



From Keytime to the Cloud: Why JDS Roberts Says IRIS Elements Was the Right Move

J D S Roberts A.T.T.

Customer Story



As a semi-retired sole practitioner, Jamie Roberts runs JDS Roberts with a simple goal: keeping his workflow efficient and manageable without unnecessary complexity. After using IRIS Keytime for some time, Jamie migrated to IRIS Elements and quickly discovered that this could offer him improved capabilities at a lower cost. What began as a mandatory transition to a new platform has become an upgrade that has reshaped the way he works.

Highlights:

- Secure cloud access allows Jamie to work from anywhere with confidence
- As a sole trader, Jamie is saving money by switching from Keytime to IRIS Elements
- MTD software available at no extra cost with IRIS Elements Cashbook



Jamie Roberts,
Sole Practitioner,
JD Roberts





How JDS Roberts can work from anywhere – even the beach

Moving to IRIS Elements has significantly streamlined Jamie's day to day operations. From the start, he found the system intuitive, modern and easy to navigate. He shared that ***"Elements is generally just a nicer product to use and it's so easy to navigate. I find it a lot better than Keytime, which was a bit clunky."***

One of the biggest differences for Jamie has been the shift to a cloud native solution. The ability to access his work wherever he is has transformed how he manages his practice as a semi retired sole practitioner. He tells us, ***"Because it's cloud based, I can go on holiday and do a little bit of work which is a massive plus for me. The ability to access my work from wherever I am in the world is super handy."*** The flexibility gives him freedom without compromising client service.





Enhanced security in the cloud

Alongside convenience, the cloud provides reassurance that Jamie's data is safe and protected. With Keytime, Jamie relied on manual backups. Now with IRIS Elements, he no longer worries about loss or corruption. Jamie says, ***"Previously, if my computer went down, then I'd be in trouble. Whereas now it's up there in the cloud, it gives me a lot of confidence and assurance that everything's safe."***

IRIS Elements was built with security at its core. With layered access controls, operational resilience and proven compliance, businesses are kept safe and secure. Jamie is reaping the benefits of this security, telling us ***"If something happened to my computer, then I can go somewhere else and all the information will be there anyway. So, being in the cloud gives me a lot of comfort."***

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A smooth migration to IRIS Elements from IRIS Keytime

As Keytime was reaching its discontinuation, Jamie began exploring alternatives and soon discovered that Elements offered a more cost-effective and future-proof solution. He says, ***“I was happy with Keytime, but after speaking to someone at IRIS about Elements, it worked out to be half the price I was paying for Keytime and I thought ‘this sounds good!’, so I bit the bullet.”***

Once Jamie made the decision, the migration was smooth and well-supported. With guidance during the migration and access to expert training Jamie was able to transfer his client base with ease. Even as someone who considers himself not especially technical, he found the process straightforward and stress-free. The result wasn't just a new system, it was a better workflow, reduced cost and access to modern features that support his semi-retired working style.





IRIS Elements is here to stay

For Jamie, IRIS Elements has improved the way he works and communicates with clients. Features like the backing schedule have transformed how he explains tax figures, giving both him and his clients complete clarity over what sits behind each return. He says, ***"The fact that you can do a backing schedule that lists everything is amazing. I can use this like a checklist. The clients can then see where the figure on the tax return comes from as well. That is probably one of the biggest benefits of Elements."*** This, combined with cleaner calculations and clearer format that Keytime gives Jamie confidence in both the accuracy and presentation of his work.

IRIS Elements continues to deliver practical, long-term value. Jamie remarks, ***"the fact that I can do MTD at no extra cost is a huge bonus."*** Built-in Making Tax Digital software, IRIS Elements Cashbook, is free for Elements users. Everything in one place simplifies compliance, while more affordable pricing better reflects the scale of Jamie's practice. Working in the cloud has removed technical worries and given Jamie the flexibility to run his business around his semi-retired lifestyle. With smoother workflows and greater peace of mind, Jamie is clear in his conclusion: Elements is here to stay.





Explore how IRIS Elements can
benefit your business today

Learn more:
www.iris.co.uk/products/iris-elements/

 **IRIS**

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