

Brookson Ltd

August 2012

Challenge:

- To reduce print costs and print volumes
- To drive up document capture process efficiency and productivity
- To efficiently scan incoming mail which is increasing in volume

Strategy:

- To move away from an existing fixed cost per page structure
- To implement Nuance Equitrac Office
- To implement Nuance eCopy ShareScan

It is often true that some of the most successful companies are the ones that remain true to the values or the spirit that characterised their founders. In the case of Brookson Ltd, personal service has been at the heart of the company since its inception in 1996, when word spread in the North West of England area of a specialist accountancy firm whose diligence and personal service eclipsed that of the service provided by established high street accountants.

In the last 16 years, Brookson Ltd has not lost sight of the personal, tailored service that was a defining characteristic of its founders and a hit with its customers. Shrewd investments made in technology have automated many essential back-end tasks, enabling the company's 180 employees to spend more time proactively focused on the needs and interests of each client and to create a winning combination of tailored services supported by operational efficiency.

Today, Brookson Ltd specialises in attending to the accounting needs of contractors, freelancers and other self-employed professionals. It advises on financial and legal matters relating to tax, employment law, contract law, corporate tax, financial planning and budgets. Lee Kingshot, Brookson Ltd's I.S. Director, explains the company's philosophy: "Automating essential but routine activities in the back office has liberated the company's staff, enabling them to focus on customers individually. This ensures that client information is accurate, easily accessible and easily shared among those authorised to view it."

Recently, in order to reduce costs the company decided to move and overhaul its scanning and PDF creation process away from its existing fixed cost per month billing model. To this end, Brookson Ltd selected Imaging solutions from Nuance which include Equitrac, and Nuance eCopy ShareScan.

Nuance Equitrac

Soon after deploying Nuance Equitrac on seven devices with card reader access control, Brookson Ltd was able to use information gleaned from the solution to ensure effective asset utilisation; specifically, Equitrac immediately pointed to which printers were being underused, and which were being over-used. By redressing the balance, the company was able to prevent queues forming at overworked printers, and distribute the workload to under-used devices.

Equitrac's reporting functionality has also given the company a detailed insight into its printing habits. Its studies indicate that 17% of completed print jobs remain left uncollected on a printer. Now, to prevent unnecessary printing, wasted energy consumption and ink, any job waiting in a print queue that has not been collected within 24hrs is cancelled from the print queue. The company has observed that this has caused a slight change in staff behaviour patterns. "Now, staff send several documents to the MFP and collect them in one go rather than printing off and collecting each document individually," explains Lee. In conjunction with the deployment of Equitrac, a move to new MFPs resulted in further cost savings. By routing faxes to the MFPs, the company was able to replace its former stand alone fax machines and their associated costs, such as the leased ISDN fax line.

Of course, the nature of Brookson Ltd's industry means that documents that are printed tend to be confidential or contain sensitive information, so the company requires its users to authenticate themselves at the device. However, it didn't want staff to carry any additional authentication devices, so the authentication access control was built into the existing swipe cards.

Nuance eCopy ShareScan

Being the registered office for many of its clients, means a deluge of mail from the HMRC is a daily occurrence at Brookson Ltd's post room. There, three staff are responsible for scanning incoming mail, a process that's been eased considerably thanks to Nuance eCopy ShareScan. It works in conjunction with a multifunction printer, which has replaced the company's former scanner. Not only was the scanner struggling with the volume of throughput, but it also lacked the intelligence to distinguish between the number of pages in a document, and the ability to save them as PDFs. Today, eCopy benefits Brookson Ltd by scanning the documents, and creating PDFs that can be filed easily. eCopy's interface was specifically branded for Brookson Ltd, and the bespoke interface features clear, concise icons to make it easy for users to select the scan or Scan-to-Folder functions.

One of the advantages of Nuance's flexible licence program means that the licences are dynamic, so if eCopy needs to be deployed on another device to further help with scanning, this can be arranged quickly with little or no fuss, or interruption to the scanning process.

Thanks to a considered use of technology to support its focus on personalised customer service, there's no doubt that the values espoused by Brookson Ltd's founders are present today. With Nuance Imaging solutions central to automating routine document-based tasks, those values are set to remain true for many more years to come.