

# A<sup>2</sup>+B<sup>®</sup> CASE STUDY



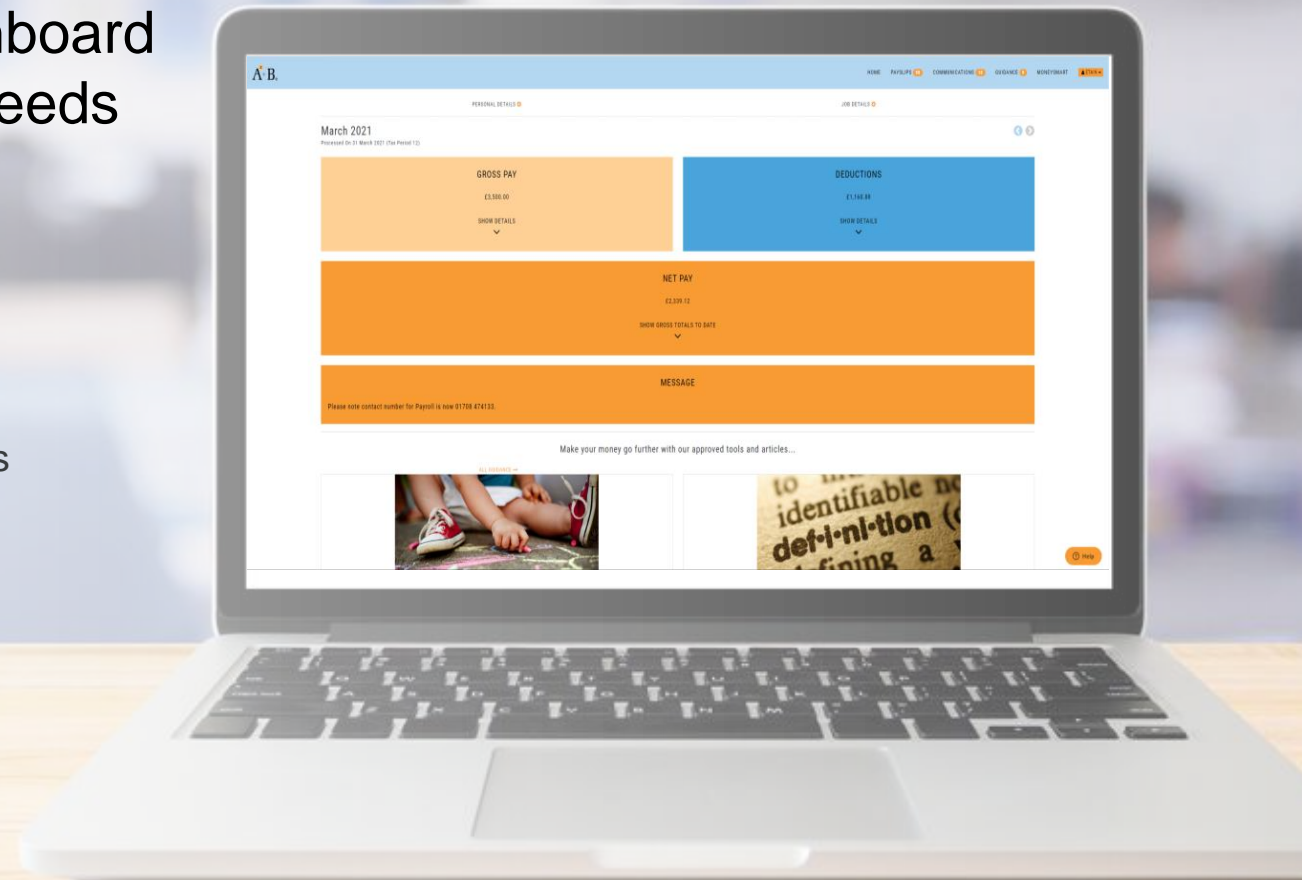
Anderson Anderson & Brown chose PayDashboard as their technology partner to align with the needs of their growing payroll service

## EXECUTIVE SUMMARY

Anderson Anderson & Brown (AAB) implemented PayDashboard to align with their tech-forward approach to improving business efficiencies and building an enhanced client payroll service.

In doing so, AAB:

- Reduced client queries through improved usability
- Improved efficiencies through integrating PayDashboard with their in-house systems via PayDashboard's Open API
- Enhanced their client payroll offering through PayDashboard's value-add features





# THE BACKGROUND

Chartered accounting and business advisory firm AAB were looking for a best-of-breed approach to their payroll service

AAB has 350 employees across 4 offices in England and Scotland. The payroll function is based in all the offices.

The payroll team is led by Stuart Law, Director of Payroll & Employment Taxes. The company has always embraced a 'tech-forward' approach to their payroll and other services, to maintain their position as a global competitor.

# THE SITUATION

When their existing epayslips solution was replaced, they decided to review their payslip delivery portal

AAB were satisfied with their current payroll software provider, but when the provider announced a switch to a different payslip solution, AAB saw an opportunity to review alternatives before implementing any change for their clients.





# THE SOLUTION

Anderson Anderson & Brown selected PayDashboard as their new payslip delivery portal in order to deliver an exceptional payroll service.

The ease of use of PayDashboard to deliver payslips, PAYE forms and other documents to employees in a custom-branded AAB portal was a defining factor in the decision to utilise PayDashboard within their business.

The fact that PayDashboard also offer an Open API was a bonus for their technical team, who were able to write to the PayDashboard API from their other in-house systems, providing an enhanced connection and improving efficiencies.

# THE RESULT

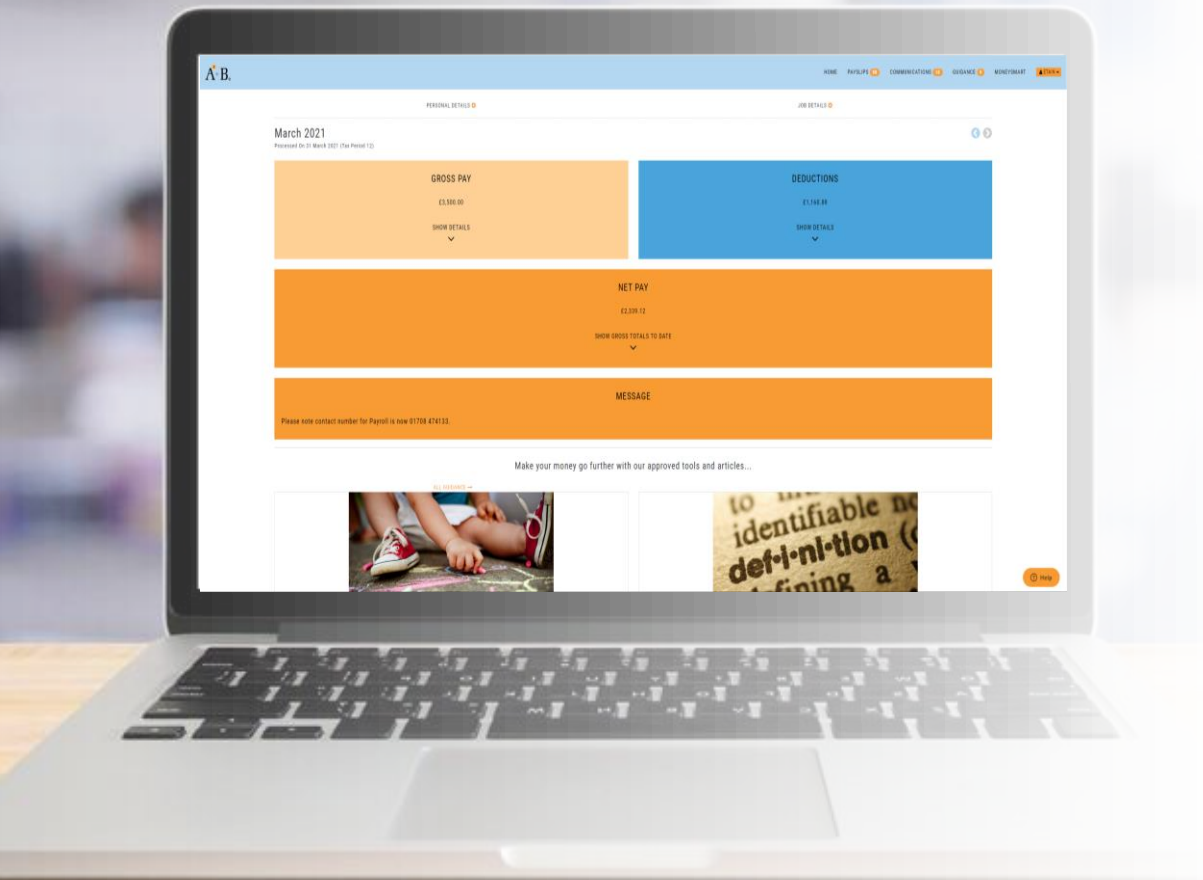
With PayDashboard as an integral part of their payroll technology and service, AAB are well positioned to grow their payroll business.

The AAB team and their clients love how intuitive PayDashboard is, and the team subsequently receive fewer client questions. This has provided AAB with more capacity to scale their payroll service and deliver a market-leading service. Beyond the functional benefits, PayDashboard's extra features (like links to HMRC information) enhances the client payroll experience and represents added value.





# THE CLIENT



“As a firm we believe that technology plays a vital role in successful client delivery. Our team are focused on working continually to improve processes to provide the optimal payroll service.

PayDashboard's market-leading technology with Open API capability combined with their approach, support and flexibility, is completely aligned with our own ethos and values. This is why PayDashboard is our chosen technology partner for pay data delivery.“

– Stuart Law, Director of Payroll & Employment Taxes



[www.paydashboard.com](http://www.paydashboard.com)

020 377 33 277

[info@paydashboard.com](mailto:info@paydashboard.com)