

# Case study



## How GI Outsourcing created the capacity Atreus needed to grow

Atreus Accountants is a growing independent practice led by two partners, focused on delivering high-quality accounting and advisory services to its clients.

Like many ambitious firms, the team found themselves stretched, trying to balance day-to-day delivery with the demands of running and growing the business.

William Bailey, Managing Director of Atreus Accountants, explains, “We were in a position where my business partner and I were doing a lot of the work ourselves.”

“This included manual bookkeeping, processing paperwork, bank reconciliations, all the way through to year-end accounts. It just made sense for us to explore different avenues to take some of the pressure off ourselves.”

Recognising the need to reduce pressure and create capacity, the team began exploring alternative resourcing options.

“We looked at hiring internally, but it quickly became clear that outsourcing would work far better for us.”

### Why GI?

After an unsuccessful experience with a previous supplier, William was looking for a partner that could truly integrate with the business and deliver consistently high standards.

“We had tried another provider before, but it didn’t work out. Then we came across GI and it’s been absolutely unbelievable.”

“So much pressure has been taken off us. We have Anuja working with us, who is amazing and so on the mark every month.”

***“Every week, when it comes to having all our clients’ bookkeeping done, contacting our clients and making sure they send everything through, it is absolutely spot on every time. We couldn’t be happier to be honest.”***

### A structured and seamless onboarding

From the outset, Atreus Accountants experienced a highly organised and collaborative onboarding process.

“We had detailed conversations about how we work, what we needed, how GI could support us and the different avenues we could go down. The onboarding was brilliant and very in-depth.”

The ability to select the right individual proved particularly valuable.

“We had the opportunity to meet and speak with Anuja before moving forward, and it quickly became clear she was the perfect fit. Everything was structured, really well processed and exactly what we needed.”

### **Helping Atreus transition from reactive to scalable**

Since partnering with GI, the practice has undergone a significant transformation in how it operates.

“Before partnering with GI, our practice worked on more of an ad hoc basis. For me personally, it’s freed up a huge amount of time. I’m now much more focused on advisory work and building relationships with clients, rather than being buried in day-to-day tasks.”

The partnership has also created a strong foundation for future growth.

***“Anuja has become a key member of the team and we couldn’t imagine working without her. We’re now in a position where we are also looking at expanding the work further across the GI team.”***

Having worked together for nearly three years, the relationship continues to go from strength to strength.

### **Advice for firms considering outsourcing**

For practices weighing up their options, William offers the following advice.

“Hiring internally can be an absolute minefield and you’re limited by location. With outsourcing, there are so many more opportunities and resources available.”

***“I’d say just have a conversation with GI. It becomes very apparent, very quickly, that it is so beneficial to any business.”***

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To find out more about how GI Outsourcing can support your firm, contact us today.

**gioutsourcing.com**

Bank House, 7 St Johns Road, Harrow, Middlesex HA1 2EY  
+44 (0)20 8424 8916 • solutions@gioutsourcing.com