

**With 14 offices spanning the country, Bentley Jennison** is one of the fastest growing chartered accountants in the UK. The firm, which won the Large Firm of the Year category in the Accountancy Age Awards for Excellence 2006, provides a range of business support and development services covering every aspect of compliance and advisory work. Work ranges from simple accounts and tax, to sophisticated management consultancy, cross-border transactions and custom software development

### Thinking big

One of the firm's key aims over the past two years has been to broaden its market share, with the focus on chasing business with larger companies. As this strategy developed, the company found that it needed a failsafe system of staying on top of the more complex logistics associated with dealing with big corporations, with their many regional offices and myriad of decision-makers. "Our key need for CRM arose because our changing client base. Where with the small business we dealt with originally, there was a direct relationship between our local offices and our clients' local offices. With our larger clients there were multiple office relationships, and we needed to be able to keep track of that," explains Bentley Jennison Database and Internet Marketing Manager, Tim Tansley.

### Wish List

Top of Bentley Jennison's CRM wish list were the following: that the system should be web-based (to enable the disparate offices to all have access to the same data); that it should be great value for money; and that it should be easy to use. "Most of our users are not sales people or techies, but accounting professionals, so it needed to be something they could comfortably get to grips with," says Tim. "Really Simple Systems is not over-laden with unnecessary features and is easy and quick to deploy. Even self-confessed technophobes have been surprised at how user-friendly and intuitive it is." In fact choosing Really Simple Systems was a no-brainer, says Tim, given that it was the only one of all the solutions the firm looked at that met all of its requirements.

### Opportunity knocks

Since installing the system just six weeks ago the firm says it is already reaping the benefits. And, with 100-plus licenses already on board, it is already planning more thanks to this success. "Really Simple Systems has enabled our partners to benefit from a UK-wide view, rather than just one that is local to their office," says Tim. "This means that they can share information and create cross-border relationships and opportunities. It has created a wealth of opportunities for the practice because there is an immediate level of visibility that was not there before."

**Really Simple Systems** Hosted CRM is aimed at small and medium sized organisations with between 5 and 200 sales people who want a straightforward hosted CRM sales and marketing system. The hosted model is particularly suitable for companies with multiple locations and sales people who work remotely or at home. Really Simple Systems is the largest United Kingdom provider of hosted CRM systems and has offices in the UK and Australia. Users include the Royal Academy of Arts and the British Library as well as many small and medium sized companies.

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## Bentley Jennison

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**Tim Tansley**  
Bentley Jennison

### Market leader

Tim pinpoints Really Simple Systems' marketing campaign module as having been especially helpful. "We needed to track marketing campaigns against target clients and we now have the right teams dealing with specific prospects because of this facility. It has really benefited our business already and I'm delighted with it."

### Smooth operator

The solution has also increased efficiencies and proved to be a great labour-saving device. "In a stroke, it has cut out the potential for duplicated efforts in approaching the same customers," says Tim. "This never happened to us, but only because of a massive administrative effort. Now it couldn't be simpler."

### Helping hand

Tim also praises Really Simple Systems' diligence in smoothing the path of installation: "They gave us significant assistance with data uploads and after-sales support has also been excellent."

### Final verdict

"Really Simple Systems is easy to do business with, is great value for money and has provided us with the ability to offer more comprehensive services to our clients," concludes Tim.

For more information on Bentley Jennison visit [bentley-jennison.co.uk](http://bentley-jennison.co.uk)