

Bonadio partners with Rochester firm to help clients improve

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Clients of the Bonadio Group now can get consulting services and software systems that enable them to “improve employee engagement and increase business results.”

The new offering is the result of a joint venture between Rochester-based Bonadio and Brand Integrity, another Rochester firm that offers employee-engagement software and consulting services, the Bonadio Group said in a news release.

Bonadio, which has significant operations in Syracuse and Utica, describes itself as upstate New York’s “largest independent provider of accounting, consulting, and financial services.”

In their daily accounting, auditing, and consulting work, Bonadio client-service staff will assess clients’ needs for improvements in culture, which can be “directly linked” to the financial performance of an organization, per the release.

The new venture started Dec. 1, 2017, says Bruce Zicari, managing partner of the Bonadio Group’s Rochester office, who spoke with CNYBJ on March 9.

“It’s a totally separate, legal entity,” he says. “It’s a separate LLC that is partially owned by Brand Integrity and partially owned by Bonadio & Co., our accounting firm.”

The firms are marketing the service as Brand Integrity.

Kathryn Aspromonti, VP of enterprise solutions at Brand Integrity, leads the effort, and the partners and principals at Bonadio comprise the sales force, according to Zicari.

When asked about the cost for the service, Zicari declined to provide a specific dollar amount, noting that it’s “based on the size” of a given company.

The relationship

The Bonadio Group has worked with Brand Integrity “for the last eight years,” using its employee-recognition software platform as well as their client-satisfaction software platform, says Zicari.

Bonadio has completed about a dozen acquisitions in the last 15 years. In doing so, Zicari says it’s been “very important” that the firm make sure its clients are happy but also to “protect our culture and monitor our culture and perpetuate the culture we have” and that’s what Brand Integrity does.

“They’ve done such a great job for us that we thought it was a great service, a great value add to offer to our clients. That’s why we teamed up and did a joint venture,” he adds.

The two firms began thinking about the venture over the last year, Zicari notes. Bonadio started referring some of its clients to Brand Integrity and they “were very thankful.”

“That’s when we really thought ... maybe this is something that we should more officially [work on] together and provide to our clients in a very formal way,” he adds.

About the software

Zicari describes it as a software platform an employee can use to recognize a co-worker “for doing good things on a day-to-day basis.”

“If I have somebody that helped me on one of my jobs, and they did a great job, I would recognize them on this software,” he



explains.

Employees can click on an icon on their desk-top computer or cellular device and tell a story about how somebody helped them, and how that they did affected the client or other people at the firm and how it relates to the firm’s “core values and our purpose.”

“It’s a way to recognize people and give them a pat on the back and say good job in front of all their peers,” says Zicari. “It kind of furthers the culture.”

Brand Integrity’s software platform provides business leaders with a “comprehensive” overview of a company’s performance. It combines predictive data from employee surveys, customer loyalty scores, and employee-recognition activity to allow leaders to see the full picture of organizational performance. Clients can choose which aspects of the integrated platform they want to use in order to meet their goals.

The drive to track employee engagement has become “increasingly important,” according to the Bonadio news release.

As workplace-culture studies have demonstrated, when employees are “engaged in work and believe their contributions make a difference to the success of the company, they feel a stronger connection with a company, resulting in higher productivity, less turnover, higher profits and overall greater shareholder returns.” ■