



Digital Transformation Brochure



Digital Transformation with Fresh Accounting



Digitalisation opens up a world of new opportunities.

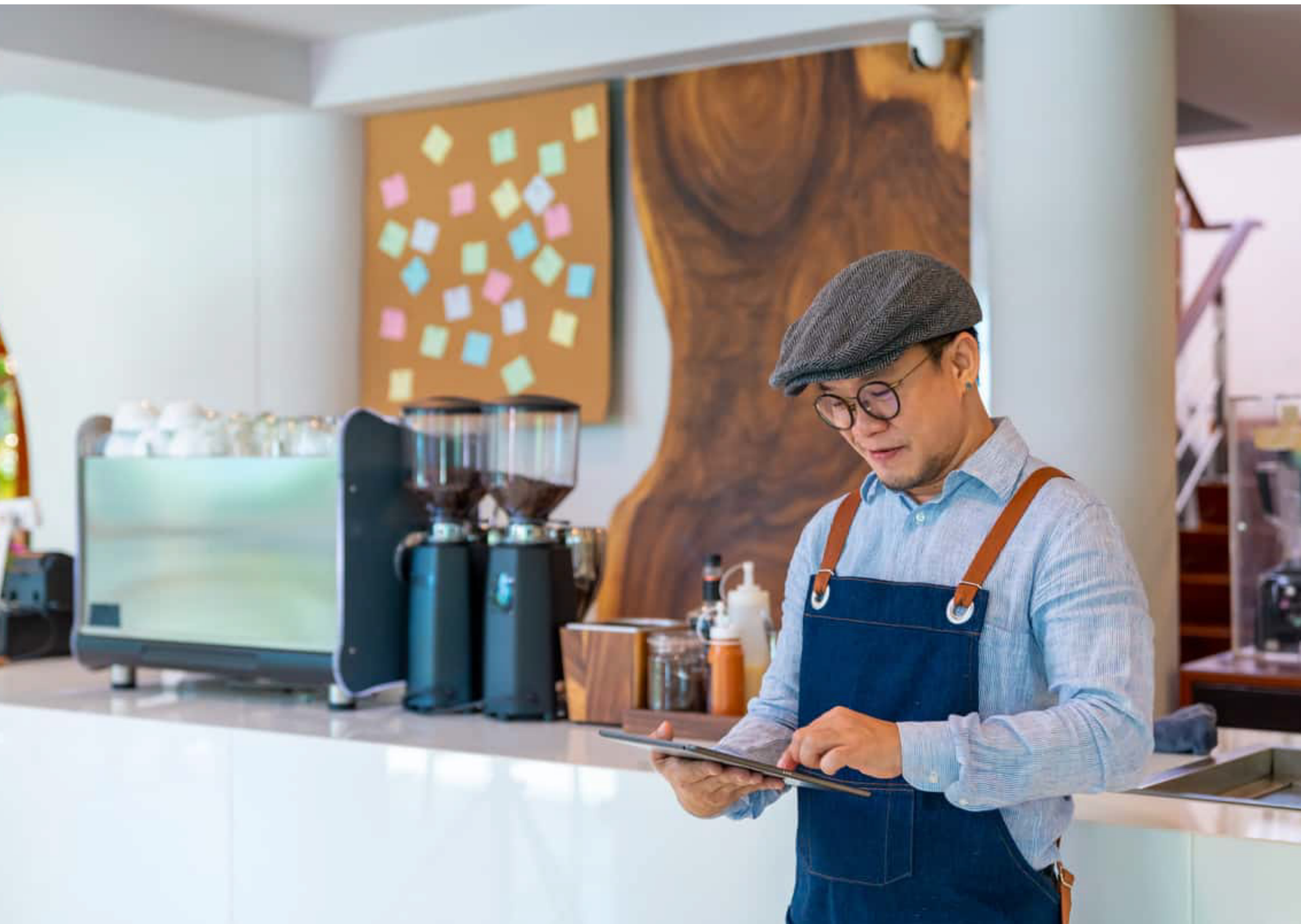
Flexible, efficient and cost-effective, digital accounting delivers a host of benefits for your business. Embrace the change and prepare yourself for a future that's bright.

"In a competitive world, digitalisation is the tool that will give you the edge."



Just a few of the benefits of cloud-based accounting...

- Easy access for remote working
- Peace of mind with enhanced security and data loss prevention
- Direct bank feeds allowing automatic daily transactions
- Reduced duplication and human error thanks to automation
- Efficient workflows and processes
- Increased data visibility and real-time information for sound decisions
- Better environmental credentials with paperless processes
- Full audit trail and history



How Fresh can help

Our team of experts will help you transition from thinking digital to being digital. Our comprehensive services mean we have you covered at every stage of the journey, from implementing cloud-based software to employee training and ongoing technical support.

The Fresh difference



Unparalleled expertise

We have a long history of helping businesses of all shapes and sizes, across industries, to design and implement successful digital strategies.



Tailored solutions

We don't believe in generic fixes. We pride ourselves on taking the time to truly understand your business, identifying and meeting your particular needs.



End-to-end support

Combining the latest cloud-based accounting technology and our team's extensive experience, we are fully equipped to assist you from start to finish and beyond.

"At Fresh, our aim is simple. We identify opportunities and strategies to improve your business processes and help you boost performance and profitability. And that must include going digital."

Xero

the heart of our digital accounting solutions



As a Xero Platinum Champion Partner and Certified Advisor, our understanding of this powerful tool is unparalleled. We help you get the most out of Xero to automate your processes and take financial visibility to the next level.



Why Xero?

Xero is a powerful, cloud-based tool built with businesses, not accountants, in mind.

- Easy access to financial information from your device
- User-friendly interface
- Easy online collaboration
- Direct feed into your bank account (so you are never more than a click away from a cashflow update)
- Automation of time-consuming accounting tasks
- Add-ons and ecosystem solutions





Xero add-ons and ecosystem partners

And it doesn't end there...

For even greater efficiency, you can enhance your Xero subscription with a range of add-ons and seamless integrations.

By automating labour-intensive manual tasks, from employee scheduling and expense management to e-commerce reconciliation, inventory management, reporting and forecasting, each specialist integration saves you valuable time.

Best-in-class solutions –
let our expert team find the right ones for you



Supporting you at every step

At Fresh, we work closely with you and your team at every stage of your digitalisation journey, ensuring complete alignment for maximum results.



Discovery consultation and workshop

Getting to know you is the first step in any project. An initial call and on-site Xero workshop allow us to collect information and conduct a thorough analysis of your current position and future goals.

By truly understanding your pain points and your wish list, we can optimise Xero to get you where you want to be.

Implementation and integration

With the analysis completed, the magic can begin. The implementation process is entirely tailored to you. We set up your Xero file to perfectly fit your organisation, customising features to meet your particular business goals.

As systems go digital, we are on hand to help you evolve workflows for ease and efficiency. Our aim is to create minimal disruption and maximum clarity during this stage, delivering a seamless, stress-free Xero experience.



Optimisation

Support does not end with delivery. The Fresh team continues to monitor progress, making any necessary adaptations to ensure your digital transformation is a complete success.



Training

Learning a new way of working can be intimidating but we ensure your team has both the technical know-how and the confidence to make the most of your new systems.

Technical support

If you encounter any technical issues or have any questions, the team is here with the answer. You can contact us....



Who we've helped



A few words from our clients

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We needed help to transition across to Xero and we engaged Fresh Accounting to help us with the setup, licensing, transition and ultimately a monthly retainer. We received stellar support from the Fresh Accounting team during the process also through the subsequent years of engagement. Their expertise and guidance gave us a deeper understanding of accounting and enabled us to streamline our business operations by using automation more effectively. Thanks to their support, running our business has become much more manageable, and we have gained a new level of accounting expertise that has allowed us to focus on the business and our customers rather than accounting.

Scott Lane, Founder and CEO of Speeki

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speeki 

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SASSY MEDIA GROUP

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I feel so secure in Fresh's hands, which allows me to focus on other parts of my business knowing that our finances are in great hands with professionals who know best.

Maura Thompson, Founder of Sassy Media Group

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Fresh Accounting assisted in the transition to Xero and helped at every stage of the project, enabling us to view accounting as a means of building and executing strategies. As a lean business, we have been able to avoid the painful administrative chores, with the help of digitalising our finance department. Fresh also provided accounting services in our early days, which enabled us to focus on business growth.

Kane Black, CEO of INEX Innovate

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INEX 



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After engaging Fresh Accounting to assist with the implementation of 16 Xero entities across 11 countries, the team showed incredible dedication to ensure the whole project was a success.

Paul and The fresh team are very knowledgeable and approachable, they were always available during the implementation and the project was systems were up and running within a couple of weeks.

Even after the project has been completed the Fresh accounting team are always available to lend a hand or provide advice.

Justin Hallam, Group Financial Controller

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We engaged Fresh Accounting to assist with the preparation of our management accounts, full balance sheet reconciliations and audit assistance across multiple companies and geographies from the US to Hong Kong.

With the teams expert and helpful assistance, we successfully and easily converted to Xero, and together with Spotlight Reporting we now receive timely and quality consolidated reporting.

The team is professional and diligent.

Anthony Richman, Finance Director

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Establishing a new subsidiary in Hong Kong, remotely from UK during the pandemic was an interesting challenge. Paul, Nick and the team at Fresh Accounting from the outset understood our purpose, “to change the way the world sees water” and helped us navigate through the process. Nothing was ever too much trouble, the set up of Xero was seamless and they made introductions to other business’ where we needed. I’m hugely thankful for their ongoing support and for advocating Belu to anyone they meet!

Charlotte Harrington

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The logo for 'fresh > accounting' is displayed on a background of vertical stripes in shades of green and blue. The word 'fresh' is in a large, white, lowercase sans-serif font, and '> accounting' is in a smaller, white, lowercase sans-serif font below it.

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