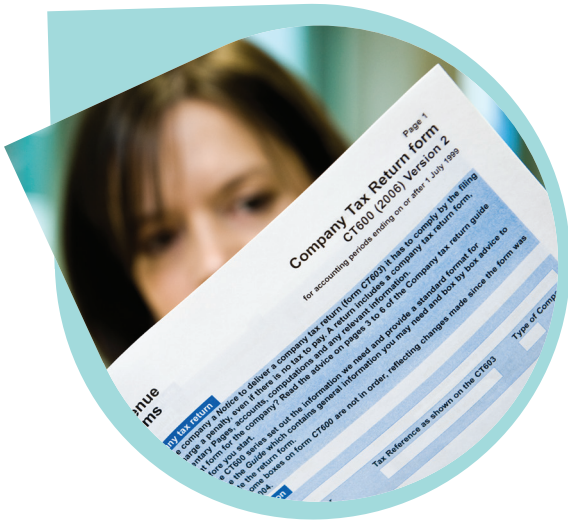


Sage helps Langdowns DFK grow outsourcing enterprise

Langdowns DFK is an eight-partner practice operating across Hampshire and the south coast region, with offices in Andover, Basingstoke and Southampton. Established in 1954, the firm combines traditional accountancy and tax advice with business services. Their team of 60 staff provide outsourcing and financial management advice to hundreds of small to medium-sized clients – ranging from sole traders to multi-million pound companies.



The Challenge

When Langdowns decided to develop their existing outsourcing department three years ago, they were looking for ways to provide a more value-added service to their clients and help them improve efficiency.

With clients asking for help to manage their finances more closely during the economic downturn, they wanted to be able to offer them new, improved ways of working. Already using Sage software for their own internal accounts production and forecasting, they saw real potential in the prospect of recommending Sage products to their customers on a larger scale. They decided to look at offering software and bespoke installation, training and technical

guidance, as part of a comprehensive business support service – something Sage were more than happy to help with.

“The firm had been using Sage software for a long time – because it is the best on the market, it became clear that we could pass on that service to others,” says Francis Kelly, the firm’s Outsourcing Department Manager.

“We could see very clearly the benefits of using a system that was straightforward enough to use but complex enough to manage all our accounting and compliance needs and we wanted to share that value with our own clients.”

“These days, clients are looking to accountants to provide much more than just Year End support. In the current economic climate, more and more of the businesses we work with are looking for positive ways to cut costs and work more efficiently. By recommending the right software and showing them the best ways to use it, we hoped to be able to help them achieve that.”

Key facts:

- Improving value-added service offerings
- Ensuring compliance and maximising efficiency
- Providing a speedy and quality support
- Embracing outsourcing – “a major area of growth”



The Solution

Langdowns have been steadily expanding their outsourcing offering over the last 12 months – with the selling of Sage software forming a major part of their service. As well as accounts production and payroll products, they have been keen to recommend packages like Cash Management, which can help even the smallest business work better. They have also been able to show larger clients how to get the most from their software and how to integrate it more effectively. The firm has begun hosting regular webinars and training days and are able to ensure clients are always compliant by selling software that is automatically updated and ‘future-proofed’.

“We know the benefits of working with Sage and now our customers are seeing them too,” says Francis.

“Because they work closely with legislators and bodies like HMRC, their software is designed to take care of all our – and our clients’ – compliance needs so we can feel confident about recommending it as part of an overall business review.

“In turn, our clients look to us to advise them and provide early warning and training about updates so they can familiarise themselves ahead of change.”

The Benefits

Langdowns have found that recommending Sage has greatly enhanced the scope and quality of the service they can offer to their client base – so much so it has become the largest growth area of their business. As well as giving them a distinct selling point and making them stand out in their market, the nature of the work – especially the site visits they do to install and train on

software – has brought them closer to customers. And the enhanced support they enjoy as Priority Link customers, passed on to their clients, has become an essential part of their service.

As Francis says: “Re-selling has helped us provide overall, outsourcing solutions and we have already seen that side of our business expand. It has become our biggest growth area.

“The quality of our relationship with Sage is enjoyed by our clients too. When you’re sitting with a client there is nothing worse than not being able to give them an immediate answer.

“But because we are Priority Link customers we know that we can always offer a speedy response. Sage guarantees to pick up the phone to our query within six rings, an extra level of support we pass on to our customers.

“The speed and quality of the support we receive is fantastic and means we can respond almost immediately to clients’ requests for help. The feedback we are getting from them on a weekly basis confirms that it is something that they really appreciate.”

The Future

“We see outsourcing as a major source of future growth, not just for us, but for the industry as a whole. Working with Sage is a must if we are to continue to offer the value-added service our clients are asking us for.”

Sage Accountants’ Division

Sage Accountants’ Division employs over 250 people dedicated to delivering software specifically for use by accountants, including accounts production, taxation and practice management software. The Division applies its experience and expertise to help accountants working in practice or industry to work as efficiently as possible and to comply effortlessly with tax, statutory accounting and industry-specific legislation.



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