

## Case Study: Jones Sheridan



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system

Based in the borough of Crewe and Nantwich, we are celebrating 25 years of providing Independent Financial Advice, delivered through experienced professionals and supported by leading edge technology. In 2008, as another milestone in the development of the company, we moved to new offices at Datum House on Electra Way, Crewe.

Jones Sheridan is building its success with a reputation for delivering top quality advice and service, for both the personal and corporate client, from individuals who collectively have more than 100 years experience in Financial Service Advice. We are now looking to expand the business via organic and inorganic growth.

Following a review of our previous back office system, Bluecoat/Finplan, we found that in order to drive the business forward in terms of industry changes such as RDR and to uniform internal practices, the decision was taken to search for a more suitable software package.

The specific issues that we encountered and needed addressing were:

- Lack of Client Reports
- Minimal management reporting
- Lack of online backup
- No EDI commissions (although we believe they have it now)
- Slow to add new online valuation providers

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David J Williams Cert PFS,  
Managing Director, says:

“It is now 12 months since we switched to IntelliFlo and we haven’t regretted for a moment the move we made. [cont’d on next page]

Due to the issues above, we found they hindered our processes, from new business to client servicing and the decision was made to research alternate software providers.

We really needed to adopt a more comprehensive and intelligible software system to aid the management of the business and assist in driving it forward in line with industry changes such as RDR and our own desire to expand. Flexibility was key, with good all round functionality to assist us in the daily running of our business.

Upon selecting Intelligent Office as our preferred software provider, we needed to ensure that we, as a business, could monitor our success and pick up on areas that needed improving. Furthermore, we needed a software system that could produce management reports for essential areas such as new business, commissions and compliance.

Also, as our client service proposition evolved, the need to produce sophisticated and professional client facing documents became greater.

After completing a review of the packages available we chose Intelligent Office as it was the most user friendly, especially for generations not brought up with computers. We also viewed the offerings provided by 1st Software and Plum, but went for IntelliFlo primarily due to its more user friendly interface.

Intelligent Office is pro-actively enhanced in line with industry changes, such as RDR and the regular new enhancement releases have proved to be extremely useful to our business. Some of the indispensable functional items since using Intelligent Office have been the sophisticated and configurable client facing reports, ability to produce management reports more easily for compliance purposes and managing commission fees and for the future client probability.



We started with our expansion plans in March this year with the purchase of a small IFA practice. Within a month the new clients were migrated into the system and part of the Jones Sheridan process. This has shown the true strength of what IntelliFlo can do and gives us the confidence that purchasing future businesses can be reasonably seamless with the help of IntelliFlo.”

Since inception, our management of commission is much easier due to the EDI (electronic data interchange) capabilities within the system. We also have the option to import commission spreadsheets for providers that don't offer EDI. This is still a simple process and has greatly improved the time taken to process our commissions. We are now able to report on commissions paid per client, to ensure that fees are calculated correctly in line with service propositions. Producing quality and configurable client facing reports is now possible where in the past, this was a laborious task.

Furthermore, since adopting Intelligent Office we have found that in several cases, we have not had to replace leaving staff and the cost savings, due to efficiencies that the system has provided, have been welcome. Our Advisers can do more of their work at source, providing them more time to see their clients.

As we get nearer to RDR we are now able to match service levels to income received and the transition to an RDR world now seems less daunting.

All in all our business is now being managed more effectively and is moving forward in the right direction without the previous difficulties that we were faced with due to insufficient technology. By using a web-based technology our advisers can do more of their work at source and out-with the office.

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