Brookson Delivers Automated, Personalized Tax Advice

With Alteryx

1. **Goal**
   “Automating the financial and tax advice being provided by our accountants, and effectively providing real-time advice that is a capability beyond the reach of traditional accountants.”

2. **Strategy**
   “We recognized that we couldn’t teach our traditional developers accountancy, but knew that through Alteryx, we could get experienced accountants to execute advanced analytics.”

3. **Results**
   “We can now **touch more customers more frequently** with our accountants focused on advice delivery, not the underlying creation of advice.”

4. **Next Steps**
   “Focus on end-to-end automated processes to connect all of their internal systems together, and continuing to move away from traditional, mundane business procedures.”

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“With Alteryx, we’ve become an 80% customer advisory company and just 20% spent on bookkeeping.”

— Brian Milrine
Business Strategy Director, Brookson

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**Tens of thousands of pounds saved**