

## NEW CROP RECORDING SOFTWARE

Landmark has recognised that UK farmers are looking for a simple but comprehensive crop recording solution. Having researched both the market requirements and possible solutions we are pleased to announce that we will be launching Geofolia in the UK. Developed by our parent company Isagri, Geofolia is already used on over 7500 sites with 4000 clients using the cloud solution. Geofolia is ideal for those who prefer to spend their time in the field rather than the office.

The clear, uncluttered screens make the set up and data entry processes simple to follow and tool tips display extra advice for the novice user. Those users familiar with Landmark's KEYPrime software will recognise the ribbon menus that allow more than one module to be open at any time for speed of access to data.

Mapping is an integral part of Geofolia and included as standard, allowing the user to choose whether they view field records in a conventional table or from the farm map. This seamless interface between field records and the farm map is unique to Geofolia. The easy to use mapping module allows the user to identify, measure and split fields, record landscape features and display management information such as crops and varieties graphically. On selecting a field on the map its details and current records can be displayed alongside.

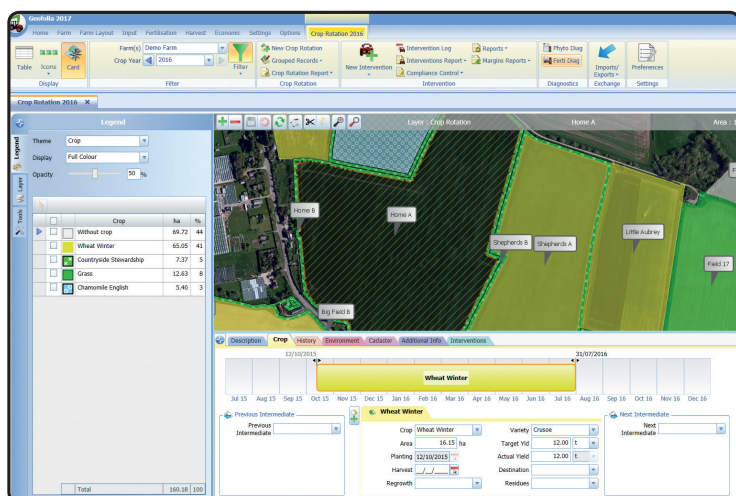


Pesticide and fertiliser applications may be entered either as a planned task before applying to produce an action plan for the operator or when completed. The pesticide database included within Geofolia maintains a list of active ingredients and will warn of any misapplications. A comprehensive nutrient management module provides records of fertiliser and manure usage and the integral mapping can calculate no spread zone and buffer zone areas if required. Stock records of inputs are calculated and costings information may be added if the user requires financial information.

For those requiring a mobile option the Smartphone Module provides an app for tablet or smartphone so that Geofolia is available anywhere for both the operator and manager.

Geofolia will be launched at LAMMA'17 (18/19 January) and in advance of this we are looking for further early adopters whom we will work alongside during the introduction of Geofolia into the UK. The early adopters are likely to be arable or mixed farms with a conventional cropping regime who require a system that will provide a means of recording all the statutory information required simply whilst also providing clear and relevant management information.

**If you are interested please contact the Landmark Office.**



Unique on-screen integral mapping



LANDMARK DAY - The Globe Theatre and Macbeth

## Nigel Parsons, MD of Landmark

I suspect that the odds offered would have been long if I had been tempted to bet last autumn on a UK exit from Europe, especially within the 'traditional' rural sector. Whether or not the correct decision has been made will take many years to unfold, so we must deal initially with the shorter term.

Since June the falling £ has helped reduce input costs and increase cereal prices, additionally the stock market performance has defied many predictions. So far so good in some sectors of agriculture despite uncertainty – are there are opportunities to be taken? Whilst our government debates the future of our relationship with the EU is it an appropriate time to review your business? The availability of good management information remains a good base from which to make some plans.

Here at Landmark we have been doing just that. In order to service a growing client base we have recruited additional support, training and sales staff. As shown on this page we are planning the implementation of our parent company's cropping and mapping software, and we are now offering all our main software modules on a hosted cloud platform as well as on individual PC installs. We chose to celebrate a successful year by taking our staff with their partners to Shakespeare's Globe and to an excellent performance of Macbeth.

Time will tell whether the three witches forecast on the success of Brexit comes to fruition... but please see the back page for Landmark's latest success!



# One of the finest houses in the Country in safe hands



BRUDENELL ESTATES

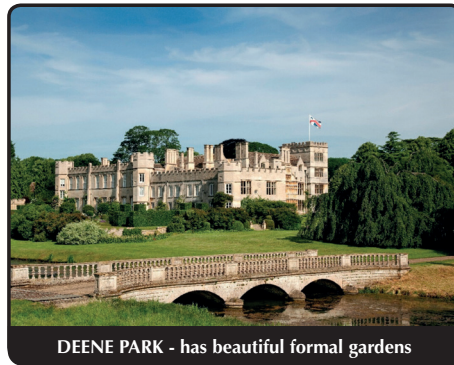
There have been some innovative changes over the last three years at this traditional 10,000 acre Estate, with land divided between Northamptonshire at Deene Park and Leicestershire's Welland Valley. The land is arable and livestock Grade 3 supporting 26 farming businesses.

Landmark's KEYPrime Advanced Accounts software linked to KEYPrime Property was purchased in the autumn of 2013 by the current owner's father, the late Edmund Brudenell. He set the objective of updating the coding, recording and management for both accounts and property with a timescale to dovetail in with a Spring 2014 year start. Confidence in the system has grown since that initial data migration and the Estate Office team has worked with clarity and tenacity to transform the functioning of the office.

Roll the clock forward and today Mr and Mrs Robert Brudenell are the careful stewards of the house, parkland and rural Estates. Rich in history created by five centuries of ownership by the Brudenells, or Earls of Cardigan, a title bestowed on the family by Charles II in exchange for £1,000! James, the 7th Earl led the Charge of the Light Brigade and Elizabeth I also graced the medieval house with her presence.

Mark Coombs was appointed as Land Agent at Brudenell Estates two years ago. "It was an ideal opportunity for a detailed look at the Estate", said Mark: "Under Mr Robert Brudenell's new stewardship we set out to learn everything relating to the Estate in great detail in order to facilitate planning a strategy. To start that process we needed to establish what was owned by the family, the value of those assets and the liabilities of the business for its Trustees. This would allow us to make informed decisions based on fact, removing some of the emotion which inevitably creeps into decisions when your home is also your business. Our aim is to direct limited resources into targeted assets with known risk."

Keystone Family Advisers were also brought in to promote a holistic approach to strategic planning. Founder director, Jonathan Gage, said: "The gathering and presentation of data has enabled us to format the information



DEENE PARK - has beautiful formal gardens

in summary form from KEYPrime which has been transformational for the family, the Estate Office and its advisers working towards evolving a long-term plan based on sustainable finances."

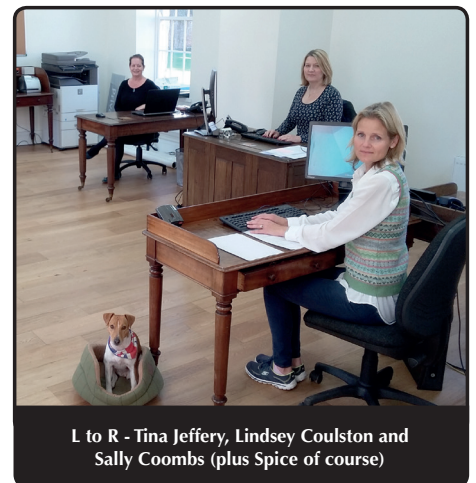
The Estate comprises 42 residential properties including six retained for staff, and a further 29 assets made up of commercial units, masts and licenses. The forestry is actively managed with nine schemes on 1389 acres. A programme of agri-environmental schemes, together with a 500 kw Biomass District Heating System contribute to the bio-diversity and responsible environmental management of the land and buildings.

In many ways Brudenell is a traditional Estate business but you experience the 'new broom' of owner and land agent in the re-furbished open plan Estate Office with state of the art archive, paperless approach and hi-tech boardroom. The method of organisation and open structure of management at Deene Park is impressive, and at its hub is the KEYPrime software used to great effect and driven by Mark and his team. The vital daily management of data is brought about by Mark's PA and property administrator, Lindsey Coulston and Sue Wild the Estate Bookkeeper. Population of the KEYPrime Property 'Terrier' has been taken to another level by bolting on detailed building plans, digital maps and aerial surveys using the skills of a specific asset capture team. Its task has been to step back and methodically build up tiles of information in order to bring a discipline to recording and reduce the volume of paperwork for the office. This physical accounting of every asset and tenancy, allocated with a unique ID, has transformed the way the office works, and

developed a new dimension to reporting and decision making for the stakeholders.

Mark insists that the process has allowed the Estate to own an accurate and powerful decision-making software tool: "The process of an office clean-up has given us a more holistic approach. Savings have been made because we have a detailed visual picture of any asset linked to its coded components. For example we know the exact location and percentage of asbestos. In practical terms this means that the family and Trustees know per metre where their money is and can save money. Insurance premiums have been reduced by 20%, despite the sums insured being increased by a factor of five, simply because the insurers have a better picture of the assets and risks. For example we can show how many properties with oil tanks are within 100m of a watercourse."

There is a buzz about the Estate as the 'establishment' phase of collecting and entering the data is largely complete. Mark Coombs and the team have more time to focus on specific projects for the family who in turn are enjoying finding new uses for traditional buildings and engaging in Education and Tourism. Mark describes this next phase as "very exciting – we have a solid framework from which to plan the future."



L to R - Tina Jeffery, Lindsey Coulston and Sally Coombs (plus Spice of course)





# Swaying the software decision

David Wilson of D & H Wilson, Suffolk

What is the D & H Wilson farm business? David's answer is straightforward: "Wheat, Oil Seed Rape, Barley and Beans, and of course Red Tape!" He would like to think that life will get easier following Brexit but he is a realist about farming economic cycles and says that as far as red tape is concerned the ball is in our court.

David Wilson had the advantage of using farm accounting software in two continents before he bought KEYPrime from Landmark, and he did his research thoroughly. David used the £10 migrant scheme to spend 42 years in Australia before returning six years ago to buy his own 308 acres in two parcels near Stowmarket and Framlingham, and he wanted to record his business on a system specific to agriculture.

"The 20 minute drive separating the land is just a little bit too far for one contractor", said David. "In my KEYPrime each contractor has his own enterprise code and a separate bank account, which is a great performance indicator. I also have a general enterprise account and private accounts under our own names.

"I sit down with each contractor to review work plans and analyse the enterprise, and then it is very nice to combine the enterprises to formulate one overall report for ourselves", he continued.

David likes KEYPrime for its accurate reporting and drill down features which reflect his attention to allocating expenditure and income. In the case of crop insurance, for example, on a pro rata acreage basis: "I can allocate it, pay one cheque to the insurance company and then offset the journals later." He also likes the discipline of being able to change entries up until submitting the VAT return, but not afterwards. "My previous simple bookkeeping package was in a way too forgiving of changes. It was time consuming and I was looking for a system which separated the harvest year from the financial year. I came across two packages which did that, and on many levels they were similar." When asked what did sway it, David was candid: "Prior to purchase it was a close run thing, but the ability to link into my accountant's package sending data via the internet was a game changer and I approve of



Landmark's recent move to automatic cloud-based upgrades."

Since setting up KEYPrime for his accounts in 2015 David would name the potential of the budgeting feature as very important to him and he would compliment the Landmark support team for their patience!

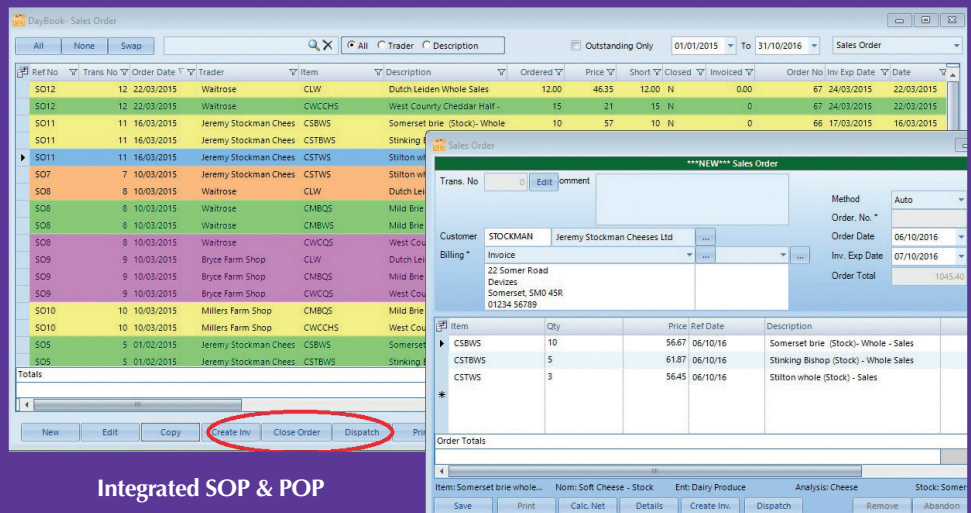
## KEYPrime Accounts Additional Modules and New Features



### Additional Modules

Did you know that there are additional modules you can add to your existing KEYPrime software to improve your experience and often save you time on both data entry and reporting?

- **User Rights** Are there areas of your accounts that not all administrators need to see? Now you can control access for each user by both function and enterprise to create a package tailored for each staff member.
- **Sales & Purchase Order Processing** Are you manually creating sales and purchase orders and struggling to keep track of their progress using separate spreadsheets? Keep everything in one place with this module for a truly integrated system. Create orders easily and automatically generate dispatch/delivery notes and invoices. Track, monitor and change the status of your orders in a separate daybook.

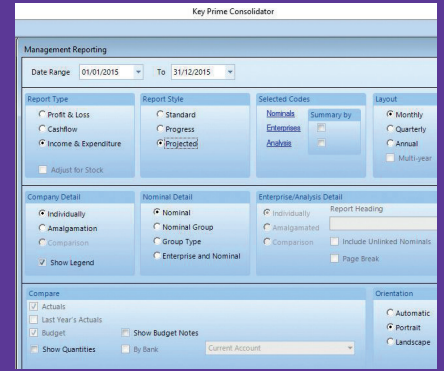


The screenshot displays the 'DayBook - Sales Order' interface. On the left, a table lists sales orders with columns for Ref No, Trans No, Order Date, Trader, Item, Description, Ordered, Price, Short, Closed, Invoiced, Order No, Inv Exp Date, and Date. The 'Create Inv' button at the bottom is circled in red. On the right, a 'Sales Order' form is open for a new order, showing customer details (STOCKMAN, Jeremy Stockman Cheeses Ltd), billing information (Invoice), and a table of items with columns for Item, Qty, Price, Ref Date, and Description. The 'Order Totals' section is visible at the bottom right.

Integrated SOP & POP

- **Consolidator Module** If your business is made up of multiple sets of individual accounts, use this module to report on the whole business or groups of companies. An essential tool for clients who need the complete picture.
- **Buying Group Import** Do you purchase through a buying group such as Anglia Farmers? This module could be a huge time saver for you. Rather than entering each individual back invoice manually, you can import one file with all invoice details automatically, saving you hours on data entry time.
- **Transaction Imports** If you use third party software which generates transaction information, why duplicate effort by manually entering data into KEYPrime? Using Excel, CSV or TXT formats, you can import transaction information directly into KEYPrime.

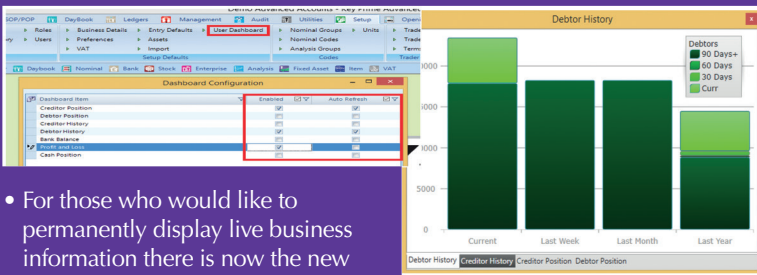
*“Importing sales from our iZettle mobile payment software via a customised spreadsheet directly into KEYPrime has definitely saved me time.” Lisa Gough, Tinwood Estate Vineyard*



A complete picture in Consolidator

## New features in Version 6.0

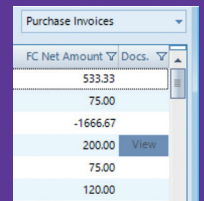
The latest release has a huge number of new features and enhancements for both the accounts and property management programs – these changes are often as a result of requests made by our users. Full details of all improvements can be found in your release notes.



- For those who would like to permanently display live business information there is now the new **Dashboard** feature, enabling you to monitor debtors, creditors, bank balances and profit & loss on the home screen.

Dashboard

- Thinking of making the move to a paperless office? There is also the new **Document Links** feature – you can now simply ‘drag & drop’ copies of your invoices and correspondence onto individual transactions, reducing the need to keep hard copy documents.



Document Links

- We have increased your reporting power too. Compare the projected performance of your enterprises side by side with new **Projected Enterprise Comparison Reports** - view actuals to date plus budget figures over a 12 month period.
- Do you need to know what is left in the budget and how your outstanding budget plus actuals to date compares with your original budget and/ or last year's actuals? Get this information quickly using the **Annual Projected Report**.
- KEYPrime Advanced users now have the option to create their own P&L or Cashflow **Custom Reports Comparison**. Select up to eight columns including fields such as Actuals to Date, Budget to Date, Total Budget and Last Year and automatically calculate the variance figures you need to see.



## Best Rural Professional Services Business WINNER



2016  
RURAL BUSINESS AWARDS  
CHAMPION OF CHAMPIONS  
LANDMARK SYSTEMS LTD

Having read about the RBA's last year we decided that the Best Rural Professional Services category was an ideal choice for Landmark. Out of nearly 40 entrants we were highly delighted to be one of the 12 selected finalists which prompted our decision to invite some clients and staff to attend the Awards Dinner at The Belfry Hotel, Warwickshire on 13th October.

“To our delight we were announced as the category winner! To say that we were amazed to win also the overall ‘Champion of Champions’ Award is an understatement”, commented Nigel Parsons, MD of Landmark. “It is an enormous accolade for the company and our staff who are the lifeblood of Landmark.”



A delighted Landmark Team

L to R - Keith Morris, Helena Hanson, Amanda Parsons, Nigel Parsons and Alex Lee