete client and staff histories that include both billing adjustments and time slip production for virtually an unlimited number of periods. It is date-flexible and does not require period closings that often limit access to prior detail information. For additional accounting support, Imagine Time integrates with QuickBooks.

Integration with Microsoft Outlook enables the firm to track clients and contacts, while staff scheduling and a remote office module form more elements of this fairly complete set of productivity tools. For the accounting road warrior, the software also provides tools to synchronize with PDAs and other devices on the Palm platform, as well as the ability to enter time and billing data after the fact.

Imagine Time was built by accountants for accountants, and its commitment to midsized accounting firms shows in its emphasis on technical support, usability, flexibility and robust practice management features. Retaining the solid workmanship of a mature product, Imagine Time is clearly focused on keeping pace with the needs of accountants in the 21st century and the tools they need to be productive and profitable.