

ADVERTISING

# Living360 THE BUSINESS GUIDE

When it comes to the smooth running of your business, there are so many things to consider: is it safe against cyber threats? Does it have sufficient legal protection? And do you pay the correct amount in business rates? These companies can help you navigate today’s challenges and allow your business to grow.

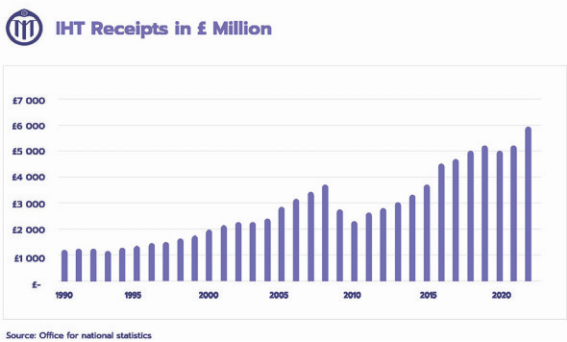
AFFORDABLE CYBERSECURITY

**Protect your business from cyber threats without expensive tools or experts**  
CyberSmart provides simple, affordable cybersecurity for small businesses. It allows SMEs to protect their people, data and devices without expensive software, experts or an in-house team.  
Through a combination of technology, processes, staff training and cyber insurance, CyberSmart provides SMEs with everything they need for round-the-clock security.  
● **Head to [cybersmart.co.uk](https://cybersmart.co.uk) to get started**



**CYBER ESSENTIALS**

**CYBER ESSENTIALS PLUS**



MITIGATE YOUR IHT

**New research has found that 40% of people worry about inheritance tax, but only 7% take action**  
No one wants to leave behind a hefty tax bill for their loved ones. Instead, you'd prefer to preserve your wealth and pass it on to the next generation. But the question is, have you done anything about it? With inheritance tax (IHT) receipts up 14%, hitting £6.1bn for 2021-22 tax year, now is the time to take action.  
One way to reduce IHT is to invest in the O-IM AIM portfolio, a carefully selected portfolio of shares listed on the Alternative Investment Market. The portfolio invests in long-term growth opportunities and offers compelling benefits:  
• Qualifying AIM shares benefit from business relief (BR) if held for two years at time of death, meaning they're exempt from IHT. Gifts or trusts, on the other hand, require a seven-year period to be eligible for such relief  
• There are opportunities for strong investment returns over the medium to long term  
• You retain control of your assets, which can be accessed any time, unlike alternative estate planning strategies  
While the value of estates has risen dramatically for several years, IHT allowances have stayed put. Do you see an IHT problem brewing? Act now and protect your legacy with the O-IM AIM portfolio.  
● **Take action today and contact O-IM**  
**T: 01202 129 703 E: [info@o-im.co.uk](mailto:info@o-im.co.uk)**  
**o-im.co.uk**  
**Suite 11, Branksome Park House, Branksome Business Park, Poole, Bournemouth BH12 1ED**  
  
  
Don't forget, your capital is at risk, the value of your investments may go down as well as up. The portfolio should be considered a high-risk investment strategy. Tax treatment depends on individual circumstances and may be subject to change. O-IM's understanding of the applicable tax treatment is based on current HMRC tax rules. O-IM seeks external advice regarding BR.

THE RISE OF EMPLOYEE OWNERSHIP

**Employee Ownership Trusts (EOTs) have increased by more than 250% since 2019**



Ison Harrison Solicitors is one the increasing number of companies that has converted to an EOT in recent years. Ison Harrison regularly advises businesses on becoming an EOT, but why are these so popular?

**What is an EOT?**  
An employee ownership trust enables a business owner to sell some or all of a business to a trust created for the benefit of the employees. There are significant tax benefits to both the seller and the employees of doing so.

**What are the benefits for the business owner?**  
The business owner doesn't pay any tax on the sale whatsoever, irrespective of how much the business is sold for, provided that the owner sells at least 51% of the business. It

also means that the business owner can stay involved in the business after the sale.

**What are the benefits for the employees?**  
Employees will ordinarily have a greater say in the operation of the business and will earn a share of the profits from the company moving forward. Each employee can earn up to £3,600 per annum without paying any income tax. It's also possible to incentivise key employees, such as directors, through a separate bonus pool.

**What are the benefits for the company?**  
Statistically, companies that become an EOT demonstrate greater productivity and growth than their competitors. Ison Harrison grew by more than 20% in the year after becoming an EOT. Further, becoming an EOT will often solve the issue of long-term succession planning, as the EOT will always exist for the benefit of the EOT.

● **To learn more about becoming an EOT, contact Ison Harrison Solicitors T: 0333 220 3092 E: [employee-ownership@ih.co.uk](mailto:employee-ownership@ih.co.uk) for a free initial discussion about the options**



BEGIN YOUR JOURNEY WITH FLUIDO

**On any transformation journey, choosing the technology is only one of the steps to make your project successful**  
For most companies, reaching their business and technological objectives requires an understanding of their customer, a solid strategy and roadmap, quality customer data and an organisation that works seamlessly together for a better customer experience and can quickly adopt new changes. Quite often, one or several of those factors still need to be reviewed even before implementing the technology — and that might also be the right time to consult with a Salesforce partner, preferably one that has an in-depth understanding of your company's industry.  
Fluido will support you on every step of your journey, bringing best-case practices and 500-plus industry and Salesforce experts to your assistance. Fluido's sole focus is on Salesforce consulting, implementation and development, meaning you'll work with the best in-depth Salesforce experts. Whether your focus is sales, marketing, customer care or any other, more specific, area of your business, Fluido can transform your data, processes and technology to create meaningful customer moments and drive your success. Its experts will also draw on industry best practices and ensure you retain your competitive edge.  
Fluido is a leading Salesforce Summit Partner in Europe and Trailhead Academy Authorised Training Provider. As part of the Infosys family, it's a leader in driving transformational experiences for its customers with innovative, end-to-end industry solutions to achieve a seamless customer experience, operational efficiency and profitable growth. With over 1,100 projects completed, its



customers have ranked their overall satisfaction at 4.9 out of five.  
● **Read more about Fluido's work and get in touch for an initial chat with one of its experts at [fluidogroup.com](https://fluidogroup.com)**  
**E: [info@fluidogroup.com](mailto:info@fluidogroup.com)**



KICK-START YOUR EO JOURNEY!

**Getting great advice early on can make all the difference when you become employee-owned**  
Ian Hiscock Consulting Ltd provides businesses about to become employee-owned, and those that already are, with sound, practical advice from an EO expert.  
Ian has 33 years' experience in the sector, with more than 25 years in the John Lewis Partnership, the largest employee-owned business in the UK, and passionately believes employee ownership is a better way of doing business.  
IHC Ltd works with businesses to understand their needs and devise bespoke solutions — your business is unique and it deserves support and advice to reflect that. Ian is also an experienced Trust Board Chair and Independent Trustee for a range of diverse employee-owned businesses.  
● **For more information, contact IHC Ltd**  
**E: [ian@ihc.limited](mailto:ian@ihc.limited) or [linkedin.com/in/ian-hiscock-926437137](https://www.linkedin.com/in/ian-hiscock-926437137)**




TAKE CONTROL OF YOUR BUSINESS






**Having access to professional accounting services can add significant value to your company**  
CRESCO Accounting offers an extensive range of accounting and bookkeeping services to small and mid-sized companies. As a boutique firm, clients benefit from its hands-on approach, attention to detail and agility. Clients get access to their own customised accounting portal, where they can see real-time financial information about their business. When you hire CRESCO Accounting, you don't just get one person but a whole team of accountants, lawyers and consultants to meet your current and future needs.  
The company provides a full range of cost effective accounting services, including bookkeeping, payroll, CFO services and taxation.  
● **For a consultation, contact the managing director E: [maricar.gonzaga@cresco.org](mailto:maricar.gonzaga@cresco.org) or E: [enquiry@crescoaccounting.com](mailto:enquiry@crescoaccounting.com)**  
**crescoaccounting.com T: +971 4 406 9680**  
**Gold & Diamond Park, Building 4, Office 215, Dubai**  


WORKING CAPITAL SOLUTIONS

**Founded in 2016, Incomlend has a history of providing invoice financing solutions to UK-based importers and exporters**  
This post-shipment financing model enables SMEs to factor export receivables. The seller receives the cash after shipping, while the importer gets anywhere from 60, 90 or 120 days to pay back the platform.  
Receivables financing may be a key strategy for UK businesses. Among the key benefits, the solution offered by Incomlend lets businesses:  
• Improve their cash flow through access to new working capital  
• Stabilise the supply chain  
• Extend the importer's payment terms  
The rise of global invoice financing in the UK is timely. SMEs might already face an uphill battle in acquiring financing through traditional means, such as bank loans. Lacking financing, SMEs might struggle, stuck in a sink-or-swim financial cycle that makes it difficult to plan for business growth.  
From this perspective, invoice financing presents a compelling alternative for UK small and medium enterprises. This form of financing strengthens their working capital position, contributes to a positive working relationship with partners and enables focus on the higher-level business activities that will help companies grow.  
● **Incomlend is happy to offer special rates for Business Guide readers. Get in touch via E: [marketing@incomlend.com](mailto:marketing@incomlend.com) or WhatsApp at +971 507 772 486**

**FINANCING FLOW**



- 01 Step**  
 Seller issues an invoice to the buyer
- 02 Step**  
 Seller ships out the goods to the buyer
- 03 Step**  
 Incomlend finances 90% of the invoice to the seller
- 04 Step**  
 Up to 120 days later, buyer pays Incomlend back
- 05 Step**  
 Incomlend pays the 10% invoice outstanding to the seller, minus fees



REGULATION: HELP OR HINDERANCE?

**Oben supports financial services businesses internationally with their regulatory compliance and governance**  
Financial services businesses have long been enlisted by governments in the fight against financial crime and terrorist and proliferation financing. But recent events in Eastern Europe illustrate the increasing burden on businesses, with tightening economic sanctions.  
Businesses are spending ever-increasing amounts to comply with the changing legal landscape, and to be able to demonstrate compliance to their regulators. The penalties for non-compliance leave no choice. This is exacerbated because the legislation is often far from universal — governments often don't have precisely the same interests.  
To minimise the cost of compliance, Oben Regulatory, an international regulatory consultancy, says businesses should anticipate ad hoc changes to the requirements imposed upon them by different governments in a coherent, principles-based way, by investing in corporate governance and a risk management framework. Businesses that do so will reap the dividends that a myopic focus on the 'bottom line' won't achieve. Oben's experience is that the root cause of the failures of most financial services businesses is a lack of corporate governance, accountability and control framework.  
Ensuring compliance is potentially expensive (good resource is scarce) and disruptive. Recognising this, Oben advises on assimilating regtech, where appropriate, and has developed a range of IT-based solutions to complement its offering, which include bespoke e-learning modules, board effectiveness reviews and cultural and compliance assessments, with targeted surveys and output, as well as the packaging of real-time data.  
Oben sees investment in governance solutions as a means of driving efficiency. Risk can be welcomed as long as it's recognised and mitigated within an appropriate framework.  
● **For contact details, visit [oben.je](https://oben.je)**



REWRITING THE BUSINESS TEXTBOOK

**Changes facing today's CEOs and how to embrace them with boldness and improve your business in 2023**  
Continuous Improvement Projects Ltd (CI Projects) is a multi-award-winning business solutions enterprise that works with leading private sector businesses and government organisations to enhance customer experience, increase efficiency and improve profitability through the application of lean principles and data analytics. Founder and CEO, Kiran Kachela, shares the latest market trends and how businesses can accelerate growth amid rising inflation and geopolitical disruption.  
The business world has certainly changed post-pandemic and businesses have been forced to consistently and quickly adapt to socio-economic shifts. Over the past two years, the focus has been on adjusting to keep the lights on. Kachela says that 2023 is the year of reinvention and rewriting the business textbook. Now is the time to reinvent cost structures, how businesses operate and leverage technology to deliver more for less, a fundamental lean principle. Technology used to be a disruptor, but today, almost all processes rely on technology, so the way organisations plan and deliver change needs to be all encompassing. CI Projects has seen a significant increase in demand for its services relating to process redesign and robotic process automation (RPA), particularly with the challenges that hybrid working brings and the need for better coordinated resources. Widespread adoption of RPA is essential to transforming the way people work.  
But Kachela says, it's not about transforming once and then you're done. CEOs need to develop organic strategies



that amplify leadership capabilities, attract and retain talent, and develop a continuous improvement culture. They need to reframe their strategies and adapt their ecosystems and operations to position themselves for a rapidly changing environment.  
● **Speak to CI Projects about how it can help you deliver more for less — [ciprojectsltd.co.uk](https://ciprojectsltd.co.uk)**  
**E: [info@ciprojectsltd.co.uk](mailto:info@ciprojectsltd.co.uk) — you can download FREE resources and tools to help your business improve via the website**  
