



WHY LANDMARK VALUES ITS BUSINESS PARTNERS – OPPORTUNITIES INCREASE WHEN YOU HELP OTHERS DO BETTER.

Most businesses strive to do more of what they do and to keep doing it better. At Landmark building relationships with professional member's groups is considered a good way to deliver.

Why?

Formal or informal partnerships provide a vehicle to inform clients or potential clients of what is happening in the rural sector and how IT can help. Nigel Parsons, NFU relationship manager and founder of Landmark said: "Take the MTD VAT deadline in 2019, we travelled the country, in partnership with the NFU, to inform members of the changes, the exemptions and the penalties and to show people how to make an accounts package do the work. Not just KEYPrime, we were open about the options, as we realise that one size does not fit all. The government's commitment to MTD has not gone away and we will be looking at how to help farmers get the next steps right through 2021 and beyond."

Michael Parker, Head of Tax at the NFU, commented: "Our partnership with Landmark centres around the provision of software and services for our members. In my role I need to be sure that we are recommending a product that fulfils the requirements of the agricultural sector, answers the MTD requirements and most importantly is well supported. Landmark has provided our members with an excellent service and the relationship has benefitted both parties."

Nigel added: "This year we have missed attending shows and speaking at conferences, some of which are organised by our partners. The opportunity to receive first-hand client feedback is invaluable particularly to our support and development teams. Like many we've adapted by using more digital communication and look forward to resuming the show diary as soon as possible."

Tony Stevenson, Head of Business at Scottish Land & Estates, sums up: "The corporate component of our memberships represents an important part of the service we provide to our land-owning members. Having an IT provider amongst our diverse range of trade, service and professional supporters means that members stay up to date on software technology. Key decisions in changing markets are based on up to date, accurate information. Members enjoy a wider knowledge base and real hands on experience from trusted experts in their field like Landmark Systems."



Mathieu Savalle
MD of Landmark

What a strange year we are having. Covid-19 continues to disrupt our professional and personal lives. We have been challenged to review our habits and working practices.

At Landmark, security of employees and clients has been the priority as well as allowing everyone to continue working as "normally" as possible. We offered temporary licences, and some clients decided to operate our software from our cloud platform. Your telephone support was handled from home, with remote access to training and the sales consultants. Our popular group training courses have been revamped to operate remotely, with small groups continually under review. We look forward to welcoming you and showing you what we have been doing in development.

Landmark has extended the office space in Pulborough allowing social distancing for teams, more space for the all-important client support and superb meeting/training room space for all.

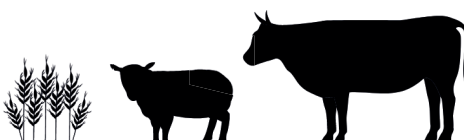
Our development team has worked hard to deliver into KEYPrime new exciting dimensions to your business through Smartview, a snapshot graphical reporting feature (P3), and Batch Entry with the ability to import/enter simultaneous multiple entries boosting productivity. Look out for the forthcoming release of Swiftbill (P3), our remote invoicing app linked to KEYPrime for hosted users.

Next January, a new Geofolia release will push our cropping software a step forward towards precision farming, importing your soil maps will be possible. You will also be able to update your input inventory directly from your store with the smartphone app.

I am delighted to report our new Cattedata App has been given an award by the Royal Highland Show (P4).

What next? Watch this space for a future version of KEYPrime on the web, connectivity from anywhere could be just what we all need!

Mathieu Savalle



KEYPRIME SOFTWARE WAS INSTALLED AT THE LUSS ESTATES BY ALLISTAIR GRAY, LANDMARK SALES AND TRAINING CONSULTANT – WE ASKED ‘HOW IS IT BEDDING IN?’



On the shores of Loch Lomond, the Luss Estate and the Colquhoun family have been linked since 1368. Winning the Rural Diversification Award at the Scottish Rural Awards in 2017, Luss Estates has for some time been recognised as having moved successfully into the 21st century. The estate is led by Sir Malcom and Lady Colquhoun of Luss, with Sir Malcolm as the Clan Chieftain. The estate management team includes the next generation, who share in the sustainable vision for Luss; Patrick Colquhoun is Assistant CEO and Lottie Colquhoun is Head of Retail and Leisure.

The estate’s ability to look to the future and visualise opportunities has led to an impressive level of diversity. Luss Fish & Chip Co, Luss Filling Station, Loch Lomond Faerie Trail and Luss General Store sit alongside biomass and hydro green energy schemes, and commercial property rental. Tourism is catered to through the award winning Loch Lomond Arms as well as Inverbeg Holiday Park and Luss Caravan & Camp Site. A thriving filming location hire business, woodland schemes and a 15,000 acre in-hand farm all contribute to future-proofing the land and the community.

Luss Estates Company was formed in 1961 and since 2008 has embarked on a strategy of diversification, now employing over 100 people. In 2020 the Financial Controller, Nicola Beattie, explored replacing the Estate’s software leading to benefits such as remote user access, digital filing and improved cloud-based security. “Landmark’s KEYPrime accounting and property management software has brought the data under one roof and we haven’t looked back,” explained Nicola, who has been in the role since 2019.

Q&A with Nicola Beattie, Financial Controller and Land Agent Sean McCay, Luss Estates Company

Q. Changing an IT system can seem like a daunting process. What intrigued you most about the KEYPrime programs from Landmark?

A. Nicola: “The integration of the property and accounting information was key for us, as was the ability to upload information easily into the accounts from other diverse business packages. The more automated these processes can be the less likelihood of errors, and the more time my team have for value added activities. We were also very keen to use the diary and notes functions to bring tasks and information into one central shared database, rather than scattered across spreadsheets or just in someone’s head.”

Q. Before you changed software in what ways did you feel that the technology was limiting the business?

A. Nicola: “Our previous software was slightly intimidating to non-financial users, so it could be challenging for individual business managers to review financial information – with Landmark’s intuitive layouts and navigation that barrier has gone. Landmark is also very flexible in allowing us to amend reports, structures and setups ourselves, with support available when we request it, rather than having to rely on a third party. This allows us to respond very quickly to changing circumstances.

Q. On the Luss Estates website it says that ‘Property is at the heart of everything that we do.’ Can you explain the importance of the property portfolio?

A. Sean: “Delivery of rural housing is crucial to our long-term vision in order to bring new and young people into the community. We use our own property assets to operate a diverse range of in-hand businesses thus creating varied employment opportunities across the estate.

“We also have a wide variety of property which is let to local businesses. This ranges from farm tenants who are now diversifying into glamping, all the way to new operators creating adventure holidays including a wide range of water sports and 4x4 adventures.

Our property portfolio also enables us to deliver key infrastructure to the community, such as re-establishing Luss Filling Station and a new car-park for visitors to the village.”

Q. What benefits are you finding from having one digital diary for your property management?

A. Sean: “This helps individual business managers to keep on top of key tasks, routine maintenance and vital health and safety works. Senior management can quickly get a snapshot of where pressing issues are and act accordingly.”

Q. How has remote access to KEYPrime through Landmark’s hosted solution been a benefit to the Estate?

A. Nicola: “Our planned move to Landmark coincided with the start of lockdown, which brought a couple of challenges! The new servers we had ordered independently got stuck in shipping from China, so the local installation couldn’t go ahead. Using Landmark’s hosted servers solved the problem immediately, with all staff working from home the hosted server allowed us to access our data and carry on.”

Q. What advice would you give to a rural business looking to change software?

A. Nicola: “We knew from the start that Landmark was the right technical solution for us, but the added bonus has been the dedicated support from a team who understand our businesses and how we want the system to work. The help, advice, training and problem-solving support has been excellent.”

Luss Estates Company: to see more about the tourism, retail, leisure, farming, forestry, land management and environmental initiatives please visit www.lussestates.co.uk



HAVE YOU DIVERSIFIED WITH STORAGE UNITS, LET PROPERTY OR HOLIDAY LETS? NOW YOU CAN MANAGE THEM WITH KEYPRIME ACCOUNTS.

KEYPrime Property is Landmark's more advanced property management program.

This comprehensive software provides our larger property portfolio clients with a full digital estate terrier and great reporting power. However we have recognised that as more of our clients diversify, there is a need for a simpler property management tool. Users can manage their properties in KEYPrime Accounts itself, rather than as a separate (though integrated) solution.

So we are pleased to announce the launch of the Property Lite module for the KEYPrime accounting range!

You will already know that you can allocate income and expenditure to properties or units using your 'analysis codes' in KEYPrime Accounts. You might also know that there is already a diary feature in KEYPrime Accounts too. Well, we have now linked the two features together.



As well as monitoring income and expenditure, users of Property Lite can:

- **Create diary actions for specific properties.** Be reminded of upcoming events when you log into KEYPrime Accounts. Never miss the boiler inspection or rent review date again!
- **Store all property documents on the property record.** Keep all your inspection certificates, tenancy and licence agreements with the analysis code in KEYPrime Accounts. Having documentation stored digitally makes it so much easier to access later.



Why is using a digital property management tool better than your existing system?

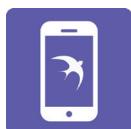
- **Reduce the risk of non-compliance.** With the ever-increasing health and safety legislation associated with letting property, using the Property Lite diary feature will help you to ensure that you are on top of all the necessary inspection and certification dates. It will also help you to keep on top of lease end dates and rent reviews – crucial when serving notice at the right time to allow for rent increases.
- **Reduce time spent on property administration.** Why keep all your property records and key dates in multiple locations, when you can streamline it into the accounts software you already use regularly? It's one less spreadsheet for you to maintain.
- **Potentially bring management 'in house'.** With a reliable tool like Property Lite, you may even have the confidence to manage your properties with less agent involvement, which could reduce the amount you spend on fees. Worth considering!

If you would like to see the benefits of Property Lite for yourself, contact the main office on 01798 877100 or your local consultant direct to book an onsite or virtual demo.

WHAT TO LOOK OUT FOR IN VERSION 9.5

The new features in the KEYPrime accounts range we don't want you to miss!

If you are a long-time user of the KEYPrime range, you will know that every year we issue two software updates. These are always jam-packed with new features to make managing your business accounts quicker and easier. Here is a quick summary of the new modules you could be missing out on...



Swiftbill

Our brand new web app available to those using KEYPrime on the NEWAge or virtual server platforms. Allow existing or additional users to create and send invoices and orders from devices away from the office. Ideal for contractors, retail and large teams.



Smartview

KEYPrime Version 9.0 gave you Smartview. You can view cashflow, debtors and creditors information in a graph format. Excellent for when you want a snapshot view of your financial position.

Smartview Plus is a new module for KEYPrime Version 9.5. It allows you to custom build your graph views by nominal, enterprise and analysis codes.

Remember, if you would like some advice on how to access or use these features then the support team are ready and waiting for your call.

2020: THE YEAR WE HELPED YOU TO 'WORK FROM HOME'.



At the beginning of the year, some of us might have considered that WFH would be a real 'treat'. However, fast forward just three months and it became all too apparent to our clients with travelling bookkeepers or larger offices, that the ability to keep business administration in check from home was crucial.

Traditionally, most users of KEYPrime software would have installed it on their computers in the office. Landmark anticipated that the need to work on and access business data remotely would rise, so we made it possible for all KEYPrime software to be web hosted.

As lockdown restrictions were imposed, we saw a huge spike in uptake for the service. One such business was E J Farms Ltd in Herefordshire. Bookkeeper and IAGSA member Ann Basford was no longer able to come to the office but she still needed to do her job – her employer describes her as "the glue that holds everything together"!

We spoke to Ann about her experience of moving KEYPrime 'into the cloud'...

ANN BASFORD'S HOSTED SERVER EXPERIENCE

Q. Tell us about E J Farms and your role there?

A. E J Farms is a traditional mixed farm in Herefordshire with sheep, arable, organic orchards and property rental enterprises. The farmer works away from the farm so until lockdown our usual method of communication was by phone and email.

Q. How did you find the process of moving KEYPrime onto a virtual server?

A. When we saw that lockdown was a very real possibility, we contacted Landmark to see what options were available. The cloud based remote working option was explained and we decided to go with it. It was a reasonably easy process and the phone support was excellent. Both the farm computer and my home laptop were remotely accessed by the support team to get it up and running.

Q. What benefits have you experienced, being able to access KEYPrime away from the office?

A. During lockdown being able to work remotely kept the business going. I really don't like to think about the chaos that would have happened and the backlog to sort out if I hadn't been able to access KEYPrime as a web-based program.

Between that, access to the farm email account from home, and scans of invoices etc that had been received by the farm in the past we managed to run reasonably normally. The only downside being all the post to sort once I was back in the farm office!

Q. Would you go back to using a PC install of KEYPrime now?

A. No. Being cloud based is more expensive than the desktop application, but I think the benefits outweigh that concern. Being cloud based it is always up to date. Some programs I use, between home and clients' offices, require transfer and updating via USB which does not give up to date information from both ends. Should we encounter another lockdown or bad weather that prevents travelling we know that the system we have is reliable and works for us.



£3,180 RAISED FOR THE HOSPITAL HEROES APPEAL

In May the Landmark team, supported by our parent company ISAGRI were pleased to be able to donate £3,180 to the Hospital Heroes Appeal supporting West Sussex hospitals. Landmark staff were invited to donate to the cause, which Landmark then matched. This figure was then matched again by ISAGRI – a real demonstration of our 'family' spirit.



AWARD FOR CATTLEDATA MOBILE APP

We are thrilled that the Cattedata Mobile App, launched at the beginning of the year, was awarded a commendation this year in The Royal Highland Agricultural Society of Scotland's annual Technical Innovation Competition. There was no physical prize giving, following the sad

cancellation of this year's Royal Highland Show but we hope we can take part in a prize giving at next year's show.

So, if you keep cattle and want a better way to update your herd records, why not request a 60 day free trial of our proven solution?

