



Case study

Full fibre switch enables Chartered Accountants to grow.



The Challenge

Stuart Harris Associates, a firm of Chartered Certified Accountants, benefited from the introduction of high-speed internet at the start of its business journey, enabling it to reduce costs, increase productivity and gain a competitive advantage.

The Finchley-based company started trading in 2007 with strong qualifications and a dream of success based on using the latest technology to accelerate growth.

However, with no physical office or conventional resources, the company needed to maximise the latest technology to get to market and work with clients. The company was also keen to establish its environmental credentials by going paperless.



The Solution

Working from home to keep his costs down and with his business internet connection boosted by the roll-out of high-speed fibre, Stuart was able to use the latest digital technology, such as the bookkeeping software Iris, to go paperless and gain real time information about his clients' businesses to gain a competitive advantage.

Having these processes in place prevented the company from being thrown into chaos during the pandemic. Stuart adapted to working with his colleagues online through conference calls, digital resources, and online forms. In addition, the company sent out e-reminders and other online bookkeeping services to clients since they were familiar with the software - this boosted his marketing strategy and USP.



In Stuart Harris' opinion, digital transformation is powerful.

The West London Alliance's mission to improve digital infrastructure will lead to more businesses like Stuart's being able to adopt more flexible approaches to business, grow, and provide more efficient services to customers.