

# CASE STUDY

**radclyffe**

ACCOUNTANCY SERVICES

## The situation

Ian Chapman has over 34 years accountancy experience. Initially working for practises Burton Oster Bland & Co & Cowgill Holloway & Co. Before branching out on his own for the last 18 years and forming his own accountancy practise called Radclyffe Accountancy Services.

Ian has positioned the practise as a small organisation specialist. And today they provide the self-employed & all kinds of micro & small organisations (throughout Greater Manchester & Lancashire) with a whole range of accountancy services from end of year accounts & taxation, through to salary management & work place pensions.

Radclyffe Accountancy Services are only a small organisation themselves and only need a relatively small printing solution. But it must be reliable & cost effective. Due to the volumes Ian was printing, he found they were buying a new printer every 12 months and 2 sets of replacement cartridges every month. On average their printing was costing over £100 a month (£1,200 a year).

## Customer objective

As an accountant it was quite clear to Ian. He did not have certainty of their total printing cost & their current printing solution was not robust enough to cope with the volumes required.

Also, due to changes in how HMRC (Government) required the self-employed & small organisations to report. It was important that Radclyffe Accountancy Services invested in technology that provided a solution to this new reporting requirement.

Ian's overall objective was to radically reduce their total printing cost. Together with replacing their current printing technology with a robust solution that allowed them to scan & copy multiple pages relatively quickly too. But through a supplier they could trust, with a solution providing certainty of their total printing cost & certainty of support if anything did go wrong. Giving total peace of mind.

## Our solution

Normally we would suggest photocopier technology for an accountancy practise. But in Ian's case a photocopier is currently (maybe later) not the right solution, as it's much too big, has too many features they won't use yet & will won't provide them with the best savings.

As, Ian's practise is small & they support only the self-employed, micro & small organisations, we recommend our small organisation managed print service. Which is perfect for their current needs. And if their needs change, we will not hold them to their current agreement or charge them extra to be released. We will provide them with a low-cost upgrade plan. As we do for all our customers.

## Financial and operational result

Financially Radclyffe Accountancy Services are saving a massive 75% against their previous printing solution cost. Our small organisation managed print service (MY Print Service) is an affordable £24.99 a month for everything. Saving Ian over £900 every single year.

Operationally Ian has gained too. They now have a robust print copy & scan solution to support their client needs & the new HMRC reporting requirements. And gained certainty of their total printing costs too. Including support, as if it breaks, it's fixed or replaced for free. Ian is certain he's chosen a supplier who has integrity & who provide Simple Honest Service. Making Ian a very happy man.

