

Henderson Grime & Associates

Sage Line 50 Case Study: **Henderson Grime & Associates**



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Michael Henderson,
Managing Director, Henderson Grime & Associates

Profile

Henderson Grime & Associates (HGA) is a well-established, live events led marketing agency based in Manchester, with an office in London and a client base throughout the UK and further afield. HGA's clients range from FTSE 100 leaders and international brands through to government and smaller owner-managed businesses. “Over the years we have built a solid reputation for the quality of our work and we retain clients year after year. The solutions we provide range from intimate meetings for less than twelve people to roadshows for thousands,” explains Michael Henderson, Managing Director.

HGA have used Sage products since they were computerised in 1992. Michael says, “Our accountant originally recommended Sage Line 50 to us back in 1990, since then our range of Sage products has grown as our company has developed and has always been able to meet our developing needs. We have never regretted using Sage accounting products, and the ease with which we were able to set up the system was a real help, especially when you haven't got a financial background.”



active support for business

Sage Line 50 is now an essential part of HGA's accounting procedures. Michael explains, "We use Sage Line 50 to produce monthly management reports and control creditors and debtors on a daily basis. Sage Line 50 provides a host of other vital management information, which we use to review our business. Having 13 years worth of historical data we can now see very quickly and clearly how the business, the market, our customers and our margins are changing or in some cases staying the same. We also create an annual forecast, and Sage Line 50's ability to plot our position against this forecast helps us to make the right decisions in terms of profitability and liquidity."

HGA have experienced many business benefits as a result of using Sage Line 50. Michael says, "The benefits of having such a reliable system are that we can trust the information produced implicitly. The business has grown substantially over the last few years yet with the speed and simplicity of Sage Line 50 we have been able to run the accounts with one, very hard working, Financial Controller."

HGA are very happy with their business's current situation yet continually look to the future. Michael says, "In the future we would like to be more profitable on the same levels of turnover. We have also just invested in excess of £50k in assets and other resources that we had previously been hiring in. The costs of winning business are very high in our industry, and so being able to retain the business we currently have is vital for our future success. Sage Line 50 is a very real help in achieving this. Even if we could run the business without Sage, I wouldn't want to. It's that important."
