Deploying Good Tax Practice

When PRUPIM Real Estate Fund Management decided that it was time to replace its existing tax reporting system in order to ensure that it was accurately reporting on its Capital Gains Tax (CGT), it enlisted the help of tax technology specialists Tax Automation

Business Driver – PRUPIM is Sarbanes Oxley (SOX) audited and needed to ensure more robust governance around data

Industry Sector – Real estate fund management

Why Tax Automation – Tax Automation were able to deliver a cost effective solution with an emphasis on a personal and tailored service

Business Benefits – Tax Automation's Capital Assets Database (CAD) ensures ease of governance and improved control. PRUPIM can manage risk more effectively as a result

Background

PRUPIM (Prudential Property Investment Managers Ltd) is a top 20 global real estate fund manager, forming part of the M&G group of companies, which is the asset management arm of Prudential PLC in the UK and Europe. PRUPIM manages over £16 billion of real estate assets invested in 740 properties with approximately 3,500 property occupiers worldwide. The organisation manages real estate investments for a wide variety of clients, providing core services and expertise in fund and asset management. PRUPIM's reputation for excellence and its strong position in the market reflect over 100 years of property market experience, enabling it to deliver an enviable track record across all areas of the business.

Tax challenges

PRUPIM had been using a tax reporting product to undertake the required tax data gathering and calculations to report on Capital Gains Tax (CGT). With increasing complexities around tax reporting and growing legislation, it was felt that a more robust and accurate system needed to be put in place.

PRUPIM first contacted tax technology specialists Tax Automation in 2008 to seek help in better managing its existing tax system. PRUPIM initially wanted to avoid moving to a new system as it needed to ensure 'business as usual' and retain a good service, but after a thorough analysis it was soon convinced that implementation of Tax Automation's Capital Assets Database (CAD) could be undertaken smoothly and without impacting adversely on the day to day tax activity that was required.

TAILORED SOLUTIONS **BESPOKE** SERVICE

Reading Enterprise Centre Whiteknights Road Reading Berks RG6 6BU
t 0118 935 7140 **e** mail@taxautomation.co.uk **www.taxautomation.co.uk**

Chris Steele, IT Development Manager, PRUPIM Real Estate Fund Management takes up the story:

"It was clear that we needed to improve the level of reporting being provided. As we are SOX audited, we felt it was important to avoid the use of home-grown spreadsheets because they really don't provide the ease of governance around data that we need.

"Spreadsheet-based applications are a challenge, and we have made a big effort to reduce our reliance on them over recent years."

Smooth IT Implementation

After a rigorous assessment process undertaken by PRUPIM, Tax Automation's Capital Assets Database (CAD) was chosen as the best product on the market for the job. CAD is a multi-year tax data warehouse that provides a comprehensive capital expenditure analysis and reporting solution. The product was implemented smoothly with no disruption to PRUPIM's tax reporting. By tax-sensitising source ledger data on import and providing intuitive review and search tools, all aspects of PRUPIM's capex work were simplified and made more resilient.

Chris Steele continues:

"We implemented Tax Automation's CAD product in 2008 and it is heavily used within our finance and tax functions for Capital Gains Tax (CGT) analysis.

"We have been extremely pleased with both the product and the service. Tax Automation provide friendly and efficient support and regular release updates and we have been very impressed with the level of communication from the team."

The Results

Today PRUPIM is as happy with the system and the service it receives from Tax Automation as it was when it first implemented CAD back in 2008. Now PRUPIM has more tax reporting certainty and there is more resilience in its CGT reporting and planning system. Chris advises that, if he calls to speak to Tax Automation, he always speaks to very knowledgeable staff who have a true understanding of all tax aspects as well as being technology software specialists.

Chris Steele concludes:

"Tax Automation has enabled us to deploy good tax practice and manage risk more effectively."

TAILORED SOLUTIONS **BESPOKE** SERVICE

Reading Enterprise Centre Whiteknights Road Reading Berks RG6 6BU
t 0118 935 7140 **e** mail@taxautomation.co.uk **www.taxautomation.co.uk**