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CCH iFirm

The Smarter Software for Accountants

CCH iFirm Practice Manager, an intuitive cloud software to enhance automation and productivity for LehmanBrown International Accountants

Summary

Company Profile

Name: LehmanBrown International Accountants
雷博國際會計

Region: Hong Kong

Operation: Audit, Accounting, Taxation and Business Advice

Employees: 150 employees (Worldwide)

Website: <https://www.lehmanbrown.com>

Challenges

- Aligning a start-up firm with an established professional-strength cloud practice management solution
- Capturing the benefits of automation to make better business decisions
- Full mobile visibility into client accounts and practice management reports offsite
- Build a holistic view of clients and workloads for greater efficiency and profitability

Solution

- CCH iFirm Practice Manager

LehmanBrown International Accountants is part of a new breed of innovative technology-oriented accounting firms,

looking to transform how they deliver traditional products and services with a new approach. Launching with a goal to provide specialist advice in the cloud from day one, the firm offers general tax and accounting services

First Challenge: Aligning a start-up firm with an established professional-strength cloud practice management solution

LehmanBrown International Accountants had no intention of being a start-up accounting firm with expensive IT overheads that would restrict the firm's productivity, efficiency and profitability. In line with its technology-oriented and environmental friendly paperless office approach, LehmanBrown International Accountants adopted cloud-based practice management platform to deliver on efficiency and productivity goals. Cloud removes the need to purchase and maintain servers, while giving re-assurance that data backups are regularly done.

“ We are very bullish about cloud. It makes sense for us to have access for ourselves and not necessarily be tied to the office. When we're out with clients we can access data, no more geographical limitation. Using cloud-based solutions not only enhanced client retention, but also gave CCH iFirm gives us the ability to upsell a client on our other services, enabling us to do more value based work for them.”

Mr. Ray Cheung, Partner, LehmanBrown International Accountants

Ray also points out that they can spend less time on manual work, and reduce human errors. We had moved to CCH iFirm solution for a very short period of time and it was a huge relief from everyone in the team. Being able to see where a job is at from inception all the way through to invoicing in the cloud is just so efficient.



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When you have to be right

Second Challenge: Capturing the benefits of automation to make better business decisions

LehmanBrown International Accountants has enhanced the integrity of the practice's job scheduling and allocation to accountants with CCH iFirm. In relation to recurring jobs, CCH iFirm Practice Manager has streamlined the planning of these annual activities and the practice has a better understanding of current workloads for each accountant and timing of work for clients.

With each accountant responsible for key clients, LehmanBrown International Accountants looked to the cloud-based platform business model to enhance its own client service efficiencies and profitability. As they commented, iFirm is a powerful tool which is transparent, workflow-based and easy-to-use.

The upside is that accountants have more autonomy over managing their workloads and as CCH iFirm Practice Manager alerts them for upcoming jobs, the team has the ability to prioritise and plan their work as well. The practice can reallocate or reschedule jobs based on team workloads and clients' needs.

Third Challenge: Full mobile visibility into client accounts and practice management reports offsite

“Predictive accounting is paramount. It is all about the service and the customer relationship. This is how LehmanBrown International Accountants is differentiating itself and our clients need to know that we are not only on top of key events that are actionable, but are ahead of our competition in communicating with them and offering the appropriate follow up service.”

Each accounting professional works with a range of clients and is expected to meet an agreed benchmark for billable activities, manage daily, weekly, monthly and annual work in progress to reduce bottlenecks and smooth out client service delivery times. Automated alerts keep accountability for individuals top of mind.

“Greater visibility, reduced write offs and streamlined time sheeting and invoicing has automated account management processes and produced more efficient outcomes,” says Ray

Fourth Challenge: Build a holistic view of clients and workloads for greater efficiency and profitability

“CCH iFirm Practice Manager is tailored for professional accounting practices with its customisable dashboard to track how the team is performing. It allows access to reports in real time, with the ability to manage capacity planning and better understand our workloads, client invoicing and reporting. We have trimmed our capacity planning from hours of spread sheet development to the push of a button.”

This allows team in LehmanBrown International Accountants to proactively manage the delivery of projects to team members when workflow needs dictate. It has even let the practice match the appropriate value-based pricing package and level of advice for clients.

With CCH iFirm Practice Manager, workflow planning and management are all part of the one system, with a dashboard and a range of search filters that lets management track the progress of jobs against budgets, allocating the relevant resources while ensuring any issues can be dealt with as they occur.

LehmanBrown International Accountants have been using upfront pricing of jobs, so the ability to track progress is crucial for effective cost management, along with setting work priorities for all team members. Similarly, for recurring jobs, having the process automated saves on administration time and cost as year-end close off dates approach. Use of the dashboard makes it clear how work is progressing and that increases accountability among all members of the team.

CCH iFirm is the next-generation cloud-based suite of software allowing accountants to run more efficient and profitable firms.

Key Benefits

- **Simplified practice management and supporting long term employee responsiveness, adding value to the business**
- **One vendor cost and time efficiencies for implementation, support and training needs**
- **Industry-strength solution to be more productive in a move to the cloud**



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Contact us for a live demonstration

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