



OVERVIEW



WHY OUTSOURCING



OUR OVERVIEW



Founded
in 2011



Headquarters
London



Revenue Mix
UK: 95%
Australia: 5%



~80
Employees



3+ Global
Delivery Centers



Revenue Growth
20% in 2017

Outbooks is a leading provider of virtual bookkeeping and accounting services to accountants across the UK, transforming clients' operating models for the digital era. Our unique accounting and industry-based consultative approach helps clients envision, build and run more innovative and efficient businesses.

Headquartered in the U.K., Outbooks has grown to become a 80 employees firm servicing primarily select few customers. We now want to take our expertise to other customers who are looking for such solutions in the market

OUR VALUES



WHY OUTBOOKS



Commitment
To Quality & Excellence



Unbeatable
Value for Money



Responsive
Approach & Communication



Flexible
Engagement Model



Pledge
Of Security & Confidentiality



Adherence
To Timelines



OUR DELIVERY CENTRES



OUTBOOKS PRACTICE GROUPS

- Electronic Payslips
- Auto-enrolment
- Construction Industry Scheme
- Payroll Reporting

- FRS102 and FRS102a
- FRS105
- Conversion to New Standards
- Sole Trader and Partnership Accounts

- Bank Reco
- Supplier Reco
- Customer Reco
- Control Account Reco
- Production of Trial Balance

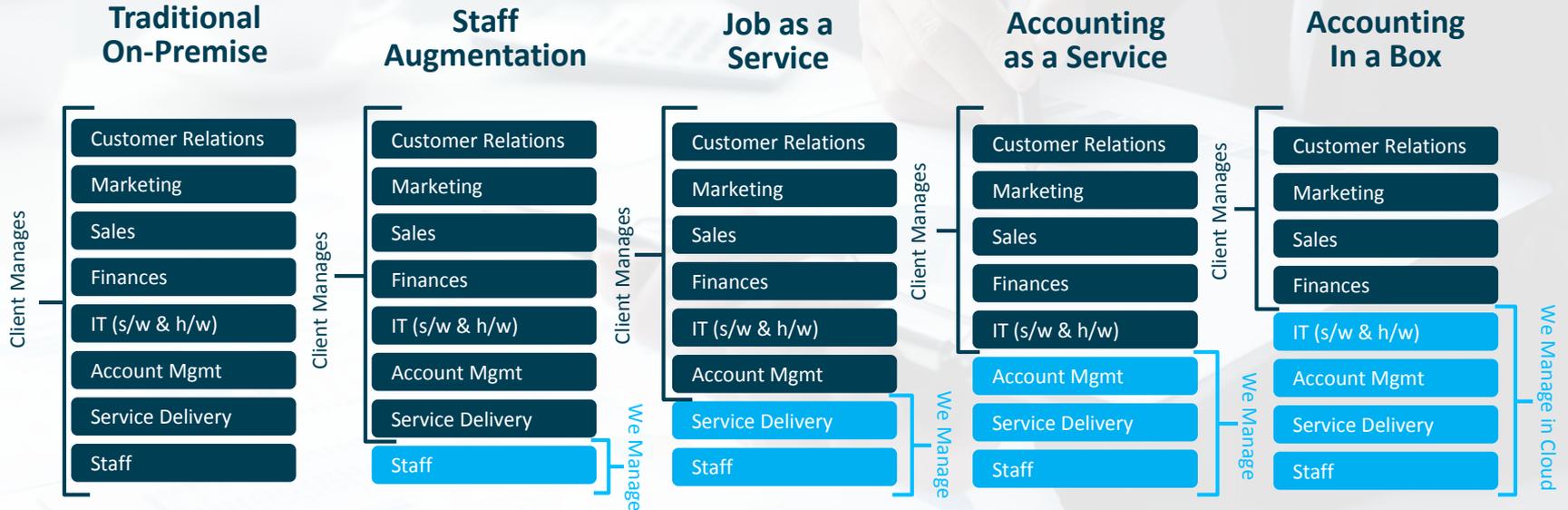


- Company Formation including VAT/PAYE registration
- Confirmation Statements
- Other filings

- Property Income, Capital Gains, Foreign Income, Salary, Dividend and other complicated incomes

- Periodic P&L Reporting
- Periodic Balance Sheet Reporting

OUR FLEXIBLE DELIVERY MODEL



Customization; higher costs; slower time to value

Standardization; lower costs; faster time to value

SOFTWARE WE SUPPORT



SNAPSHOT OF CUSTOMER LIST



Coleman and Co
Accountants & Auditors



TEAM PROFILE



Amit Agarwal
 Partner

- 15 years of experience in outsourcing, consulting and analysis in the service industry
- Experience of working with BIG4 advisory firms and BIG 4 outsourcing firms
- Advised numerous companies in various industries efficiency, effectiveness and economics
- Strong experience in provide tactical/strategic business solutions



Natasha Sukhija
 Payroll Manager

- 11 years of experience with 7 years exclusively in UK payroll outsourcing
- Manages end to end payroll for 1500 plus employees including P45, P60, tax codes & others
- Handles HMRC queries on tax codes, PAYE payments, refunds and others
- Understands various payroll software as desired by customers



Ajeet Agarwal
 Partner

- 15 years of experience In setting up offshore offices in the field of Telemarketing and Accounting
- Result oriented professional who drives organisation performance through team performance
- Strong skills in recruitment, sales and managing outsourced work



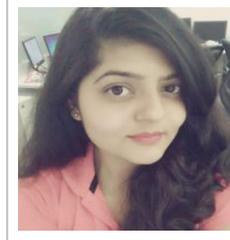
Sakshi Taneja
 Tax Manager

- 5 years of experience in personal taxes and filling appeals against the penalties by tax authorities
- Prepares and submits tax return of clients having income like employment, self-employment, rental income and dividend
- Minimizes the tax liabilities of tax payers by planning & telling them about the tax reliefs available to them



Abdul Shakoor Deva
 Account Manager

- 5 years of UK accounting experience with total experience of 7 years
- Proficiently handles accounting related work with knowledge of all rules & regulation
- Provides Clients Reference Letters (Income letters, Dividend Certificates, P&L Account, Mortgage & Loan documentation, Balance Sheet and other specialized Reports)



Pooja Tiwari
 Company Secretary

- 4 years of experience with UK firms
- Successfully carries out Address changes, Director Detail Changes, Share Holding Changes in companies House and HMRC
- Knowledge of filing Companies Confirmation Statement (Annual Returns)
- Experience of restoration and liquidation of companies

CASE STUDY – DNS ASSOCIATES

Client

DNS Associates is a multiple award-winning accountancy practice established in 2005. They have revenue upwards of £2.5m and serve clients from various sectors ranging from self employed to small businesses

Client Need / Situation

- Practice struggled to grow
- Turnaround time on queries was slow
- Rate in increase in costs was greater than the rate in increase in revenue which continuously put downward pressure on margins
- Accounts were mostly submitted on deadline dates
- Clients we not paying on time



What we delivered

- In less than 3 months, we understood the whole practice, working culture, customer demands, work, regulation and compliance to deliver unparalleled service to DNS customers
- As DNS could focus its time on business development and improving customer experience, practice suddenly saw a spike in growth. We were able to recruit and train staff at an unprecedented rate which DNS could have never managed
- All day to day customer accounting queries were now handled by our staff



Our Approach

- Worked in DNS initially to understand the tasks that were consuming time, adding least value and could be outsourced
- Trained our staff and ran parallel operations for over a month to minimise operational risk and remove any issues in live operations



Benefits for the customer

- All incremental costs were reduced by over 40%
- Turnaround time on inquiries came down from 5 days to less than a day
- DNS has grown over 10 times since we partnered with them
- Days sales outstanding has gone down from over 60 days to less than 30 days
- Accounts are submitted well before deadline date



Joint Approach for quality and certainty

1 Understand & Plan

- Initial meeting to discuss requirements/ specifications (Bookkeeping, Year End Accounts, Taxation etc)
- Understand Accountants' current working practices
- Explain the back office & document workflow process
- Agree fee structure
- Agree software usage and access issues
- Agree the plan for delivery

2 Set Up & Initiate Trial Job

- Repeat the back office work flow process again to make sure everybody understands it
- Accountant sends all the documents
- Outbooks sends initial queries
- Accountant responds to queries
- Accountant and Outbooks work together to make sure that all the queries are answered appropriately

3 Deliver the Job

- Outbooks plan the job delivery and agree the deadline delivery date with Accountant
- Outbooks keep the accountant informed about the job status
- Outbooks completes the job and delivers it
- Accountant acknowledges the receipt of the job

4 Learn & Incorporate

- Accountant receives the trial job
- Accountant reviews it and provides feedback
- If any further work required, Outbooks completes it
- Finally Accountant and Outbooks discuss the outcome of the trial job and agree the learnings from it
- Learnings incorporate in the process

5 Set Up Back Office

- Accountants starts sending out regular work
- Outbooks receives regular feedback
- Process streamlines over 2 to 3 months cycle
- Initially depending on the workload different pools of teams are utilized. As volume grows dedicated teams are allocated for the accountant
- Outbooks and Accountant agree to meet periodically to discuss progress on outsourcing and continually improve it



A Fully integrated back office process for outsourcing



FOUR PILLARS OF MAKING IT A SUCCESS



Get a buy-in into outsourcing within the company



Plan the work that will be outsourced



Provide adequate resources for the training



Create a process and follow it

01 OUTSOURCING
BUY-IN

02 PLANNING

03 TRAINING
SUPPORT

04 FOLLOW
PROCESS





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Thank you