

Case study

A-One Insurance Group



Founded in 1993, A-One Insurance Group is one of the UK's top 75 independently-owned commercial brokerages. It looks after more than £40m of policy premiums, with more than 160 staff in nine offices.

The challenge

Producing accounts for a group of nine companies with Sage 50 software was an ordeal. "The pain we went through was horrendous," says Sarah Smith, Group Operations Director. "Information wasn't being consolidated. There were replication conflicts. We were driving the business blind. And then when Covid hit and we were going hybrid, nothing worked."

The team researched the alternatives. "Xero was too basic for what we needed and the bigger players in the market – NetSuite, Intacct and Dynamics – just seemed too complex and too expensive," says Sarah. "We were kind of stuck. Then someone said, 'Why don't you try iplicit?'"

"iplicit was unlike anything we'd seen before and the staff attentively listened to our needs."

Previous system: Sage 50

The solution

The move to iplicit was accomplished quickly and smoothly and had an immediate impact. "iplicit is a dream," says Danielle Morris, Accounts Manager. "It was everything that we needed it to be and wanted it to be – and more. Different legal entities are all in one user. You can see instantly the profit and loss and you can consolidate everything or flag if there's a duplicate, whereas we could never really track that before."

"We can copy and paste transactions, import bank statements, set up recurring journals. It's helped us so much. It is a joy to use the system."

Sam Perkins, Assistant Management Accountant, says: “The user interface is just really easy – and it’s intuitive. Just two clicks from the top and you can find exactly what you’re looking for. It makes my work a lot easier, quicker and more efficient. It’s like a night and day difference. It’s also cloud-based, so you’ve got the ability to work anywhere.”

Sarah adds: “The relationship with iplicit has been exceptional. You can clearly see the expertise that they have within the organisation. They listened to what our pain was and they put the solutions together. iplicit tailored the offering to us and paid a lot of attention to the detail that we needed, which made the whole process so smooth.

“With iplicit, you’re getting a high-end product for a really cost-effective premium, which really goes to show that they all care about the product and service that they’re providing.”



The outcome

On top of the dramatic efficiency gains, the move to iplicit has provided A-One Insurance Group with management information that’s current and complete. **“The real-time reporting has been business-changing,”** says Sarah. **“We’ve been able to consolidate all the businesses at once so we can grab very realistic and up-to-date snapshots at a moment’s notice. And most importantly, we know it’s reliable. It has enabled the whole business and the management team to move forward.”**

