



Inform Direct delivers company secretarial in under half the time

The objective to become a totally digital accountancy practice from the outset is reaping rewards for Gains Accountants as it progresses in its successful development plans.

A pivotal part of this strategy has been harnessing the best software on the market including Inform Direct, which Gains Accountants uses to provide the practice's company secretarial service to clients, delivering time savings of more than 50%.

Best of breed

Gains Accountants was established several years ago by Phool Ashraf and Ashraf Tariq, who with their team of six are now based in offices on the Olympic Park in East London.

The firm employs a strong emphasis on advisory services to enable clients to streamline operations, improve performance and cash flow and drive business expansion, with a specialist service for the food and beverage sector.

Business tax and compliance services, including company secretarial, also form a part of the service offered.

Embedding 'best of breed' software right at the start has enabled the practice to provide the best possible service to clients, as well as maximising productivity through automation.

Saving time

When it came to choosing software for company secretarial, Phool immediately turned to Inform Direct which she had used in a previous role. Since making that choice, she has appreciated the new enhancements regularly introduced in response to changing requirements.

"Inform Direct is always looking ahead to see what we as accountants need to deliver to our clients", she says. "With such fast moving legislative and other changes, our software needs to provide solutions and Inform Direct does just that.

"With our totally digital vision, we wanted to set ourselves apart from our competitors and were confident that integrating Inform Direct with its forward-looking approach into our practice workflow would work.

"Five of our team have been trained to use it to manage our clients' confirmation statements, share transfers and allotments and changes to directors and PSCs. We have also found it great for forming new companies and managing dividend payments, as well as complex share transactions such as the subdivision of shares. Everyone agrees that Inform Direct is easy to navigate, straightforward and logical throughout and saves us a significant amount of time.

"Every process is tailored to guide us through efficiently – and to avoid making errors that would need to be re-worked later on. We can reuse client data, and there are lots of options to automate steps and customise processes to fit our working patterns.

"Inform Direct is our comprehensive tool for company secretarial work. It's designed to handle all the transactions we might come across, and not just in submitting filings – but supporting us more widely in producing all the compliant documentation a client might expect and easily keeping company registers up to date. All the information is available for us, and to export for clients, at the touch of a button."

An effective partnership

The practice has implemented a three-stage business model to help its client base through the different stages of the company lifecycle, from start-ups and setting up a structure, through to streamlining processes and then leveraging and growing.

In this way the team is working in close partnership with its clients to deliver advice at each stage, including seeking new investment if needed and helping introduce technology to enable them to work smarter and more efficiently.

"Central to our own strategy is working closely with trusted suppliers who understand what we are trying to achieve and themselves are looking ahead and anticipating what we will need," Phool adds.

"Inform Direct is one of these valued partners and in addition to great company secretarial software, we know we have the support of its excellent team who are there should we need guidance or help to maximise our use of the software. By saving 50% of practice time on company secretarial tasks frees us up to add value to clients and focus on winning business."