

EMBARGOED UNTIL JULY 18, 2024

Bennett Thrasher goes live with Dayshape to unlock utilization and realization

Bennett Thrasher, a top 100 US accounting firm providing tax, audit, advisory, and business process outsourcing services, implements Dayshape's AI-powered resource management software to take the firm to the next level.

Edinburgh, UK, July 18, 2024 – [Dayshape](#), a software company using AI to power professional services growth, welcomes [Bennett Thrasher](#) as a live customer. Bennett Thrasher, a firm known for its bold curiosity, has chosen Dayshape to support the firm's objective to drive efficiencies through advanced resource management.

[Matt Cockett, newly appointed CEO of Dayshape](#), shared: *"We are delighted to welcome Bennett Thrasher to Dayshape and we're looking forward to working with the team to bring about some significant improvements in resourcing. We can already see how the collaboration will make a massive impact on the business."*

Bennett Thrasher, with over 500 professionals operating globally from headquarters in Atlanta, Georgia, was previously using a system with limited scheduling functionality, requiring multiple screens to see all the information needed to make decisions. In addition, traits were absent from this software, which meant certain individuals in the team were heavily relied upon to provide this information instead of doing billable work. Consequently, the firm often faced unnecessary benching of resources leading to negative impacts on utilization and realization.

[Tom Quinn](#), Chief Financial Officer at Bennett Thrasher, shared: *"Amateurs throw people at problems; professionals throw technology at problems. We just needed to find the right solution to improve our inefficiency problem and I'm confident we've found it in Dayshape."*

With Dayshape, Bennett Thrasher will benefit from full visibility of resource capacity and availability all in one place through Dayshape's [seamless integrations](#). The software also boasts much more comprehensive scheduling functionality, such as flexible booking lengths, to more accurately show resource capacity.

Further, Bennett Thrasher will experience the power of [Dayshape's two AI scheduling modes](#), Assist and Advise, to optimize resource allocation using traits in Dayshape. This allows the firm to not only consider current skills, certifications, and work experience of resources when allocating work but also work preferences, utilization rates, and whether the resource has already been given a task on a specific engagement.

Tom Quinn added: *"Dayshape AI will take the heavy lifting from scheduling by surfacing suggestions and opportunities that enable us to make choices capably and efficiently, unlocking utilization and realization. The integration with Star further bolsters efficiency, particularly when it comes to reporting."*

About Dayshape

Dayshape is AI-powered resource management and project planning software, built specifically for professional services firms. Dayshape helps firms deliver on their top priorities: profitability and growth, outstanding client service, and creating fulfilling careers for their people. Through intelligent automation, Dayshape optimizes your workforce like no other product can, making it easy to ensure your workforce is deployed optimally at all times, no matter how large or complex the scheduling needs.

With over 58,000 users across more than 55 countries and five continents, including numerous global top 10 accounting firms, Dayshape is leading the way in resource management software innovation.

[Get in touch](#) with our team to explore what AI-powered scheduling can do for your firm.

About Bennett Thrasher

For more than four decades, Bennett Thrasher has provided businesses and individuals with strategic business guidance and solutions through professional tax, audit, advisory, and business process outsourcing services. Our bold curiosity is at the heart of everything we do. Whether you're a client or an associate, we help transform your vision into unprecedented success. Our approach has catapulted us into the ranks of the largest and fastest growing certified public accounting and consulting firms. Bennett Thrasher operates globally from our headquarters in Atlanta and is committed to diversity and the communities we serve. To learn more about Bennett Thrasher, visit us at www.btcpa.net.