TURNING RESEARCH AND DEVELOPMENT TAX CREDITS INTO OPPORTUNITIES WITH ADP

Quick facts

Company: SunbaseData LLC

Industry: Professional and technical services

Established: 2013

Employees: 100

Headquarters: Orlando, FL

ADP products: ADP SmartCompliance® for Tax Credits

Website: sunbasedata.com

Andrew Egan
CTO

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Sunbase, led by Chief Technology Officer (CTO) Andrew Egan, is a thriving software enterprise resource planning (ERP) solution provider. The company specializes in a comprehensive platform that manages everything from prospecting to payroll for solar sales and installation companies. With a dedicated team of around 100 employees, mostly engineers, Sunbase is designed to help companies streamline their operations by replacing multiple software systems with one all-inclusive solution.

Business challenge

Understanding and utilizing available research and development (R&D) tax credits was a challenge, risking missed financial benefits for the company.

With the help of ADP SmartCompliance for Tax Credits, Sunbase streamlined its process for claiming R&D tax credits. By providing expert guidance and automation, ADP helped ensure that Sunbase could accurately navigate the complexities of tax regulations while maximizing their eligible benefits, ultimately supporting their innovation initiatives and financial growth.

Getting started

Navigating the complexities of tax credits can be challenging. As Andrew explains, "I was always aware of R&D tax credits, but if you're not thoroughly reading the complex IRS papers about them, you just don't know the details and often don't know where to even begin." This lack of clarity could have caused Sunbase to miss out on significant financial benefits, particularly as the company constantly seeks to innovate and expand its offerings.

The turning point came when Andrew's CPA stepped in. "My CPA made me aware of ADP's R&D tax credit capabilities. He got me in contact with ADP, and that's when the R&D tax credits came into focus for us," says Andrew. After a painless fact-finding call, Andrew was ready to take the next step. "ADP really made it easy for us. They do all the heavy lifting. It goes to show you that the right partner can really make all the difference with something that can be rather cryptic like tax credits." This partnership opened doors to invaluable insights and expertise, allowing Sunbase to better understand how to leverage these credits for growth.

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Why ADP?

Choosing ADP was a strategic decision that transformed how Sunbase approached its R&D tax credits. With ADP's experienced team guiding them through the intricate landscape of tax credit incentives, Andrew felt a newfound confidence in navigating this complex terrain. "It's the biggest no-brainer ever. It's essentially free money," Andrew says, highlighting just how significant the benefits can be for a growing business.

With ADP's support, Sunbase tapped into substantial tax savings that directly contribute to its bottom line. The collaboration helped make sure that they don't just benefit from the R&D tax credits but also build a strong foundation for future growth and innovation, making ADP an invaluable partner in their journey.

The benefits to Sunbase

Utilizing ADP for R&D tax credits has proved to be a transformative decision that propels Sunbase forward. Instead of worrying about missing out on potential savings, the company can focus on what they do best: creating value for its clients and pushing the boundaries of software solutions.

As Andrew puts it, "I'm constantly solving problems and developing new products, and it just keeps the job very interesting." This financial support from the R&D tax credits not only provides immediate financial relief but also empowers Sunbase to reinvest in its engineering team and technology. With these resources at their disposal, they can continue developing cutting-edge solutions that meet the needs of their dynamic customer base.

About ADP SmartCompliance

The ADP SmartCompliance platform adds a layer of services and best-practice processes to your current HCM solution to help you close the gap between core HCM technology and the myriad of HCM related compliance pressures you may face. This solution marries people, process and service with your technology to help off-load many of the risk-laden, manual and administrative tasks required of you. And it's a scalable solution that can provide continuity as your organization and the legislative landscape continue to evolve.

Learn more about **ADP SmartCompliance**

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