# A "No Nonsense" Accounting Solution for ITN Mark

When ITN Mark was bought by the multinational Core Education and Technologies Ltd., it was the right time to move the company's management reporting up a gear. Already doubtful of his existing system's ability to meet reporting needs, ITN Mark's Finance Director, Hetal Panchal worked with his provider to enhance the product but eventually had to roll with a final blow when development costs began to spiral.

## The Need

Burdened by the cost of maintaining a server-based system, Hetal wanted to find a cloud-based alternative which came ready-made with the level of reporting he needed. More importantly, Hetal didn't want to find any hidden surprises on his new provider's rate card.

*"The accounting software market is dominated by what I would call 'in the box' systems. These systems are server-based, overloaded with functionality, unnecessarily complex and it is unclear what your service costs are likely to be,"* said Hetal. *"I wanted a system that would simply do what I needed without undue expense or fuss."*

## The Search

Hetal set out to find a new, cloud-based system which would eliminate ongoing running costs. The cost of switching would soon be recovered by savings on hardware, support and maintenance. He invited new provider Aqilla to pitch whilst evaluating the more widely-known NetSuite which is in use across many of the company's operations and at the parent company's India-based Headquarters.

*"During the course of the procurement process I felt confident that the Aqilla team would give me what I needed at the price agreed. They were happy to set a fixed price and the team was specific about what was included. There was no scope for hidden costs,"* said Hetal.

The price factor aside, Hetal wanted to be confident that he was choosing a supplier that he could trust.

He said, *"I felt I could have an honest and up-front relationship with the team at Aqilla. Although it is a really flexible product, Aqilla is surprisingly uncomplicated and the team's approach is equally straightforward. It's a 'no nonsense' solution all round."*

Explaining why Aqilla was initially favoured over NetSuite he said, *"I had spoken with my US colleagues about their experience of NetSuite and their gripes were based around the reconfiguring costs. My initial research into the product alluded to a price we were not willing to pay."*

# Meeting the Needs of the Parent Company

Having chosen Aqilla as his preferred supplier, Hetal needed to reassure his parent company that he had made the right choice, NetSuite being the most common system within the group and in use at Group HQ.

There were the usual practical concerns around compatibility which in the end were easily countered: Aqilla supports a two-way link with Excel which means ITN Mark and its parent company can share data as long as common accounting codes are used. Data is shared with NetSuite using Excel and the parent company has direct access to Aqilla for more in-depth analysis.

Hetal explained, *"I knew NetSuite wouldn't be the right product for us. Reviewing it from a subsidiary's perspective, we found it had too many features that we didn't need and I couldn't justify the implementation costs when faced with an equally impressive alternative from Aqilla."*

Aqilla's Managing Director, Hugh Scantlebury said, *"It's a common myth that multinational businesses manage finances better by using the same, global accounting system. In our experience, it's not always true because every business is a different size and shape. We designed Aqilla to communicate with any other system which supports Excel.*

*This gives individual businesses in a group an affordable and effective solution. Because Aqilla is cloud-based, users can access live Aqilla data from anywhere in the world."*

Aqilla was successfully implemented in just one month across ITN Mark's UK business which includes nine users across three locations.

## About Aqilla

Aqilla is a modern, cloud accounting solution designed specifically to suit the demands of mid-sized businesses. Aqilla takes a smart and uncomplicated, document-centric approach to accounting.

Aqilla is a modern Cloud based (multi currency) accounting solution designed to suit the needs of demanding mid-sized businesses. A straight forward to use document centric approach to accounting provides Sales Ledger, Purchase Ledger, General Ledger, Cash Matching, Sales Invoicing, Purchase Ordering & Invoicing, Time Sheet, Expense Processing, Project Costing and Budgeting functionality across an almost unlimited range of analysis from as little as £50 per user per month.

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