



Sage Line 50 Case Study: **Urban Planters**



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Ray Morrison,
Financial Director, Urban Planters

Profile

The business of interior landscaping has grown in popularity over the years, particularly in offices and other working environments - the presence of plants has been proven to improve the air quality indoors, particularly in areas where there is a lot of IT and other electrical equipment. Interior landscaping involves the sales, rental and maintenance of tropical plant displays. One such company which recognised its commercial potential was Urban Planters.

Urban Planters began life as Urban Landscapes Ltd and was established 30 years ago by Mr and Mrs Morrison. The company was primarily involved in external landscaping, but in more recent years internal landscaping has accounted for the majority of its work. Therefore, in 1988 the company changed its name to Urban Planters to reflect its role in the industry more accurately. They now have 15 franchised areas throughout the country which allows them to take on national contracts and service them locally. As a result, Urban Planters now rates as one of the foremost landscaping companies in the UK and has won several local and national awards.



active support for business

With such expansion, the company needed a reliable system to manage their accounts. When the time came to network their PCs they were advised that Sage Line 50 would provide them with a user-friendly and cost-effective solution. Sage Line 50 provides small to medium sized businesses with a powerful yet simple software tool to help manage their accounts effectively and give them more time to spend on growing their business.

Ray Morrison, financial director at Urban Planters said, "Sage Line 50 has so many useful features. Also, all of our franchises use Sage Instant Accounting which is very similar to Line 50 and therefore makes it easier for us to provide them with suitable training and support."

The company uses most of the features within Line 50, from producing sales invoices to inputting supplier invoices and posting customer receipts and supplier payments. Ray says, "Fully utilising Line 50 means we always have an accurate reflection of our trading position."

Urban Planters also decided to take out SageCover when they purchased Sage Line 50. SageCover provides them with specialised technical support whenever they need it. Ray comments, "SageCover has proved to be extremely useful, from helping with Year End procedures to quite general things such as how to produce a multi-item invoice. They take you through everything step by step and explain things thoroughly so they are easy to understand."

Urban Planters intend to continue growing the franchise network to eventually hold 40 franchises, and from there, expand into Europe. In the meantime, each franchise in the UK has a portfolio of contracts which are a valuable asset to the company. Ray concludes, "As we expand, the need for a reliable and fast means of handling our accounts is vital. Sage has served us well so far and we expect them to continue to do so in the future."