



Connolly Accountants drives significant business efficiencies with AutoEntry

OVERVIEW

Connolly Accountants offers a range of services including cloud accounting, bookkeeping, payroll and audit & assurance. With offices in Milton Keynes and Brackley, Connolly Accountants is known for its personalised and strategic consultation, delivered by its team of expert advisors.

Connolly Accountants is a forward looking practice and an early adopter of cloud computing and digital accounting. The firm partnered with AutoEntry to specifically eliminate manual bookkeeping data entry, and since deployment, the practice has seen time savings in excess of 25 per cent. Connolly Accountants will continue to leverage AutoEntry to support its continued growth and in preparation for the launch of HMRC's 'Making Tax Digital'.

A DIGITAL-FIRST STRATEGY

Connolly Accountants has operated from the cloud since the launch of the

practice in 2004. With a digital-first strategy at the heart of operations, the practice quickly recognised the inherent benefits offered through cloud computing, such as enhanced operational flexibility and the reduction of IT overheads.

Connolly Accountants had already deployed a range of cloud-based accounting solutions to serve its customers, including Xero, Sage, Quickbooks, KashFlow, FreeAgent and FuseMetrix. However the company had not yet automated manual data entry for its bookkeeping services. Whilst its accounting team had developed an in-house tool in the interim, the firm needed a more functional long-term solution, and one which could seamlessly integrate with its existing cloud accounting platforms. Following a market review, the company first deployed OCREX solution AutoRec in 2012, later migrating to its flagship product AutoEntry in January of 2017.

Declan Connolly, Director, Connolly Accountants comments, "We first met the AutoEntry team at the 2020 Innovation conference in Birmingham, where we were given a demo of the software. We were so impressed with the quality of the product, above and beyond competitor solutions, we signed up in the following weeks and we haven't looked back since."

GAINING A COMPETITIVE EDGE

Before AutoEntry, Connolly Accountants was challenged in meeting the demands of traditional bookkeeping and manual data entry, which was significantly impacting their productivity. By incorporating AutoEntry into its IT infrastructure, Connolly Accountants has since automated this function, meaning employees no longer have to type up data from paper documents, saving the company upwards of 25 per cent in time.

Declan Connolly adds, "Bookkeeping is a significant portion of our business and



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“Here at Connolly Accountants, we can't recommend AutoEntry highly enough. The software is so versatile and functional, it's been instrumental in allowing us to scale our bookkeeping services. Delivered at reasonable rates, and with an excellent customer service team, AutoEntry is frankly the only solution businesses should consider when looking to automate bookkeeping data entry.”

DECLAN CONNOLLY, DIRECTOR, CONNOLLY ACCOUNTANTS

now with AutoEntry, we're able to reabsorb this saved resource by taking on more clients. Providing excellent customer service is a top priority for us, and with AutoEntry, clients get their accounts prepared faster. We've eliminated any instances of human error arising from manual data entry and with the time saved our employees can also focus on more strategic lines of business and in generating new revenue streams - a win-win for everyone.”

WORKING SMARTER

Connolly Accountants benefits daily from the intelligent 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. For accounts production, and when processing fixed assets, the company leverages the full line item capture function, which uploads the description, unit price and

quantity for each line. Elsewhere, the system can sync captured invoices with open purchase orders as and when needed. Once AutoEntry has posted the data into a given accounting solution, it acts as an online filing cabinet, storing documents in the cloud, retrievable at the touch of a button.

Declan Connolly says, “AutoEntry provides us with a level of support that has far exceeded our expectations. We love that we have digital records that we can access remotely, meaning that we no longer have to store reams of paper documents in the office. Having data stored in the cloud increases visibility for our customers as well, and speeds up processes such as VAT inspections, allowing them to easily access their data via their desktop or mobile device.”

PREPARING FOR MTD WITH AUTOENTRY

With the digitisation of the UK tax

system through HMRC's 'Making Tax Digital' expected to come into effect over the next few years, AutoEntry will be a key in supporting Connolly Accountants through these changes.

Declan Connolly remarks, “We welcome 'Making Tax Digital' and consider the legislation to represent positive change, in terms of making tax administration more efficient and in giving businesses greater visibility into their accounts throughout the year. In the run up to its introduction, we're converting all remaining clients to the cloud, and we will continue to leverage AutoEntry to streamline this transition.”

LOOKING AHEAD

Growing steadily, Connolly Accountants will continue to digitalise back office services and expand its bookkeeping offering. The company will rely on AutoEntry as it grows, with the solution flexed as required to support ongoing expansion. ■