

6 Partner Xero firm finds a winning formula



We have used AdvanceTrack® for a bit over 3 years now, and we have been pleased with the outcome.

Like so many new relationships, it takes a little while for both sides to understand clearly what each other wants and is able to give; in the early months we found that we had not explained clearly enough what our expectations were, which led to some misunderstandings.

However, in my opinion, the mark of a good business is not necessarily what goes awry, but how they deal with it once it has. In this respect, I cannot fault Vipul - he came promptly to our offices to listen to and understand our challenges, and since then, the process and outcomes have improved dramatically, and we now get good quality work in the format that we want from them. They are also very attuned to using IT to help make the process easier - we are avid users of Xero and Xero workpapers, and they are quite happy to work with us using this technology. Looking forward, I think Vipul has some great ideas on using Xero to help support us accountants, and I am keen to explore how we can do this better - once we are through our busy season!

In a sentence: they are a good bunch of guys, dedicated team, flexible, competent, and a good cost; a worthy additional resource for us which we use month in, month out. Try them.



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Managing Director of AdvanceTrack® Vipul Sheth explains reasons to outsource and how to choose an Outsourcing Provider • Pages 2-3



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Seamless Bookkeeping with AdvanceTrack®

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outsourcing

Reasons to outsource and how to choose an Outsourcing Provider

We understand that it is difficult to make a decision to outsource. There are many reasons that firms may choose to outsource, but there are usually more reasons not to.

The key reasons accountancy firms outsource are:

- | | |
|--|--|
| 1 Lack of good local staff to carry out work. | 4 Scalability. |
| 2 Reducing overall cost of delivering services. | 5 Obtaining access to best practice. |
| 3 Expanding the range of services available to clients e.g. providing a bookkeeping service that may not be cost-effective using local personnel. | 6 Moving the firm to a systems based delivery method. |

Key considerations when reviewing your outsourcing provider

Professional

Consider the professional background of the key personnel in the outsourcing organisation.

Are they professionally qualified accountants?

Is the outsourcing provider subject to external regulation by a professional organisation?

AdvanceTrack® is an ICAEW Member firm run and owned by UK Chartered Accountants.

Quality

Before outsourcing to an external provider, quality is always a major concern, particularly if a firm has either never tried outsourcing before or had a bad experience before.

As a business run by UK Chartered Accountants, Quality has always been at the core of the offering from **AdvanceTrack®**. The Quality systems employed within **AdvanceTrack®** manage a more consistent level of quality. These are then subject to external audit by BSI. **AdvanceTrack®** upgraded to the latest version of the ISO9001:2015 Quality standard in January 2016, within a few months of its release.

Security

Whilst Quality is clearly a concern, the one area that causes greatest anxiety to any professional firm is how the data is safeguarded in the new era of organised cybercrime.



There are a lot of risks of handing confidential data. Responsibility under the Data Protection Act always remains with the client firm. It is therefore extremely important that any outsourcing provider deploys strong protocols in managing confidential information.

We discuss systems later on, but these are critical for external independent review. Having an internationally recognised International Security Standard provides firms with greater confidence that there are strong protocols in place that reduce the possibility of data loss. The certification provides impartial evidence that **AdvanceTrack®** is following and exceeding industry best practices as part of a corporate governance program and has implemented a robust management framework regarding information security and quality.

AdvanceTrack® are certified to the latest Information Security Standard ISO27001:2013. They are the only major UK Accountancy Outsourcer holding the two latest International Quality and Security Standards.

Systems

We help analyse the process to migrate work, simplifying the process to keep your senior management input to a minimum. Supported by our UK office with ICAEW Chartered Accountants as part of your client management team, we reduce the costs of delivering a scalable outsourcing solution.

Our processes put qualified accountants at the centre of process migration, allied using robust secure technology providing a fully scalable solution to firms of all sizes.

Systems have always been centre stage at **AdvanceTrack®**, with such systems delivering job tracking as far back as 2006. **AdvanceTrack®** have constantly enhanced systems throughout. In 2017, **AdvanceTrack®** introduce enhanced systems fit for 2017 and beyond by rebuilding their platform.

These enhanced systems deliver seamless management of cloud bookkeeping and the full range of accounting and tax compliance services managed from any internet enabled device.

If you want to work with a forward thinking professional outsourcer who leads change, choose **AdvanceTrack®**.



“we reduce the costs of delivering a scalable outsourcing solution”



Vipul Sheth is a UK based ICAEW Chartered Accountant and Chartered Tax Advisor. Vipul trained with a regional UK firm before moving to Ernst & Young and KPMG.

Vipul is Founder and Managing Director of **AdvanceTrack®** Outsourcing, a UK Headquartered Accountancy Outsourcing Company with offshore operational centres, delivering services around the globe. **AdvanceTrack®** is an ICAEW Member Firm audited by BSI in the UK for ISO9001:2015 (Quality Management) and ISO27001:2013 (Information Security Management). **AdvanceTrack®** remain currently the only major accountancy outsourcer certified for both of the latest International Quality and Security Standards.

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