



Makers

KDG growing with Zoho

Global Champion, Zoho Creator Partner Awards 2021



ZOHO Creator

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KDG is a full-service business processes firm that helps clients automate business solutions, streamline operations, and further their mission through Zoho development, custom software development, UI/UX design, managed accounting, digital marketing, and technology management.

The company was founded by Kyle David in 2002. Over the past two decades, KDG has grown rapidly in headcount and client base, attracting clients from the United States Senate to major financial institutions, healthcare organizations, international nonprofits, and Division I universities.

Through the years, the company has been recognized for its commitment to customer feedback and its dedication to innovation. KDG has been named an

IT Department of the Year by the American Business Awards, a Top Software Developer by Clutch, and a Global Creator Partner by Zoho.



Headquarters:
Allentown,
Pennsylvania,
United States



Staff:
50+ full-time
employees



Incorporation:
2002



Zoho Partnership:
8+ years



Kyle David
President & CEO, KDG



Forming KDG was more accidental than anything else. I had an in-demand skillset and was doing a lot of contract work. Eventually, that contract work became more than I could logically handle, so I hired someone else. Then, someone else. After about five or so years, I had a fast-growing organization on my hands.

Services offered



Zoho

A Premium Partner providing development and support for Creator, CRM, Books, Inventory, Analytics, Projects, Catalyst, and more.



Custom software development

Award-winning, 100% US-based custom software development for manufacturing, healthcare, real estate, and more. Including custom CRMs, business intelligence apps, accounting & payroll systems, ERPs, supply chain management systems, and project management tools.



User experience design

Website redesign and migration services; website maintenance; user experience testing and consulting; mobile app design; ADA & SEO compliance, remediation, and consulting.



Digital marketing

Helping businesses make a memorable first impression online with social media management, content creation, SEO, PPC, press management, analytics, and consulting.



Cybersecurity management

Named IT Department of the Year by the American Business Awards. Providing network maintenance, software updates, help desk services, employee training, security audits, and other MSP services that protect businesses, employees, and their data.



Financial process optimization & accounting services

KDG offers financial consulting, bookkeeping, and QuickBooks-to-Zoho Books migrations. Their team of accountants have the time, tools, and technology clients' in-house accountants don't have, to help generate accurate reporting, streamline back-office tasks, and drive financial decision making.



We take the time to understand our customers' business and associated processes, then develop custom technology and automation to improve their efficiency, productivity, and user experience.

Kyle David

President & CEO, KDG

Background

Kyle H. David, founder and CEO of KDG, started his career in technology at the early age of 14, as a consultant at a multi-million dollar, Philadelphia-area IT consulting firm. Over the next four years, he worked his way to the position of senior technical director.

Kyle went on to form two separate internet ventures:

- ◆ In his first venture, he built software that scraped the internet for the best price using UPCs codes as an input. In the early 1990s, this software was an unheard-of concept that helped drive Kyle's short-lived venture to explosive growth.
- ◆ Kyle's second venture was building software that automated peer-to-peer file sharing through free hosting providers. He created this software when storage space and bandwidth were extremely expensive.

In 2002, he returned to consulting by forming The Kyle David Group, now KDG. **KDG** has been around for more than two decades and the company has grown to 50+ full-time employees.



We strive to be more than just a development partner who builds a solution then sends our client on their way. We look for projects that will turn into a true, long-lasting partnership so that we can be there to support, consult, and grow with our clients.

Kyle David - President & CEO, KDG

Zoho partnership

KDG came across **Zoho** in the early 2000s, when they started using Zoho Projects for project management. They eventually learned more about Zoho, its philosophy, and products and became a Zoho Partner in 2014.



Since partnering with Zoho, KDG has become a leading **Zoho development partner**. The company has provided hundreds of clients, large and small, with Zoho development, consulting, and support. **Explore KDG's Zoho story here.**



We chose to become a Zoho Partner because we saw how Zoho was revolutionizing software development, opening it up to businesses of any size and industry. A company no longer needed millions of dollars to develop business automation tools. They can use affordable low-code software made by Zoho. It puts companies of all sizes on an equal playing field.

Kyle David

President & CEO, KDG

They have 15 employees dedicated to building high-quality Zoho implementations with more in departments like design, development, support, PM and marketing who offer support when needed.



Training

The team at KDG devoted months and months to Zoho training. They studied the certification materials, took courses, and even developed demo applications in-house. Most importantly, the team adopted Zoho as their own cloud-based business tool. The company knew that adopting the product and using it regularly would be the best way to gain the first-hand expertise their clients needed.



Getting started included a lot of training. We have a team of developers who attended online webinars and courses before completing the Creator certification course. We made sure our entire team was confident in their own abilities and knowledge, even developing test projects internally, before taking on external clients.

Kyle David

President & CEO, KDG

Training and continued education are nothing new to the team at KDG. In fact, employees devote time every single week to on-the-job learning, whether that's watching webinars, participating in book clubs, or traveling to conferences where they can acquire one-on-one support and knowledge sharing. Nearly every single employee is actively working on acquiring a certification that will help them grow in their role at KDG and any role they pursue after.



At KDG, we understand that learning never ends. From monthly book clubs to weekly webinars to cross-departmental knowledge shares to national conferences, we support our employees 100% in any educational endeavor they pursue, so they can provide a flawless experience for their clients.

Kyle David

President & CEO, KDG

Growing with Zoho

Over the last eight years of being a Zoho Partner, KDG has worked with hundreds of clients across the United States (and abroad), ranging from small businesses and retailers to Fortune 500 companies, large scale manufacturers, and educational institutions. The company has expanded beyond Zoho Projects and Zoho Creator development to Zoho CRM, Zoho Analytics, Zoho Campaigns, Zoho Inventory, Zoho Books, Zoho Catalyst...and practically every application within the Zoho One suite.



KDG & The Arc:

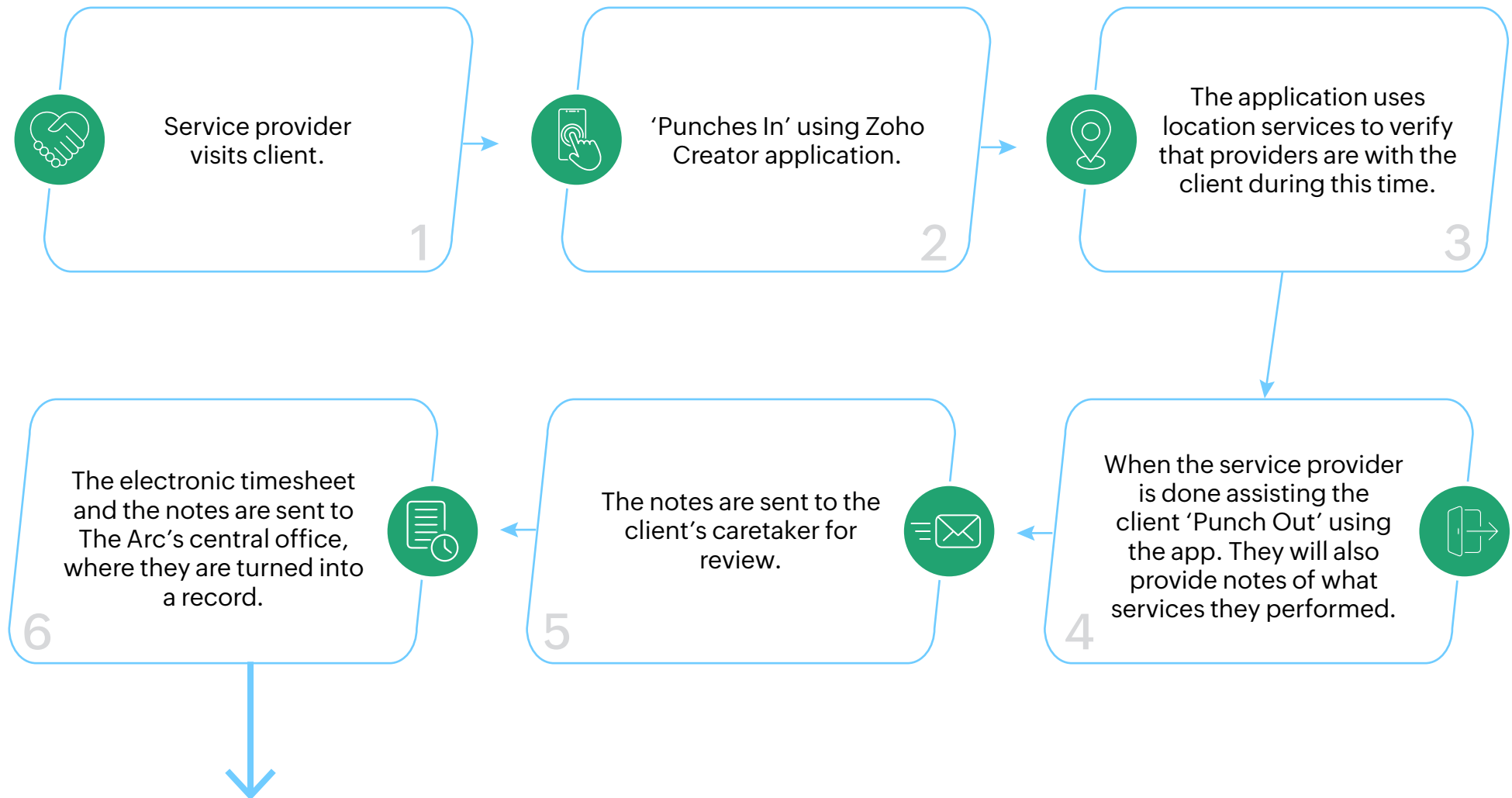
Developing a custom EVV with Zoho Creator

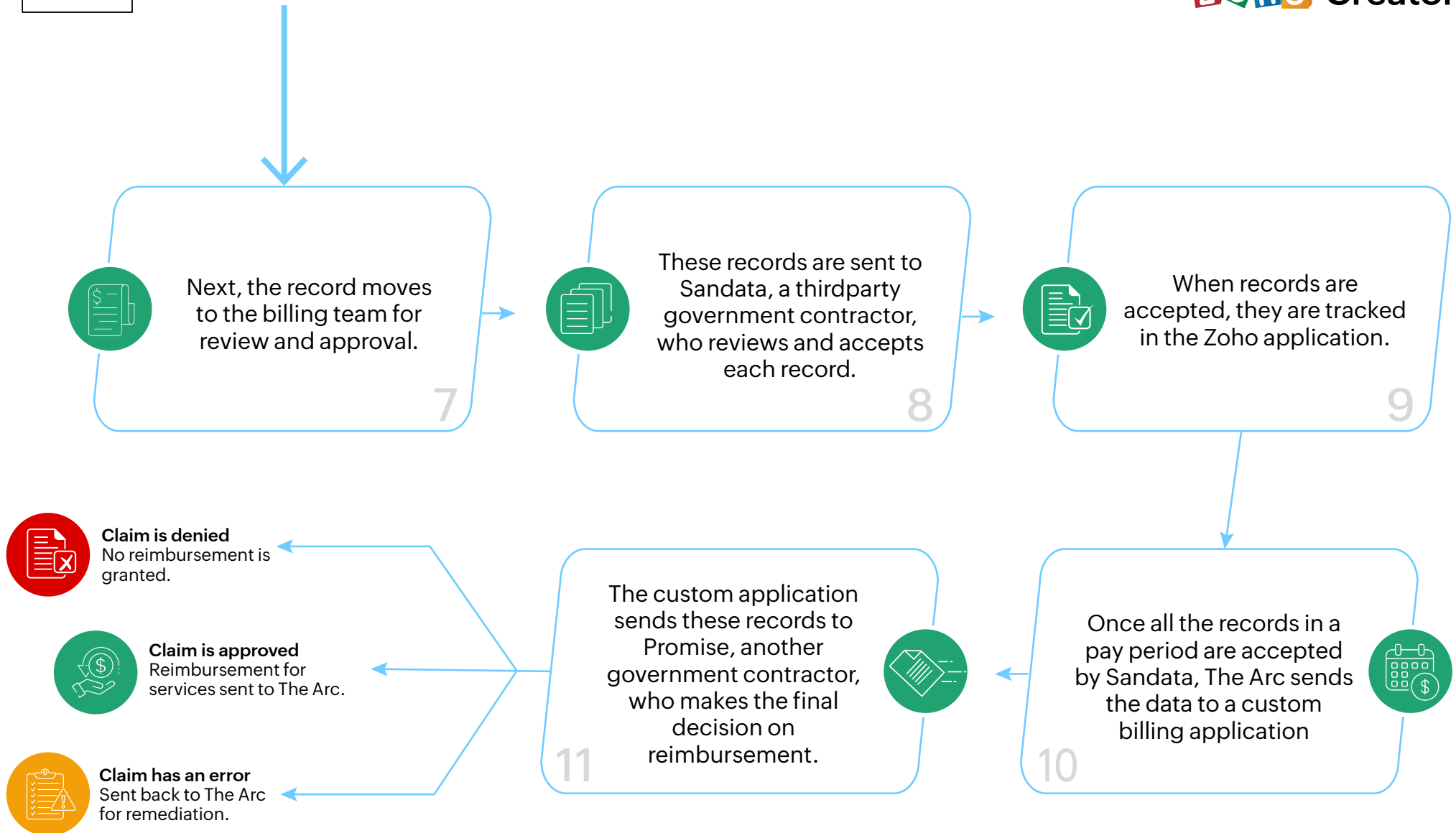
When The Arc of Lehigh & Northampton Counties approached KDG's Zoho development team, they had over 700 caregivers and employees working off paper timesheets. Accountants at the nonprofit were spending hours upon hours submitting EDIs 835, 837, and 276/277 to the government for reimbursement. Meanwhile, an Electronic Visit Verification mandate was approaching fast, putting funding at risk.

Together, KDG and The Arc developed a custom EVV system using Zoho Creator. Federally compliant and integrated with The Arc's third-party payroll system and government vendor, the application reviews timesheets, processes payroll, and submits Medicare/Medicaid reimbursements to the state government.



User Flows





At a glance:

- HIPAA compliant and compatible with government forms EDI 835, EDI 837, and EDI 276/277
- Submits 5,500+ records to the government every pay period
- Has supported over 1.4 million staff hours logged
- 1,300+ users



Our Zoho clients are among our longest-lasting client relationships and have since expanded into other areas of our business, including bookkeeping, marketing, IT, and web design.

Kyle David - President & CEO, KDG

Expanding Into Zoho Books

In 2019, KDG expanded its partnership with Zoho by adding Zoho Books to the mix. KDG is one of the few organizations providing Zoho Books migration, automation, bookkeeping, and consulting in the United States, and this service has turned into one of its fastest-growing business units.

The success of this service comes as no surprise to David. After all, he says, technology and accounting are inextricably linked. Small businesses rely on accurate financial data to run reporting and drive decisions. Without the right tools and technology to guide them, they're left in the dark.



Financial data shouldn't be an afterthought, It should be a core business driver.

Kyle David

President & CEO, KDG

KDG & MX: Streamlining back-office bookkeeping

MXQ, a family-owned business, develops fluid handling systems for some of the world's largest manufacturers and processing companies, like Wajax and Imerys. They needed to turn to an expert who could manage their daily, weekly, and monthly back-office bookkeeping duties. QuickBooks wasn't getting the job done, so they turned to the Zoho Books accounting experts at KDG.

KDG's managed accounting team took daily, weekly, and monthly accounting tasks off MXQ's hands, allowing the team to devote more time to their business and customers. Back-office services provided by KDG include accounts receivable, accounts payable, bank reconciliations, and expense classification.





When we found KDG, we felt that they knew what they were doing. They were also already using Zoho themselves. KDG offered us a much more inexpensive solution than what it would've cost us if we hired someone internally.

Stefan Jimenez - General Manager, MXQ



Kyle David
President & CEO, KDG



We appreciate our partnership with Zoho and we hope that we can continue to have a one that is rich in collaboration. We enjoy sharing Zoho's capabilities with our clients and prospects and have been amazed at Zoho's own growth over the years. We look forward to continuing to share Zoho with businesses across the US!

2021: A year of growth



32%
company
growth



600+
Client
reviews



98%
Customer
satisfaction



Global
Champion
Award



In 2021, the world was still rapidly adjusting to remote working, and the Zoho suite of products was perfectly positioned to take advantage of that macro trend. As a result, we were able to help organizations realize substantial cost savings and efficiency gains with business automation using Zoho. At KDG, we're hyper-focused not only on building solutions but also on ensuring that those solutions get used. Zoho provides our clients with a short ramp-up time to see real and lasting organizational change.

Kyle David

President & CEO, KDG

Future plans

A lot of exciting change is in store for KDG in 2022 and beyond. The team continues to grow, continues to learn, and continues to innovate. They started the year by being named a Zoho Global Champion and joined Zoho on the company's coast-to-coast North American Roadshow. They even co-hosted a Zoho **webinar** on the brand-new Creator 6, which will be released to Zoho One users later in 2022.

Their Zoho development and Zoho Books accounting teams are busier than ever, not only helping clients but taking new certification courses to ensure they can bring fresh insights and expertise to every project they join. Being named 2021's Global Champion raised the bar for the team—but they're up for the challenge.

To learn more about KDG, its Zoho services, and its award-winning team, **Click here** or write to them at zoho@kyledavidgroup.com



Kyle David
President & CEO, KDG



We anticipate we will grow even more this year. We are deep into our 2022 strategic plan, which will help us improve efficiency and allow us to take on new employees, new services, and new clients. We look forward to seeing the results of these efforts this year and beyond.

About Zoho Creator

Running a business is no easy feat, but we believe we can help. Rapidly build custom applications that are a perfect fit for your business, or choose from and modify our extensive range of pre-built apps. The best part? You don't have to be a programmer. Just sign up, pick a plan, and start building!

zoho.com/creator

We'd love to talk! Reach out to us:

hello@zohocreator.com

