



## IRIS EYE

MONTHLY NEWSLETTER  
MAY EDITION

Read to discover tips, knowledge and updates  
to assist your practice



We have lots of exciting updates for you in this month's edition of IRIS Eye; I'm pleased to announce we have welcomed our new Head of Accountancy, [Emma Crawford-Falekaono](#) who you can meet below.

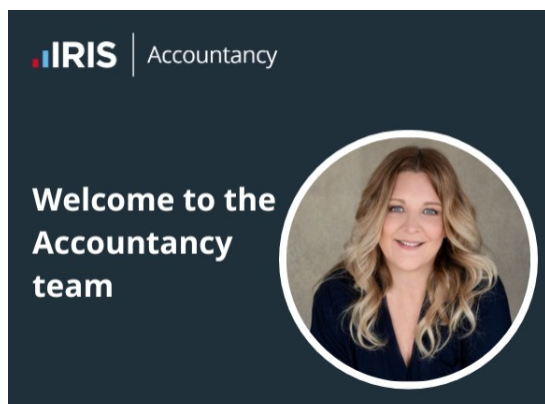
With a proven track record of leading successful fintech teams in the UK, NZ, AU and North America, and a background as a practicing accountant, Emma is passionate about delivering genuine value to businesses and people. We are all so excited to have her join the IRIS family.

We are also extremely excited to announce the latest Elements launch, to find out more please visit the Elements page [here](#). Alternatively, if you're joining us at [Accountex](#) this week, please come over and say hello, our experts are on hand to answer any of your questions and we'd love to see you!

Thank you for reading and please get in touch on [Linkedin](#), I'd love to hear from you.

Karen Williams,

Interim MD of Accountancy



### Meet our new Head of Accountancy

"I am thrilled to be joining the IRIS family at an exciting time for the business. Elements will be game changing in the Accounting Industry, so I am looking forward to playing a part in its successful adoption and the wider positive impact the IRIS team provides to many businesses and people."

Emma previously held senior executive leadership positions at Xero and Tradify and was Managing Director, EMEA at Ignition.

Emma will be at Accountex this week speaking about how aptitude and skills have usurped formal qualifications as the accountancy industry's most sought-after commodities on the 11th of May. You won't want to miss it, [grab your ticket now](#).

MEET HERE



### Become a payroll powerhouse

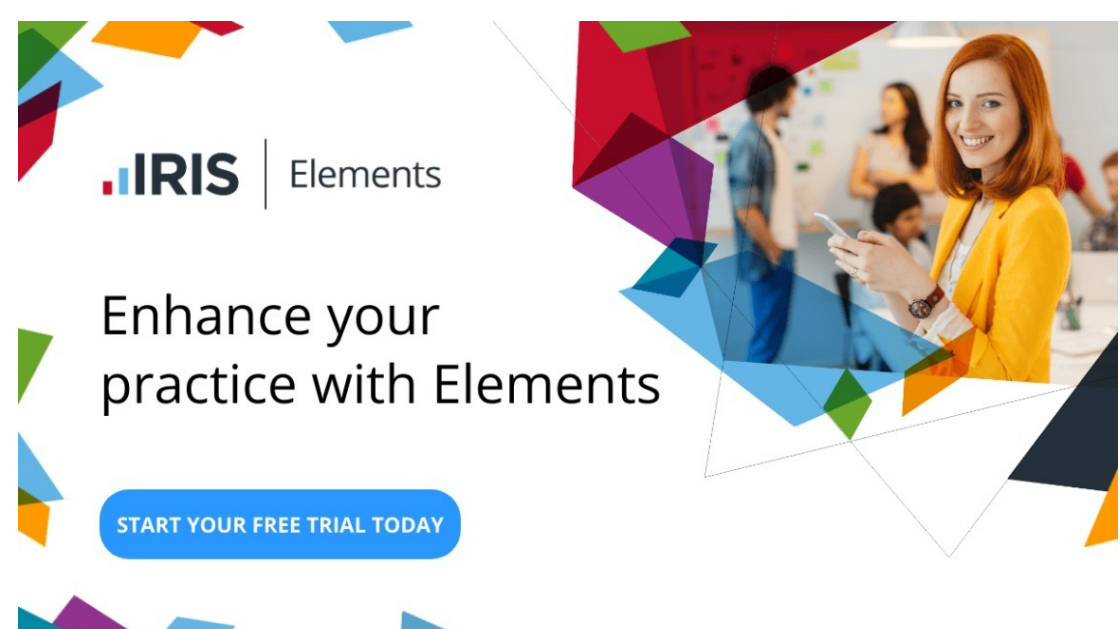
It's time to meet customer demand, build a better workplace and bring in more money! No matter the size of your accountancy practice, IRIS has the right payroll solution for YOU.

You can either:

- Increase the capacity of your practice with IRIS Outsourcing
- IRIS has specialised teams that can manage payroll... wherever your clients do business
- Unlock the possibilities of cloud-powered payroll software
- Make money, and let us do the rest in the ultimate reselling partnership

Learn more about the four options we have available for your practice or [watch our on-demand webinar](#) where we discuss the options in more detail.

LEARN MORE



### IRIS propels accounting tech to the next level with largest IRIS Elements release

Earlier this month we launched the next phase of cloud accountancy platform IRIS Elements, its largest release of new capabilities to date.

The Spring 2023 release of IRIS Elements, which for the first time includes Essential and Professional level solutions, resolves some of the most pressing problems for every size of accountancy firm – the need to eradicate multiple logins and passwords, different user interfaces and contact lists. Elements safely stores them all in one place, using intuitive workflows to do the heavy lifting.

This is particularly pertinent for sole practitioners and small accounting firms as they can significantly reduce errors that arise by entering data into multiple applications and save time with an integrated, automated workflow.

With dedicated solutions for every size of accountancy business, the IRIS Elements platform enables firms to grow and move to the cloud at their own pace.

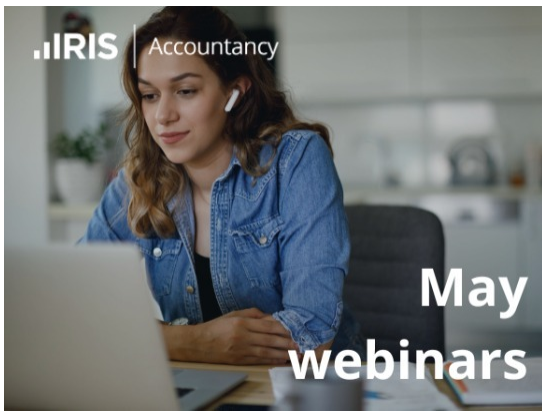
FIND OUT MORE



### Bridging the Talent Gap: Strategies for Recruitment and Outsourcing

Join our expert panellists on the **16 May at 11am** as they delve into the current state of the accounting industry, the factors contributing to the skills shortage, and the potential advantages of both [outsourcing](#) and [recruiting](#) new talent for your business.

REGISTER NOW



### Webinars: What's on this month?

All of our free webinars are right here and ready for you to join. With a wide range of topics covered, you can rest assured you won't miss a thing. Don't worry if you can't make them live, all our webinars are available for you to [watch on-demand](#) at your leisure, including AML and our Virtual Roadshow.

REGISTER NOW



### Accountex

We're back and we're bigger and better. Join us at [Accountex London](#) this month as we have demos available on our stand and our experts at hand to answer any burning questions you may have. We also have lots of speaker slots from our IRIS experts including CEO Elona Mortimer-Zhika, you won't want to miss! We're not only providing you entertainment in the day, but also in the evening as our IRIS Accountex after-party is back! After a full day of networking come and join us and special guest DJ, Chris Moyles. [Book your ticket now](#), we can't wait to see you there!

REGISTER FOR FREE NOW



### How IRIS Elements grew from adversity, ingenuity and lessons learnt

The key to success in business is easy to sum up but hard to live by – you must be prepared to try and come back fighting.

In the first of two articles about IRIS Elements, we find its history is a tale of two development teams – one that coordinated a massive effort in the middle of a pandemic and another, years before, that vowed to learn tough lessons about cloud software.

READ THE BLOG HERE



### IRIS Accountancy Solutions LinkedIn page

Are you looking for easy to find, informative and interesting accountancy content? In addition to our IRIS Software Group LinkedIn page, we have now created a dedicated showcase page called IRIS Accountancy Solutions with all the content you need to keep up to date with everything accountancy. You'll find blogs to read, polls to get involved in, more information on our products, top tips and new podcasts you can listen to.

FOLLOW US NOW



### Accountancy Suite Spring Update 23.1

Join the IRIS Product Management team including Jenny Strudwick, to discover all the exciting, new features we have delivered in the latest update (23.1) and how this latest release will help you meet the demands created by recent legislative changes.

FIND OUT MORE



### The Accounted For podcast: Who said accountants are boring?

A stereotype exists in the industry, claiming accountants are stale, male and pale. Is this view correct, and is it why the industry has been struggling with talent? Communications Business Partner, Anthony Wolny, speaks with our CEO, Elona Mortimer-Zhika, and Senior Market Specialist, Bev Flanagan, exploring their thoughts on the topic and delving into their experiences in the industry.

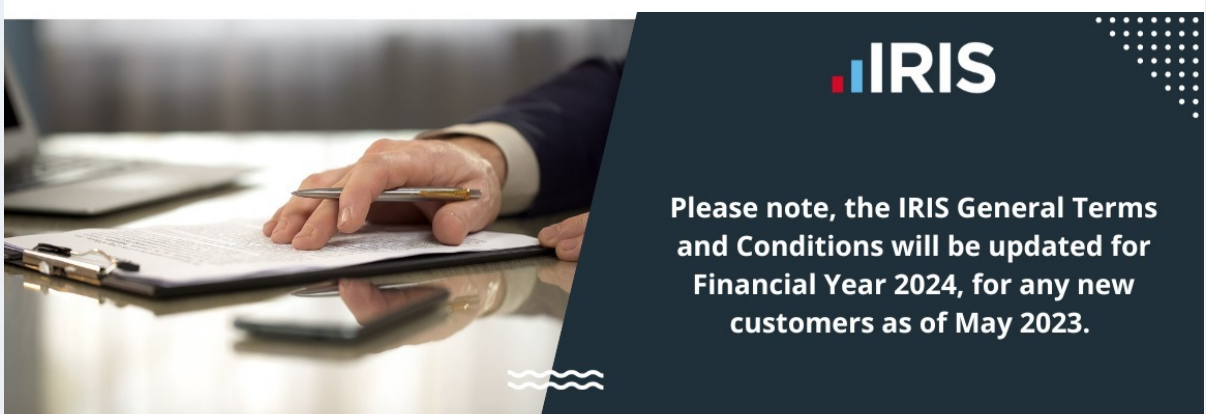
LISTEN HERE



### Your exclusive invite to Accountants Club

Join Accountants Club today and enjoy special benefits like fantastic podcasts and webinars. It's free to join and enables you to learn, network and grow and become part of a private community that provides you with exclusive content, free access to like-minded peers and a platform for networking interaction.

SIGN UP NOW



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