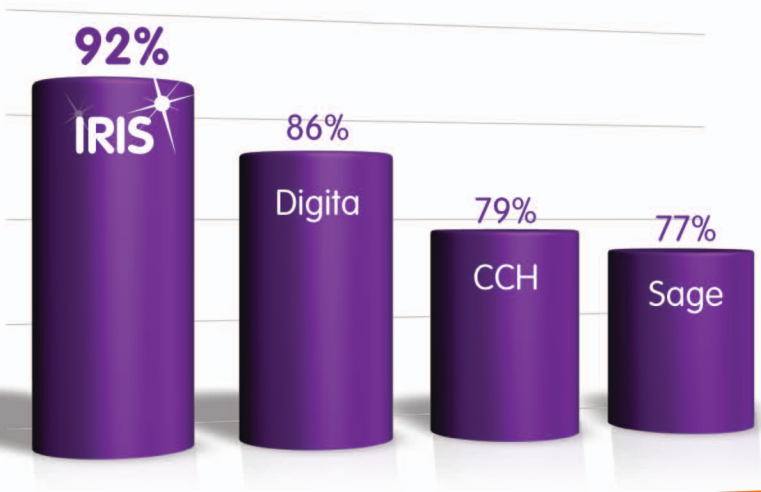


# The report our competitors won't want you to see...

IRIS is the most recommended practice software in independent research, above all the main providers, for the sixth time in succession



[www.iris.co.uk/icaew](http://www.iris.co.uk/icaew)

Recommendation rates represent the respective supplier's most-used accounts production, personal tax, corporation tax and practice management product.

# More practices are using IRIS than any other solution, here's why...

## IRIS. The only truly integrated solution.

The ICAEW has just completed its comprehensive research project into the state of technology in the Accountancy Market. It is the seventh time they have completed the survey and represents the most comprehensive investigation in the attitudes and trends in technology in our sector.

IRIS Accountancy Solutions would like to thank the Faculty of Information Technology of the Institute of Chartered Accountants in England & Wales who gave their kind permission for IRIS to produce this publication.

Similar surveys were conducted in 2000, 2001, 2002, 2004 and 2007.

In the 2011 ICAEW Survey, 'IT in Accountancy Practices' IRIS software is the most highly recommended for:

- Accounts Production
- Personal Tax\*
- Business Tax\*
- Practice Management

\* Equal with one other product

### This extract from the full report...

For the purposes of this extract, IRIS Accountancy Solutions (IAS) has chosen the five categories in which IAS solutions are reported.

- Accounts Production
- Company Secretarial
- Personal Taxation
- Business Taxation
- Practice Management

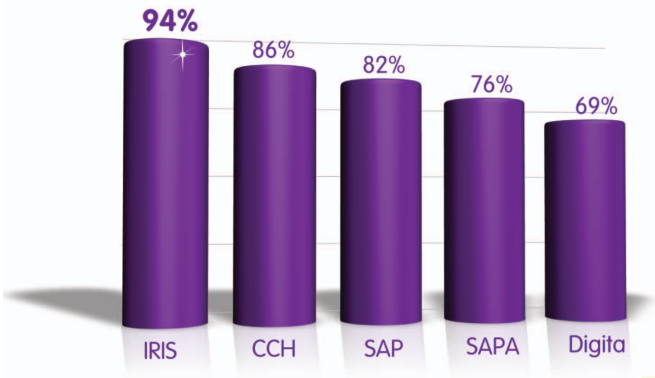
The results shown focus on the 'main providers', as defined by the ICAEW. This is IRIS, Sage, Digita and CCH. We have chosen to extract and re-present the following assessment categories:

- **Recommendation** - respondents were asked 'Would you recommend this software to other accountancy offices or firms?' and the results are shown as a percentage.
- **Market Penetration** - this is defined as the number of practices or offices using each product, also shown as a percentage.

# Accounts Production

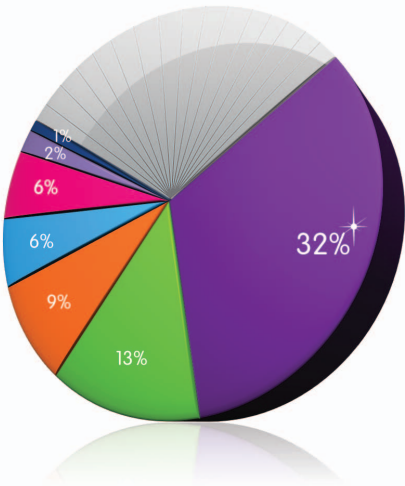
“IRIS Accounts Production has strengthened its position as market leader”

## Recommendation Results



“Digita Accounts Production is the weakest performer on all product and service dimensions, barring quality of initial service, and almost one in five customers have experienced a business critical failure in the last two years.”

“Neither Sage product performs particularly well, especially SAPA, with one in four users planning to replace it in the next twelve months.”



## Market Penetration

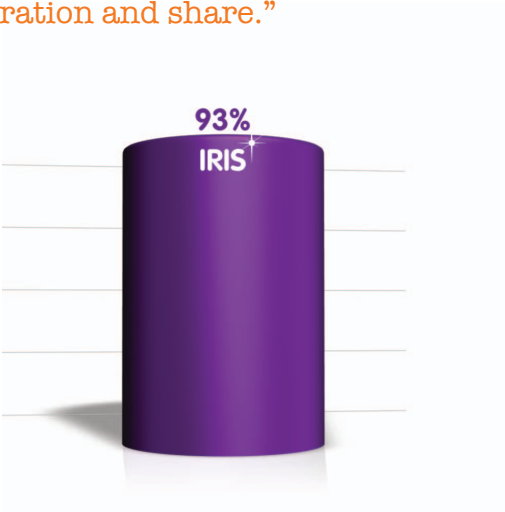
● IRIS Accounts Production	32%
● Sage Accounts Production (SAP)	13%
● Sage Accounts Production Advanced (SAPA)	9%
● CCH Accounts Production (NAP)	6%
● Digita Accounts Production (Thomson Reuters)	6%
● PTP Accounts Production	2%
● CCH Accounts Production (PROcap)	1%
● Others	31%

# Company Secretarial

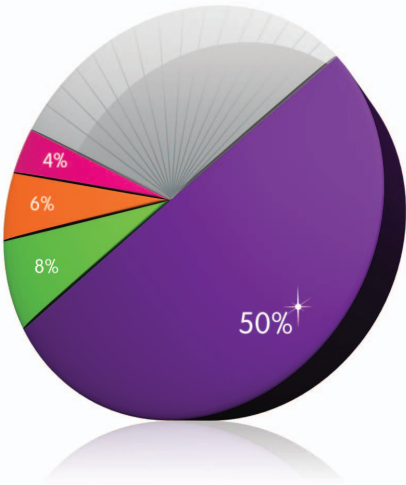
“With growth since 2007, IRIS Company Secretarial has strengthened its market penetration and share.”

## Recommendation Results

IRIS Company Secretarial receives a 93% recommendation rating. There is no other main provider data to compare.



## Market Penetration



“Digita Company Secretarial suffers a drop in penetration (down to 8% from 14% in 2007)”

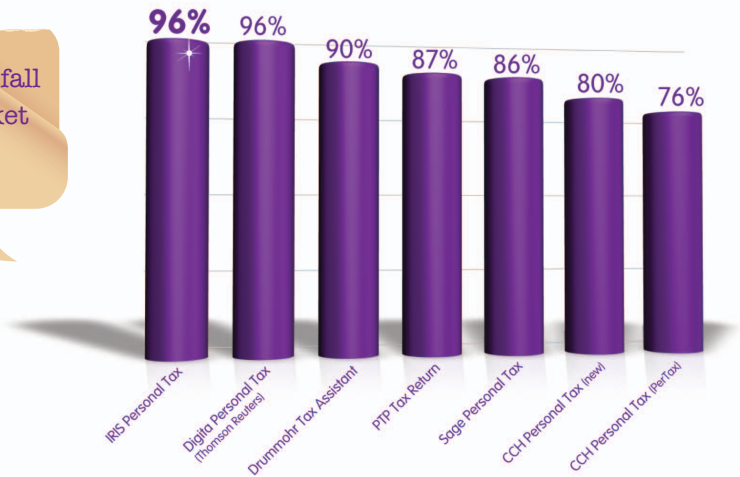
IRIS Company Secretarial	50%
Digita Company Secretarial	8%
Sage Company Secretarial	6%
PTP Company Administration	4%
Others	32%

# Personal Taxation

“IRIS Personal Tax remains the most prevalent brand in this category, increasing its market share since 2007.”

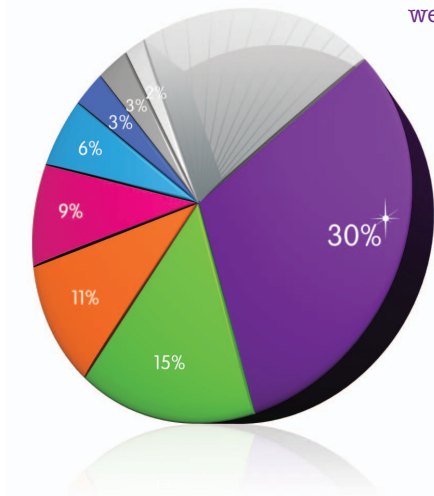
## Recommendation Results

“CCH products fall below the market average”



## Market Penetration

“There is clear differentiation between personal tax software products: IRIS products perform well, as does Drummohr Tax Assistant...”

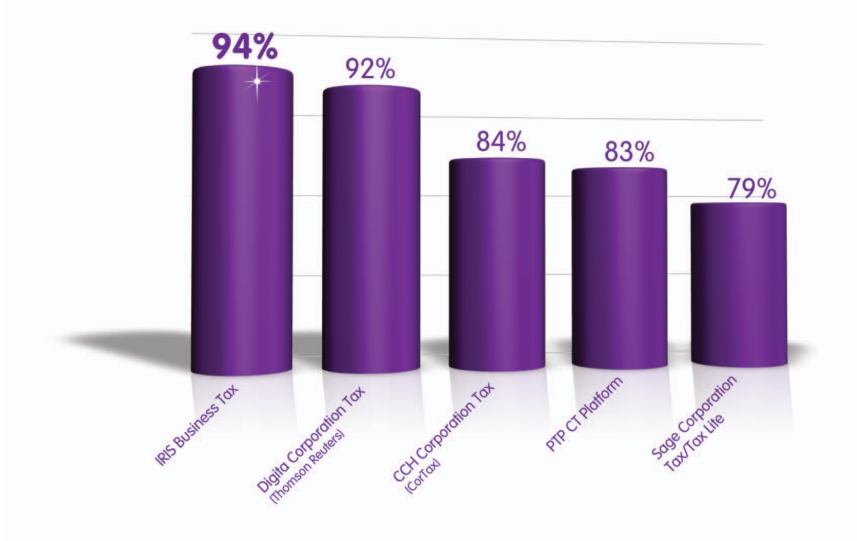


IRIS Personal Tax	30%
PTP Tax Return	15%
Sage Personal Tax	11%
Digita Personal Tax (Thomson Reuters)	9%
CCH Personal Tax (Perfot)	6%
CCH Personal Tax (new product)	3%
CCH Personal Tax (Taxpoint)	3%
Drummohr Tax Assistant	2%
Others	21%

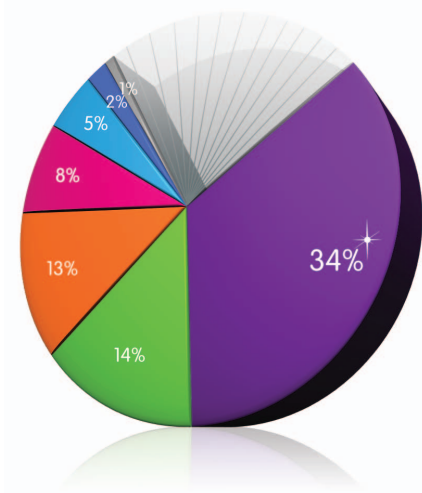
# Corporation/Business Tax

“IRIS Business Tax continues its market lead...”

## Recommendation Results



## Market Penetration



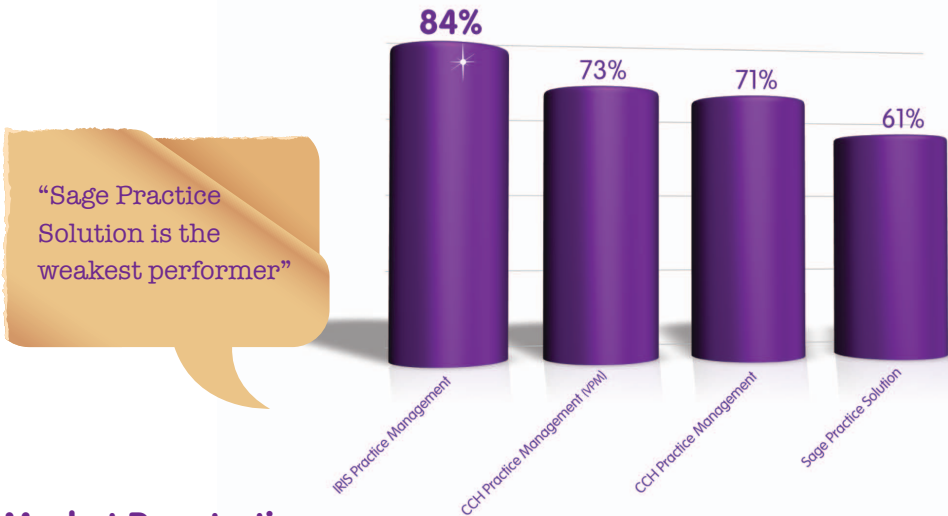
“There has been an increase in CCH Corporation Tax (CorTax) business critical failures since 2007”

IRIS Business Tax	34%
PTP CT Platform	14%
Sage Corporation Tax/Tax Lite	13%
Digita Corporation Tax (Thomson Reuters)	8%
CCH Corporation Tax (CorTax)	5%
Drummohr Tax Company Tax	2%
CCH Taxmaster	1%
Others	23%

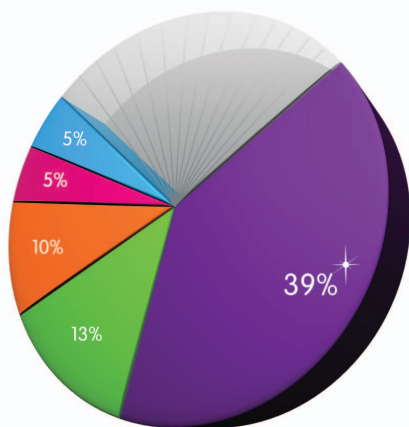
# Practice Management

“IRIS Practice Management retains its lead, with an increase in share since 2007”

## Recommendation Results



## Market Penetration



“Within this category, Sage Practice Solution is the weakest performer, with relatively low recommendation levels and a higher than average proportion of users planning to replace this product in the next 12 months.”

IRIS Practice Management	39%
Sage Practice Solution	13%
CCH Practice Management VPM	10%
Digita Practice Management (Thomson Reuters)	5%
CCH Practice Management	5%
Others	28%

For more information call an advisor on **0844 815 5717**

Through three product brands; IRIS, PTP & Drummohr, IRIS help over 14,300 customers, including around half of the UK's accountancy practices to better serve clients, improve internal processes and become more profitable, better businesses.

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