

## Case Study: Wellington Financial Management



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### Overview

Wellington Financial Management advises individuals on their investments, income, capital, credit facilities and tax status. Our Senior Advisers have looked after most of the firm’s clients for many years.

Wellington Financial Management is an accredited Independent Financial Adviser. This means we are not employed by, attached to or influenced by any financial institution. Wellington’s first priority is our clients and nobody else. We evaluate objectively all the opportunities available to our clients in the increasingly complex financial services market.

The majority of our clients are introduced by existing clients. We research each individual’s requirements in detail before recommending the most appropriate options, at the level of risk most suitable for their circumstances, always with tax status in mind.

When Wellington was formed in March 2006, we made the decision to use IntelliFlo as our back office provider. One of the main reasons was that it was a web-based system so we did not have the responsibility of backing up vast amounts of client data. We also use the scanning facility to scan all documents onto the system.

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Paul Simpson,  
Managing Director

“Without our client data being backed up remotely by IntelliFlo, I do not think that Wellington Financial Management Limited would be here today”

### Disaster Recovery

Back in April 2009, the unimaginable happened. Our business premises were hit by a bolt of lightning and consequently destroyed by fire and water once the fire had been extinguished.

Following the lightning strike we were pleased that at least our data held within Intelligent Office wouldn't be another problem to solve. The effects of the strike were catastrophic for the building as the first floor and roof was set ablaze. Fortunately, we had a disaster recovery plan in force.

One of the most important areas was to ensure that our client data was safe and our communication channels (email and telephones) were operating. The email system is held with our website on a server operated by our IT provider remotely from the office. Therefore, the website was not affected and we were able to hold all of our emails on the central server.

The impact could have been far greater for our business had we not been using IntelliFlo's Intelligent Office.

The paperwork that had to be saved was minimal as we have always worked as a “paperless” office with documents being scanned when a process is complete.

Due to Intelligent Office being a web-based solution we were able to remain in business and work remotely almost immediately after the disaster, whilst new business premises were being sourced (which took approximately four weeks). Surprisingly as we were back in business so quickly, very few of our clients were even aware that our building had been destroyed.

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We then began the task of rebuilding our IT. We took the opportunity to try and save costs and went out to tender resulting in the appointment of a new IT provider, who came up with some innovative solutions. We had already learned a number of lessons from the disaster and also had further questions that required answers:

- The Email system must be backed up resulting in the need for increased back up facilities (or held on remote servers).
- Do all advisers need a PC in the office? Can they use laptops that they will use on client meetings and simply plug into the network when they are in the office?
- Can savings be made on our broadband costs?
- Can savings be made on computer support/hardware costs?
- Should we have our own remote server or buy space on a remote server?

By the end of the week of the disaster we were operating as normal. Many of our clients had no idea of the scale of the disaster.

By utilising the web-based nature of Intelligent Office we are convinced that the impact on our business would have been far worse. Without Intelligent Office and our disaster recovery plan which had been created with the help of SimplyBiz (our support services provider), we would have struggled beyond belief and would not have been fully back in business and settled into our new premises in such a short space of time.

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