



# Armstrong Watson secures productivity gains of 90% following strategic partnership with AutoEntry

## Overview

Armstrong Watson is a leading accountancy practice based across the North of England and Scotland, offering a full range of services including payroll, RRI, financial planning and corporate finance.

Armstrong Watson faced operational challenges and time constraints relating to bookkeeping data entry of paper documents, including bank and credit card statements, receipts and invoices. In order to address these issues, Armstrong Watson partnered with AutoEntry. Since adopting the solution, Armstrong Watson has been able to systemise its bookkeeping processes, whilst significantly increasing productivity.

## Automating its bookkeeping practice

Before automating its bookkeeping function, Armstrong Watson had been challenged in creating sets of accounts and tax returns for its 2,000

bookkeeping clients. The company receives more than 30,000 pages of bank statements, purchase and sales invoices each year which required thousands of hours to process by hand.

To address this, Armstrong Watson decided to automate its processes and following a marketplace review it chose AutoEntry by OCREX in 2017.

Toby Woodhead, solution architect at Armstrong Watson comments, "Before AutoEntry, we had over a 100 people spending hours each week to manually upload data for our bookkeeping clients, which was an impractical use of resource in the long term. We already knew OCREX and trusted the quality of its solutions, which led us to select AutoEntry in order to fulfil our long-term objectives. Since implementing the solution, we've driven productivity by almost 90 per cent when processing bookkeeping data entry - an incredible time saving which we can reinvest back into the business."

## AutoEntry as a strategic business partner

Armstrong Watson wanted to systemise the back office in order to streamline services, whilst improving the quality of its data capture. By leveraging artificial intelligence (AI) and optical character recognition (OCR) technology, AutoEntry eliminates instances of human error arising from manual data entry, accurately extracting data from invoices, receipts, credit notes, purchase orders and more, before posting it into a given accounting solution.

Tony Woodhead remarks, "We wanted to standardise our bookkeeping processes and improve the accuracy of our client's data through automation, so our employees could focus more time analysing the numbers, rather than aggregating them. AutoEntry understands this both as a service provider and strategic business partner, supplying us with the technological support and functionality needed for us to achieve our goals."



When choosing a new solution provider, AutoEntry stood out above the competition and we're delighted with the business benefits secured since its deployment. The quality of the software is exceptional and critically, the platform can flex to accommodate fluctuating workloads without compromising on speed, or quality of the data yielded. For us, AutoEntry is more than a bookkeeping solution, the company is a valued business partner and we look forward to generating further efficiencies with them in the future."

- TOBY WOODHEAD, SOLUTION ARCHITECT, ARMSTRONG WATSON

### Driving efficiencies across the business

Armstrong Watson benefits daily from the intelligent suite of features uniquely offered by AutoEntry. For instance, data capture from scanned and photographed images of bank and credit card statements, as well as invoices, receipts, expenses, bills and other paper documents. When working with clients within agriculture or hospitality, the company can leverage the full line item capture function, which uploads the description, unit price and quantity of each line, so a user can accurately assess their VAT balance. Elsewhere, the system can sync captured invoices to matching open purchase orders as and when needed.

Armstrong Watson is Xero's largest UK partner and AutoEntry enables users to post bookkeeping data directly into Xero, integrating seamlessly with the platform as well as other leading accounting solutions. Once AutoEntry has posted the data, it creates digital records so the company no longer needs to keep large quantities of paper

documents in the office, with client data stored securely in the cloud. As AutoEntry is available as a web or mobile app, it helps keep those customers based in more rural locations connected, enabling them to scan invoices remotely with their handheld device.

### Preparing for MTD

With the digitisation of the UK tax system through HMRC's 'Making Tax Digital' expected to come into effect over the next few years, Armstrong Watson is keeping ahead of these changes, preparing its clients through personalised consultation and training programmes as needed. As AutoEntry is fully compliant with HMRC's forthcoming legislation, it will play a key role in supporting Armstrong Watson during this transition.

Toby Woodhead comments, "We believe MTD will force tax administration to become more efficient, and will give our customers increased visibility into their accounts throughout the year, which will help us identify how they can become

more profitable. We expect a surge of new clients as we approach the deadline, and AutoEntry will be key in helping us support this new business. As AutoEntry is so simple to use, we'll also be encouraging customers to use the solution themselves when scanning documents and filing quarterly reports."

### Moving forward

Armstrong Watson will continue to digitise services in order to secure heightened business efficiencies and superior customer experiences.

Toby Woodhead sums up, "Technology is disrupting the industry and driving innovation, and in response, we'll look to further automate administrative and compliance functions in order to provide the best advisory services and digital experiences possible for our customers. AutoEntry will continue to help us achieve these goals as a core component of our IT infrastructure and a valued business partner in the years ahead." ■