

Success Story

Business growth accelerated by Sage simplicity

“Sage is in the business of *how can we make it easier for you.*”

Tshepiso Sekudu

Executive Director, Axcelerate



Where It Started

Axcelerate Outsourced Support (Pty) Ltd was founded in 2016, by Tshepiso Oscar Sekudu, and specialises in streamlining businesses with effective tax, payroll, accounting and financial management. Axcelerate provides their clients with accounting software training and support, with Sage at the core of their offering.



Ensuring Tax Compliance

Axcelerate help businesses with taxation, financial management and compliancy, using the tools and resources from Sage. Axcelerate is a Sage Accounting Partner and also provides software training to NPOs as part of their partnership with Sage.



Growth Partnership

Axcelerate's vision is to be a trusted life-long growth partner, accelerating the development of their clients' businesses through their services.

- Sage software training & support
- Financial consulting
- Accounting, compliancy & taxation
- Financial management & reporting
- Sage Cloud Accounting Solutions
- Sage Payroll & HR

The Sage logo, consisting of the word "Sage" in a white, sans-serif font.

Company

Axcelerate Outsourced Support (Pty) Ltd

Location

Johannesburg, South Africa

Industry

Accountants & Bookkeeping

Sage Products

Sage Accounting & Sage Payroll

AXCELERATE

About Axcelerate

Axcelerate was founded in 2016 and services clients across Southern Africa. As an accounting firm, they focus specifically on software solutions. They also offer financial consulting and management.



Tshepiso Sekudu explains how the Sage products have empowered his team at Axcelerate to grow their businesses and help their clients.

Progress on all fronts

Axcelerate is a 100% Black-owned business, which started out as a small team of accountants all working from different corners across South Africa.

Since 2016, they have grown exponentially, and are now a team of 12 who operate from their offices in Midstream, Gauteng. They specialise in niche industry skills and offer their clients reliable and effective financial support, servicing clients around the country.

Because of the ease of use and functionality of Sage solutions, Tshepiso and his team have been able to help entrepreneurs and small businesses across Southern Africa. Sage has created an incredibly localised product, prioritising the development of their products for South African financial regulations. Axcelerate's business processes all integrate with Sage. They have also ensured that their cloud-based operation feeds into their accounting system. The accuracy of Sage reporting and management solutions also add value to Axcelerate and their business offering.

Sage Accounting and Payroll systems are simple to use, Axcelerate has been able to empower their clients to take control of their finances.

The value Sage provides in terms of administration and reporting makes financial compliance and management much easier for Axcelerate and their clients.

Axcelerate Client: Thamani Beauty Bar

Gugulethu Taje, founder of Thamani Beauty Bar, explained that the advice Axcelerate has offered her, as an entrepreneur, has truly set her business up for success. Having reliable support from her accountants at Axcelerate allows Gugulethu to run Thamani Beauty Bar effectively.

“With the advice that they are giving us, we are always on point when it comes to our accounting, our books. We are always on point when it comes to our SARS matters, our UIF matters.” The combination of Sage solutions and Axcelerate's guidance allows Gugu to do what she does best.

Being dependable to their clients has been made possible for Axcelerate by Sage software. Sage Accounting solutions are efficient and easy to use, which empowers business owners like Gugulethu. She is able to send and receive invoices with ease, manage payroll and employee HR matters efficiently.

Whenever she needs help with the Sage software or is looking for financial advice, her accountants at Axcelerate are there to help her. “They are always just a phone call away” Gugulethu says.



“What I like most about Sage is the simplicity of the products.”

Tshepiso Sekudu

Executive Director, Axcelerate

Making accounting accessible

Sage has easy-to-use tools and resources which are extremely valuable to small businesses and entrepreneurs, many of whom do not always understand the complexities of accounting and financial matters. Even if business owners aren't skilled at accounting, every entrepreneur knows that their finances are an integral part of the smooth-running and success of their businesses.

Axcelerate consults with many business owners, and entrepreneurs, advising them in a number of ways to help them make responsible finance decisions to drive their business forward.

Ensuring financial compliance

Axcelerate ensures their clients are financially compliant—helping them to do what they do best, by making sure their finances are in order. “Sage is in the business of how can we make it easier for you” adds Tshepiso.

Being an entrepreneur comes with goal-setting and being ambitious, and part of that process is target-setting, budget management and “bringing in the money”. Ultimately, business success depends on the systems and structures that are in place.

The systems used to measure growth, guarantee financial compliance, and ensure that employees are paid correctly, need to be effective and accessible.

Tshepiso concludes that it is because of the accessibility and simplicity of Sage's solutions, Axcelerate are able to help other businesses build their own systems and set themselves up for long-term growth and success.



Sage

©2023 The Sage Group plc or its licensors. All rights reserved. Sage, Sage logos, and Sage product and service names mentioned herein are the trademarks of Sage Global Services Limited or its licensors. All other trademarks are the property of their respective owners.