

Solutions

Winter 2017

www.solutionsforaccounting.co.uk

sage Live

...IS HERE

Solutions are proud to announce that we are the first Sage Partner in the UK to be signed up for the Ignite Programme selling Sage Live software!

Sage Live is a fully integrated, complete business management and accounting solution bringing CRM, accounting and financial data together allowing you to experience one office in the cloud.

Having one business management solution which is fully integrated with Salesforce and on the Salesforce platform enables your business to benefit from a combined real-time information source which is highly customisable, mobile and allows you to work anywhere, anytime on the cloud.

With Sage Live you can have multiple options for managing your financials in addition to real-time, easy-to-use dashboards.

Sage Live is designed to eradicate low-value tasks within your company. It is mobile first, social and accessible regardless of your location on the cloud, allowing small and medium sized businesses to achieve their corporate goals by delivering accurate, real-time information from their business-essential apps in one solution.

Real-time:

Analyse up-to-date client data, KPIs and metrics straight away using live dashboards. Use multi-dimensional streams to track your business performance in the way that works for your business.

Connected:

Replace your disconnected resources, desktop software and single-function business apps with this easy-to-use integrated solution.

Collaborative:

Improve collaboration and speed up decision making in your company by chatter posting and real-time newsfeeds.

What can Sage Live do for you?

- A single view of your business
- Multi-dimensional general ledger
- Personalise to suit your business
- Real-time decision making
- A new way of working
- Global accounting

Contact Solutions today on 0115 840 5075 or email enquiries@solutionsforaccounting.co.uk to

Welcome to our first newsletter of 2017!



This issue focuses on growth and change within both Solutions, and how we can help your ever-changing business. Businesses are always changing, and so is software.

The Winter issue focuses on software launches and migration, how to make the most of your email marketing, recent partnerships, as well as events and awards. There is also a key focus on the very exciting launch of Sage Live - a new cloud based accounting and CRM system for SME's, of which, we are the first partner of Sage's Ignite programme.

Solutions continue to be going through an exciting expansion period with some new additions to the team and are still hiring.

Solutions Showcase 2016 was a huge success with both current and prospective customer travelling near and far to attend our annual event. We were also proud sponsors of two local award ceremonies, of which we supported 'Nottingham Ice Hockey Player of the Year' and 'Bright Young Thing U18' categories.

We hope you find the newsletter helpful and interesting and if you have any feedback, please do not hesitate to contact me directly. I would love to hear your thoughts.

Bethan Wright

Marketing Manager
bethanw@solutionsforaccounting.co.uk

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We wish you all the very best in business for the new year

Refer a friend



If you are pleased with the service you receive/ have received from Solutions and refer a friend who proceeds to join our customer community, we will reward you with a referral fee that reflects the value of the sale.

Word of mouth is the best marketing for our company, so it is only fair you get a reward!

*T&Cs apply - see our website for more details.

Newest members of team Solutions



David Nunley

David joined Solutions in September in the Support team as an Apprentice Support Technician, helping out with daily enquiries. Prior to Solutions David attended a local school studying Physics, Chemistry, RE and Computing.

David said "I have been interested in anything to do with computing and software for a long time so being able to work and learn at the same time is perfect for me. I learn a lot quicker when I am able to be hands on, so getting stuck into the work of a software support technician is a challenge but I am learning quickly. Everyone is being so friendly and helpful too."

George joined our Support team in October, primarily focusing on Sage 50 and Act! enquiries. Prior to working at Solutions, George was at a local school studying ICT, Maths and English and is now really looking forward to learning more about Solutions and how the company works, along with training in Sage and Swiftpage software.

George said "I am really excited to have joined the Support team at Solutions and am enjoying learning as I work. Everyone at Solutions has been very warm and welcoming and I am looking forward to learning more about the company and what working in the support team entails."



George Dennis

Andrea joined the Solutions Support team in November 2016 as Support Desk Coordinator. Her role involves being the first port of call for all support enquiries and ensuring they get dealt with by the correct member of the team and in a timely manner.

Before her time at Solutions, Andrea was the Assistant Manager for a wholesale company supplying florists in Nottingham.



Andrea Thornton

Promotion:

Many of you will know Gregor who joined the Solutions Support team in 2011. Gregor started off supporting Sage 50 Accounts and has gradually taken on more products including Act!, Sage 200, Spindle, Credit Hound, and Manufacturing and progressed onto more complex issues such as writing SQL scripts to fix data corruption and writing custom reports. There isn't a product we support that Gregor doesn't know!

Gregor has now, deservedly, been given a promotion to 'Support Supervisor' and has therefore taken on more of an advisory role, assisting and training our growing number of apprentices and Junior Support Technicians.



Gregor Imrie

Email Marketing



In the post-Brexit economy, businesses will need to be more creative in the way they manage customer relationships. Whether client retention or new business is the goal, the battle ground is likely to be customer service.

In forward looking businesses therefore, we see a keen focus on improving communications and making customer interactions more valuable. Social media plays an increasingly important role in this endeavour, but with an estimated 4 billion email accounts globally (growing at 6% per annum) and 75 trillion emails sent each year, email is still the unassailable communication channel of choice for most of us.

It is important to recognise that as a society, we are engaging more frequently with a broader variety of 'digital' communications technologies, especially in the mobile environment. Immediately available and reliable high-speed global networks have enabled significant growth in the adoption of Social platforms, digital telephony and video conferencing as critical business tools.

Email has also flourished in this connected universe with huge growth in usage. It has become an even more potent tool; inspiring research, facilitating selection and validating decision making.

Marketers have at their disposal a broad array of communication channels – more today than at any time in history, and the list is growing. Which tools we choose to use will depend upon the culture of our target environments, the nature of our relationships, the way we (and our clients) like to do business and the capabilities and resources that we have.

Rather than making a choice to adopt a particular technology and abandoning all others, the 'smart marketer' selects channels that may be used to complement each other.

For example, it is a fact that in many businesses the most effective communication tools (that drive revenue) are more traditional. These might include telemarketing and direct mail but whilst effective, these are expensive mechanisms. In these circumstances, businesses may employ email marketing to prequalify direct mail recipients or telemarketing targets. This allows them to re-focus upon those who have opened emails and clicked links, thereby confirming some level of interest as part of a prequalification process.

It might be that a business wishes to extend their reach via social channels, but does not have the social infrastructure in place. Simple social sharing buttons on emails can empower recipients to 'share' the business's email content through their own social channels. In effect, those who employ modern email marketing tools may take advantage of the incredible viral power of Twitter (for example) without even having their own Twitter account!

Email is massive, and it isn't going to go away soon. An issue we face however, is that much of the email flying around in the ether is unwanted. It ranges from sales communications and newsletters (to which recipients are indifferent) to undesirable, unsolicited spam! Our challenge as email marketers, is to differentiate ourselves from spammers. We need to present a carefully constructed and valuable message, targeted to an appropriate community of recipients. It must be personalised for relevance with a genuine and achievable outcome that is satisfying to both sender and receiver.

We must also recognise the behaviours of those with whom we would wish to engage. How do they manage email? What devices and email clients do they use? With what means of response mechanism are they most likely to be comfortable? It is also important to understand the importance of measurement for ultimate success with email marketing comes only when campaign results are used to 'inform' future broadcasts.

Certainly, there are a number of considerations. However, the array of low cost (or no cost) easy-to-use email marketing tools available to SMEs means that with some careful thought and planning, any business can use email to help change the nature of customer relationships.

The keys to success with email marketing is understanding, planning and measuring. Adopters of the medium need to understand the technological landscape of email marketing, whilst at the same time appreciating the psychological responses of email recipients. Objectives need to be determined and plans put in place with clearly identified success metrics. It sounds complicated, but really it isn't. With a little careful thought and planning, outstanding results can be achieved.

At Solutions for Accounting, we offer our clients the technical training and 'best practice' education to help them embrace email marketing as an integrated component without our CRM systems. With this knowledge, the outcomes can be transformational.

Contact Solutions today on [0115 840 5075](tel:01158405075) or email enquiries@solutionsforaccounting.co.uk

Sage 'Online/
Subscription Partner of
the Year' Award winners



On 21st November, Solutions for Accounting were crowned 'Online/ Subscription Partner of the Year' by Sage. As I'm sure you can imagine - we are thrilled!

The awards were hosted by Sage to recognise partners who have gone the extra mile during the year and also act as an opportunity to thank them for their contribution.

The ceremony held at the prestigious Sage Gateshead music venue in the North East was attended by more than 60 of the country's leading software developers and IT firms from throughout the UK.

Gary Boyes, Sage UK and Ireland Partner Channel Director, said: "As the champion of Small & Medium Businesses, we are committed to supporting the business builders throughout the UK and enabling them to be as successful as they can be. Working with partners who share that vision and dedication to support customers is key to delivering what they need.

"Our partnership with Solutions for Accounting is a great example of this and I'm delighted to award them the 'Online/ Subscription Partner of the Year' award. The passion and enthusiasm displayed emulates Sage's own values perfectly."

SOLUTIONS SHOWCASE 2016 - A RACING SUCCESS



The 10th anniversary of our Solutions Showcase proved to be a huge success with many current and prospective customers travelling from near and far to attend our event at a carefully selected location, Nottingham Racecourse. The wide variety of seminar topics and exhibitors, received good feedback from attendees who were more than happy with the large assortment of products and topics being covered.

In-keeping with the location of this year's Showcase event, it was only right to have some racing-related activities throughout the day. The racing films and tickets were a triumph with many attendees winning a bottle of the bubbly variety (what's not to love?)

Seminars taken were held by Sage and Solutions as well as our trusted suppliers with add-ons for Sage products including Draycir, Datalinx, Orbis, and Pan intelligence as well as our friends at Purpose Media (a marketing/ web agency).

Over 150 delegates and exhibitors attended the event which this year had the appropriate theme 'Race ahead of the competition with integrated software'. The seminar topics for the day all had integration at the forefront of their presentations.

The day ended with a prize draw, of which the gifts had kindly been donated by our exhibitors. Prizes consisted of an iwatch, ipad, Samsung tables, luxury hampers and bottles of champagne, needless to say, we had some very happy winners.

Iain Barker, MD at Solutions said "The day has been a huge success and we are incredibly pleased with today's turnout. We enjoy hosting our annual Showcase event and are so pleased that customers, both new and old, keep attending and seeing what Solutions are up to next. Customer service is a huge part of what Solutions is about and making our customers feel that they are well looked after and kept up to date with the latest product releases and features is vital to how we run the business.

"Our 10th Showcase has run smoothly and we have received lots of positive feedback already. A lot of hard work went into the organising of this event and we are glad to see that attendees are making the most of having team Solutions and our trusted business partners in one place."

Now that Solutions Showcase 2016 is out of the way – we can put our feet up?

...No chance! Now to start thinking about Solutions Showcase 2017!

PROTEAN PARTNERSHIP

SOFTWARE FOR THE SERVICE INDUSTRY



Solutions for Accounting and Protean Software have teamed up to provide our clients with integrated solutions that allow them to work smarter, increase productivity and make more accurate future forecasts.

Protean are market leading providers of Service Management Software for companies in the equipment supply, installation, maintenance and hire industries. In addition to streamlining your business processes, Protean also fully integrates with Sage accounting software. The resulting consolidation of business insights provides clients with a clear blueprint that can help them to accomplish their business objectives.

Protean Software unshackles you from the high levels of paperwork and inefficient processes involved in running a complex service operation.

The benefits of a Protean and Sage 200 link:

Eliminate duplicate data entry – By importing suppliers and customers into Protean, double entry of contact information is eliminated, thus saving time and avoiding a difference in data-entry between the two systems. Additionally, a link between systems is automatically established meaning that if you have customers in your Protean software that aren't present in your accounting solution then they will be created in Sage to match. This ensures that your data is always accurate.

Get a 360° view of accurate supplier and customer data – By linking your Protean and Sage software you can have a snapshot view of the customer's status. You can see balance due information to determine the customer's standing, credit limits and whether they are on stop. You can set credit limit and on stop warnings seamlessly within Protean.

Maximise productivity – In addition to contact and customer information only needing to be entered into Protean once (since the data is automatically transferred to your Sage software), all the key accounting information can easily be accessed by sales staff, who would otherwise need to chase the accounts department for credit history. Moreover, time is saved by not having to constantly switch between your Protean and accounting solutions.

Easier updates – Synchronisation between Protean and Sage means that your supplier and customer information is always up to date, in both systems with no modifications by users required.

Furthermore you get to decide on the direction of each update – Protean to Sage, Sage to Protean, or both. All integration between the two applications can be automated and managed by the Protean Scheduler, allowing it to run itself upon configuration.

Take action using real-time information – With up to date information in both databases your customer facing team has the ability to take immediate action. While you're on the phone with a customer; estimates, jobs, sales orders or invoices can be created easily in Protean. Thereafter these transactions will automatically be sent to Sage.

Business intelligence – In-depth transaction data is sent to the Sage sales ledger, purchase ledger and nominal ledger for full reporting within Sage itself. This enables users to gain an insight into past trends and also put them in a better position to make more accurate future forecasts.

Cost savings – Through the implementation of an accounting link, you effectively save money on purchasing additional accounting software licenses as well as implementation costs. No extra installation is necessary due to the fact that the link is part of the client application, which makes it available to all Protean users without the need to buy extra licenses.

Streamlined account set up – Many businesses have a system whereby the customer appears in CRM first (as a lead or an opportunity) and then at a later stage (once an account is requested or the first sale made) they need to be sent to the accounting system. By linking Protean to Sage, the transfer can be automated, which means not having to wait on accounts and no need to give the sales team access to your accounting software.

For more information about **Protean Software** or to arrange a demonstration contact us today on 0115 840 5075 or email enquiries@solutionsforaccounting.co.uk

NOTTINGHAM POST HEROES & SPORTS AWARDS



In October Solutions attended both the Nottingham Post Heroes Awards, where we sponsored the 'Bright Young Thing U18' category, and the Nottingham Sports Awards sponsoring 'Nottingham Ice Hockey player of the year'. They were fantastic evenings filled with champagne, glamour and local stars giving the hard working local community in Nottingham a chance for some well-deserved praise and recognition.

Solutions were proud to be sponsoring the 'Nottingham Ice Hockey Player of the year' category, a category that felt appropriate due to our long standing affiliation with ice hockey in Nottingham. Having sponsored the Nottingham Panthers for 16 years and the Nottingham Lions for 3 years, we were so proud to sponsor and present an award for a sport so close to our hearts.

Solutions Director, Will Ingleby, presented the 'Nottingham Ice Hockey player of the year' award to winner, Evan Mosey, along with Nottingham Panthers coach Corey Neilson.

Solutions were also proud sponsors of the 'Bright Young Thing (U18)' category which had some fantastic nominees. The deserved winner of the category, Jessica Urquhart, has achieved great success in not one, but two sports. She trains with team GB speed skating squad and is first in her age group, having won three relay British records and getting a coveted qualifying spot at the European Super Finals.

"We are so proud to be sponsoring these awards, and these categories in particular. 'Bright Young Thing' is a category close to our heart as, at Solutions, we are keen on giving young people great opportunities. We work closely with local schools and colleges to recruit apprentices and give them opportunities in software support and software development with lots of training and career progression. We were also thrilled to sponsor the 'Nottingham Ice Hockey Player of the year' award. At Solutions we have many avid fans of the local teams and are more than aware how fortunate we are in Nottingham to have such an incredible ice arena. Many other cities don't have the fabulous facilities that we do here and it is important that we don't take it for granted." Will Ingleby, Director at Solutions.

They were fabulous evenings, surrounded by local businesses sponsoring categories and nominees and their families who have proved they are super heroes. We take our hats off to each and every one of them.

Meet Jess Clark, Administration Assistant



Jess joined Solutions in August 2014 on an administration apprenticeship after leaving School. In the summer of 2015, Jess completed her apprenticeship and is now a valued member of the accounts and admin department. On a typical day Jess regularly liaises with customers, works with contracts and software licences as well as ensuring our accounts are up to date.

What is your favourite part about working at Solutions for Accounting?

The team are so friendly and there is a really positive atmosphere within the office, which makes it a really enjoyable environment to work in.

Tell us about yourself...

I am really interested in fashion, travelling and experiencing different cultures.

What is your favourite film?

You can't beat a good chick flick! Anything girly, with a bit of comedy.

What is your ideal job other than the one you have?

I would love to work in the fashion industry.

Do you have a bucket list?

My goal is to travel as much as I can. I am itching to see the world as much as possible.

What is your favourite holiday destination?

I love California. The laid-back beach lifestyle is something I could definitely get used to.

Solutions Sponsorship -
GB Ice Hockey player,
Lucy Kendall



Solutions are proud to announce our latest sponsorship. Lucy Kendall has been representing Nottingham Ice Hockey Club since she was 12 years old and now plays full-contact men's ice hockey as well as international level games.

A lady of many talents, Lucy is also an English Ice Hockey Association (EIHA) coach, coaching young athletes from the age of 4 up to a senior level. She also works for the EIHA as a referee, traveling the country most weekends to officiate games from under 9's to NIHL1 senior games.

Lucy has recently been selected to be part of the Great Britain Women's University Team who are taking part in the World Winter Games in Almaty, Kazakhstan where she will be representing not only Nottingham Trent University, but BUCS (British University & College Sport) and Great Britain. These games are perceived as the University Winter Olympics, they only happen every 4 years, with many different sports competing. The event is also recognised by the Queen.

Lucy will be flying out to Kazakhstan on 25th January 2017 with her GB team mates to play the following games:

28th January – GB vs Kazakhstan
30th January – GB vs Canada
1st February - GB vs China

We wish Lucy the best of luck in Kazakhstan!

SPINDLE DOCUMENT MANAGEMENT RELEASE

Draycir recently released Spindle Document Management for Sage 200, consolidating the acclaimed and previously separate products – Spindle Document Distribution (formerly named Spindle Professional) and Spindle Document Capture – into one solution.

In the modern business landscape, where organisations can amass documents by the thousands, it is essential to have a comprehensive document management solution that provides complete control of your documents in Sage 200.

With the newly released Spindle Document Management you can...

Wave goodbye to:

- The risk of human error when processing, sending, receiving and filing documents.
- Manual processes that consume valuable time.
- The risk of loss or missing documents.
- The duplication of documents and task repetition.
- Unnecessary labour, stationery, postage and storage expenses.

And say hello to:

- Communications and documents created using real-time data from Sage 200.
- Faster delivery of documents as well as file retrieval.
- Compliance with HMRC including digital document storage and delivery.
- Seamless integration with Sage 200.
- Rapid return on investment.

The most significant benefits of the new amalgamated solutions are:

Distribute outgoing documents

The ability to manage outbound document distribution electronically minimises the time spent on processing paperwork, while also ensuring that your communications are delivered to the correct recipients at the desired time.

Capture incoming documents

The capacity to capture incoming documents reduces your workload and ensures that your business critical documents are invariably on hand. All incoming documents are scanned, imported and archived using Spindle Document Capture, which works seamlessly with Sage 200. Each captured document is then linked to a relevant Sage 200 entry, giving your team secure, on-demand access to documents.

View documents in Sage200

The organised administration of your business documentation maximises efficiency through the provision of secure access to all your documents as and when they are required leading to improved customer service. All captured documents can be viewed directly in Sage 200.

Capture documents on the move

A mobile phone facility gives users the power to capture documents on the go. The captured documents can quickly and easily be sent back to the office via 3G, 4G or a wi-fi connection. The document capture application is available for both Android and iOS devices to help send signed delivery notes and related expenses back to the office, whilst on the job – among other benefits.

Contact Solutions today on 0115 840 5075 or enquiries@solutionsforaccounting.co.uk for more information.

CASE STUDY

Sage 200 and Protean Software Integration



“Expert advice provided by Solutions for Accounting has enabled us to get maximum value from Sage.”

Phil Marsden, Financial Director at Morris Vermaport

Morris Vermaport has been around since 1979 selling shopping cart escalators and has now added design, installation, refurbishment and maintenance of lifts to its portfolio of services. From its headquarters in Nottingham its 84 employees service clients from Scarborough down to London.

The company has experienced strong growth. This year alone Morris Vermaport has put 30% growth on its year to date order values.

The challenge

Today customers expect communication and results much faster than ever before. As a result, companies that are slow to react are in danger of being left behind. Morris Vermaport currently addresses these challenges with market leading field service management and accountancy software provided by Protean Software and Solutions for Accounting.

Financial Director Phil Marsden said:

“Our Protean Software solution is integrated into Sage 200. Protean Software shows me all the profitability and all of the analysis I could ever think of. From a service perspective Protean Software is perfect. The data capture is brilliant and we have access to a full audit trail of everything we can ever think of.”

Elsewhere Morris Vermaport uses Sage business partner Solutions for Accounting for support services.

Phil said: “Solutions for Accounting help us to make Sage 200 work better for us. We rely on their knowledge and expertise to tailor Sage perfectly to fit our growing business needs. They enable us to focus on running our business instead of wasting time figuring out software issues.

“The more we learn about Protean Software and Sage, the more we learn about how they can improve our business. Protean is our primary piece of software, we run everything on it. It’s a system that captures all of our data, right from the initial opportunity stage, through to the opportunity of being quoted. We then progress it through to the order being received and create

jobs. Opportunities and jobs all link together on a single job number and we are provided with a full audit trail.”

Efficiency of customer service

“Protean Software allows us to operate on a live basis. We know where our men are, we know what jobs they are on. We know what tasks they carry out and we know the exact status of all of our jobs at any given time,” said Phil. “This means we can manage more opportunities. We can manage more jobs concurrently and therefore structure a day more efficiently.”

Expert advice and bespoke consultancy

“Expert advice provided by Solutions for Accounting has enabled us to get maximum value from Sage,” said Phil “This has benefited us enormously in terms of staff productivity. We won’t waste a day’s time on an issue that Solutions for Accounting can do in an hour.”

How business partnership is providing a solution to the data challenge

The partnership between Protean Software and Solutions for Accounting brings together their business insights, providing their clients with a clear blueprint to help them achieve their business goals.

For Morris Vermaport this means having the ability to:

- Connect the dots and shape their data into meaningful reports.
- Arrive at solutions in less time and avoid duplication of effort.
- Leverage data to enhance strategic thinking and organisational capability.

Learn more

To learn more about how Protean Software can help your business and the benefits of being integrated with Sage 200 accounting software, contact Solutions today on 0115 840 5075 or email enquiries@solutionsforaccounting.co.uk