



## Case Study: Beacon Asset Management



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sales and the administrative  
process.

Adapt to survive! Given market conditions all IFA's need to adapt a strategy to survive, Beacon Asset Management's philosophy of putting the client at the centre of it's proposition has proven and continues to be extremely successful. However, failure to acknowledge that we live in an ever changing environment is not an option for any successful practice. Our strategy will be the same as many other firms - increase pre-tax profit, improve operational effectiveness and create greater embedded value. Our plan is to deliver strategic and operational enhancements to provide ongoing service to existing client's, increase product penetration and improve functional performance, together with the expansion of our client base.

Executing this plan will drive up revenue and profit. Key to this is our investment in systems.

Previously Beacon Asset Management used 1st Software to process and track all new and existing business. This software was originally set up as a back office system. Whilst some development of the software had been seen, this was not moving at the same pace as our regulatory and client landscape.

The limitations of the software highlighted that it was unsuitable as a front office tool. The data contained within the software was unreliable due to its complexity of use, which resulted in inaccurate/insufficient data.

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Dave Holly, Operations  
Manager at Beacon Asset  
Management, says:

“IntelliFlo with their  
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has proven to be today.”

Management information was therefore insufficient for our business needs.

There were only 2 options available:

1. Continue with the inadequacies of current system or;
2. Implement alternate system

On balance and in light of regulatory changes together with the need to effectively manage the sales process option 2 was the only way forward.

IntelliFlo was fully assessed and considered fit for purpose, being more client centric and providing reporting tools that could assist in both the sales and the administrative process. Accuracy of data has dramatically improved and reporting is far more efficient and accessible. The system provides full visibility of tasks and allows excellent monitoring of compliance which fully supports our client contact strategies. As a hosted online system Intelligent Office requires less IT support than our previous system and provides improved remote working access. The system is designed to encourage the user to enter data in a specified way with standardised documents and procedures (known as life cycles) ensuring increased accuracy is consistently delivered.

### Benefits achieved to date:

#### Productivity

- Processing time for complex valuations reduced from 1.5 days to 1.5 hours
- Client reports produced instantly
- System automation and implemented processes have increased accuracy
- Document management functionality with version controls
- Effective Management Information reports
- Automated daily price feed
- EDI commissions processing time reduced from days to minutes
- Month End procedures are run effectively and quicker than before

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### Accuracy

- Drop down choices have standardised the input of new information
- A standard suite of letters have been uploaded and are in place
- Standardised workflow has replaced many manual processes.

### Training & Competence Controls

- Improved controls for new joiners
- Increased monitoring controls for compliance, bespoke and tailored
- Full audit trail is in place

### IT Support

- Intelliflo provide improved application support
- Increased accessibility for remote working
- Less internal IT support requirements

Quote Dave Holley Operations Manager Beacon Asset management

*"The process of changing Back / Front office providers is for most companies a daunting one. Intelliflo with their experience ensured that our transition was the success it has proven to be today. The use of "base camp" as a method of communicating with all parties during the transition period was invaluable. Training is clear and concise and within days users had overcome their fears. Without seeming flippant this system does exactly what it says on the box. The system benefits, unlike many competitors provide regular updates, helping us to meet the ever changing environment in which we operate"*

**Can we help you? T: 0845 230 3700**