

Prime Entry replaces home-grown bookkeeping software with a KashFlow cloud-based solution



CUSTOMER PROFILE

Kevin Whitehouse opened his practice - Prime Entry - in the late 1980s. Based in Gillingham, North Dorset, with a satellite office in Bournemouth, he works with business owners whose annual sales range from £50,000 to £4 million.

BUSINESS CHALLENGE

To find an effective replacement for a tried and tested in-house bookkeeping system.

SOLUTIONS USED

KashFlow
KashFlow Payroll
IRIS Accountancy Suite

For many years, Kevin Whitehouse offered his clients a bookkeeping system developed in-house, but he increasingly found that maintaining and supporting this software diverted resources from his core accountancy business.

He explains, "After twenty or so years, the software was pretty near perfect, but user issues did arise from time to time. As the software was installed on the client's own hardware, this usually meant having to get in the car to fix any problems on site. It was difficult to charge enough to cover the time spent, certainly not at our standard accountancy rates, and this had a knock-on effect on our profitability."

There was a further factor in Kevin's decision to move away from offering his own bookkeeping software: "Doing our clients' accounts and tax work meant collecting their hardcopy records and invariably there would be



Collaboration

KashFlow enhances the client-accountant partnership, with data continually flowing in from the client's business



Available anywhere

Online access makes it easy to work with clients in different countries and time zones



Connect with your clients

Accountants and their clients have shared, mobile access to business records



Integration

Data flows seamlessly from KashFlow bookkeeping software into IRIS Accounts Production



Time-saving

Eliminates the need for routine data-gathering meetings



Affordable

KashFlow Payroll decimates the cost of payroll processing

“KashFlow is really powerful. It offers so many time-saving tricks that any time invested in learning how to use it properly is recouped over and over again every month.”

errors, making it a frustrating and time-consuming process.”

The trend towards cloud applications offered Kevin an alternative route: “I could see that using solutions in the cloud had potential to eliminate these problems big time.”

With so much resting on the choice of new software, the selection process wasn’t undertaken lightly, as Kevin recalls, “Having developed my own software, I understand what goes on under the bonnet - and what can go wrong! I spent some months watching the market and reviewing online accounting software for small businesses, such as Sage and Xero.”

Ultimately, the decision went in favour of KashFlow: “I liked what I saw. Moreover, I’d been an IRIS customer for nearly twenty years, using a wide range of IRIS compliance products, so when the acquisition of KashFlow by IRIS was announced, this gave me further reassurance about the product and service quality I could expect.”

Giving clients visibility of their business

KashFlow supports Prime Entry in becoming clients’ business adviser, rather than their number cruncher. “It’s our role to help them to make more money by doing business better,” says Kevin.

He gives an example: “I see businesses struggling because the owners don’t focus on the money side and this is where KashFlow comes in. It gives them complete visibility of what they’re doing and where they may be going wrong. I recently had a client convinced that they were marking up their products by 20%. When I dropped the figures into KashFlow and pulled them up on-screen, I could show how their calculations were wrong and they were 4% out - on sales of £500,000.”

Seeing ROI every month

In recent years, Kevin has scaled back the size of his team and client base, and has built a more profitable practice in doing so. He now accepts clients only on application and they must meet certain criteria. He comments, “A Prime Entry client doesn’t have to be an IT expert but the number 1 criterion is a willingness to learn how to use tools like KashFlow.”

Kevin supports his clients with web-based video tutorials and webinars, both generic how-to videos and what Kevin terms ‘blueprints’, specific to the individual client. These videos build up into a useful resource bank that users can consult at any time.

Kevin says, “KashFlow is really powerful. It offers so many time-saving tricks that any time invested in learning how to use it properly is recouped over and over again every month.”

Kevin used to offer a payroll bureau service, but has also migrated clients over to KashFlow Payroll: “It doesn’t make sense for clients to pay us to process their payroll when they can do it themselves for a fraction of the cost using KashFlow Payroll.”

Kevin no longer has to spend time out on the road fixing software problems or collecting client records: “In contrast, I have just two or three targeted on-site meetings each month, which has freed up vast reserves of time within the practice.”

Distance no object

Kevin may be selective about which clients he accepts, but he has comprehensively extended the geographic range of his practice, as KashFlow is accessible via a mobile device: “I can attract clients running a UK business from all over the globe and that’s been a big advantage of using KashFlow. For instance, I’m just about to take on a client in New Zealand.”

He notes, “It’s the way of the world today, to expect to have access to your business records wherever you happen to be, and KashFlow fulfils this growing need. One client based in Liverpool kept up to date via KashFlow while on holiday in Africa. I used it myself to keep in touch while travelling in Arizona. Distance is genuinely no object.”

Kevin feels that KashFlow will help Prime Entry and its client base to handle whatever the future may bring as the compliance landscape changes: “We can take client’s data straight out of KashFlow and put it straight into IRIS Accounts Production, literally in seconds. The quality has improved, too, with our clients having nigh on perfect records. This means we are well positioned to respond to any requests for information from HMRC.”