



How Does Murray Stok & Company Leverage CCH® KnowledgeConnect™ to Manage Firm Knowledge and Drive Efficiency?

There comes a time in every firm's evolution when the water cooler becomes obsolete for knowledge exchange and management. At that tipping point, it becomes more difficult to effectively store and share large amounts of information, and expecting the subject matter experts to shoulder the burden is both unfair and inefficient. That's why more organizations are seeking out a powerful firm-wide knowledge management system.

For San Francisco-based Murray Stok & Company, that moment came after experiencing a period of growth and adding several new employees to the organization. As the company added more people, getting answers by walking into someone's office and asking questions was not as effective as it had been in the past. The firm decided that they had reached the point where investing in a powerful knowledge management system made sense and turned to CCH® for help.

“In the past, most staff shared information the old fashioned way when there were just a few people in the office,” explained Christopher Murray, partner at Murray Stok & Company. “As we started growing, however, we began to see the limitations of that strategy. We knew that to truly leverage our organizational knowledge and experience, we needed to stop reinventing the wheel each time someone had a question.”

After seeing CCH® KnowledgeConnect™ demonstrated at the CCH annual conference, the leadership at Murray Stok & Company made the decision to invest in the solution to help them transfer the knowledge from the heads and hard drives of key subject matter experts into an easily accessible and searchable database. The firm's positive experience with other CCH solutions, including ProSystem fx® Tax, Practice Management, Document, Scan with AutoFlow Technology™, Trial Balance and IntelliConnect®, made their decision to move to KnowledgeConnect an easy one.

Helping Firms Leverage Expertise

As the industry's leading knowledge management solution designed specifically for accounting firms, CCH KnowledgeConnect provides an easily searchable platform for Murray Stok & Company staff to find and manage key information. In addition, KnowledgeConnect is integrated with Microsoft® Office and other CCH solutions, including IntelliConnect, ProSystem fx® Document and the CCH online support database, making it extremely easy to use. Since it is accessible from anywhere and available at anytime, KnowledgeConnect arms staff with the information they need to make informed business decisions more efficiently.

Murray Stok & Company was particularly impressed with how KnowledgeConnect made it easy to manage, navigate and access information from anywhere. KnowledgeConnect gives users the ability to search by keyword across a variety of document types, rate the quality of the knowledge provided and manage the information included. It's particularly useful in standardizing firmwide Best Practices and procedures unique to an organization.

Murray Stok & Company Key Data:

- Founded in 1991
- Headquartered in San Francisco, California
- 11 full-time employees
- Specializing in tax and business consulting work

“Initially, we had questions around whether KnowledgeConnect could work in a smaller firm, such as ours, but we quickly learned that the flexibility of the solution made it both robust and within reach for a firm our size,” explained Murray. “We were especially attracted to the fact that in addition to housing tax research information, KnowledgeConnect is designed to serve as a repository for checklists, standards, best practices and personnel information, making it the go-to place for answers on nearly any topic.”

In addition to wanting a solution that was especially designed for the knowledge management needs of accounting firms, Murray Stok & Company wanted a tool that would feel familiar and friendly to younger staff, who are accustomed to starting all information searches with common tools, such as Google.

“While Google is convenient, much of the information on there is incorrect or out-of-date,” explained Murray. “With KnowledgeConnect, we can have confidence that results are both current and correct. We want our people to feel supported with the latest tools to do their job and KnowledgeConnect demonstrates how committed we are to the attraction and retention of new talent. KnowledgeConnect gives us a competitive advantage and helps us compete with firms much larger in size.”

Training Key to Success

The firm got KnowledgeConnect up and running quickly and easily and cited training as an important part of helping staff learn new behaviors when it came to searching for answers.

“Getting KnowledgeConnect up and running was relatively easy and we spent the majority of our time thinking through how we wanted to organize information for the easiest access,” explained Murray. “When it comes to knowledge management, we believe you get out of it what you put into it. CCH training was essential and helped us benefit from best practices and proven procedures. Today, we are driving all questions through KnowledgeConnect and encourage staff to have KnowledgeConnect up and running at all times.”

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with Best in Process™ Solutions
Delivering Faster Answers
and Better Results.

To learn more about CCH® KnowledgeConnect™, contact your CCH Account Representative at 800-PFX-9998 (800-739-9998) or visit CCHGroup.com/KnowledgeConnect.

Leveraging Staff Knowledge Across the Business

Murray Stok & Company has seen time savings since implementing KnowledgeConnect and is currently focused on helping staff break old habits and get used to thinking of KnowledgeConnect as their first go-to resource when they have a question.

“KnowledgeConnect has been incredibly helpful already — especially for the questions we get again and again,” explained Murray. “We view this as an investment and the more information we get into the solution, the more valuable it will become with the biggest benefit coming in the next 12-24 months. As a business owner, I know that everything of value walks in and out my front door every day. KnowledgeConnect gives me an effective way to capture that knowledge and leverage it across my business.”

Using KnowledgeConnect, Murray Stok & Company was able to:

- Save time searching for information and onboarding new staff
- Centralize the firm’s knowledge base
- Document 21+ years of firm knowledge and experience, and share that knowledge with existing and future team members
- Standardize procedures to create Best Practices



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