

Customer Success Story

# Built on duty, backed by Sage

Sage gives **British Veteran Owned** founders the right kit for the campaign — Accounting, Payroll, HR, and Copilot — freeing them to focus on **multiplying veteran success**

Sage



Challenges before Sage

# The admin battle that stalled the mission

British Veteran Owned was created to connect and champion veteran entrepreneurs — but running the network came with its own battle. Instead of investing energy into members, Stephen James and Stephen “Morgs” Morgan found themselves buried in spreadsheets and receipts. Payroll and accounting swallowed days each month, draining time and money that should have gone into supporting the veteran community.

Morgs explains with a wince:

*“Spreadsheets, receipts, manual invoices. You’re talking days and days every month. It just ate up time.”*

Stephen recalls the uncertainty of starting out, when even the basics felt overwhelming:

*“Do I open a bank account first? Register with Companies House? Hire people? Call the taxman?”*

Those early missteps, he says, shouldn’t be repeated in silence. Without the right support, the weight of back-office work risked holding back the whole mission. As he puts it:

*“Veterans don’t want pity. They want purpose.”*

| Company               | Location | Industry   | Sage Products                         |
|-----------------------|----------|------------|---------------------------------------|
| British Veteran Owned | UK       | Non-profit | Sage Accounting, Payroll, HR, Copilot |





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**Sage Copilot is like having a business administrative partner at your fingertips. It reminds me there are things I don't know, gives me insights, makes links I might have missed. It's brilliant.**



**Stephen James**

**Founder**

# 48 days and £15k saved a year

Sage cut through the paperwork that was holding BVO back. With Accounting, Payroll, HR, and Copilot in one place, admin that once swallowed days now takes minutes, with clear oversight of every transaction. For Stephen and Morgs, it meant confidence that the essentials were covered — and freedom to put their energy into growing the network and supporting veteran founders.

*“People who donate often want to know where it’s going. With Sage Accounting, one click shows exactly when it was donated, where it’s been spent, and how it’s been allocated — all in a format anyone can understand. I’m not IT literate at all. But Sage is intuitive. You log in, and everything’s where you expect it to be.”*

**Stephen Morgan, CEO, British Veteran Owned**

*“Sage has saved us four to five days every month. It’s been absolutely instrumental in streamlining our processes. Sage HR alone saves BVO around £15–18k a year.”*

**Stephen Morgan, CEO, British Veteran Owned**



*“All we veterans want is a fair crack, a clear purpose, and the opportunity to be successful. That’s what British Veteran Owned provides, with the help of Sage.”*

**Stephen James, Founder, British Veteran Owned**





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## Outcomes with Sage

# Resources reinvested into Veteran success

British Veteran Owned shows how service continues long after the uniform comes off. What began as a small idea to support fellow veterans has become a growing network, backed by tools that make every hour and every pound count. With Sage covering the admin, Stephen and Morgs are free to lead with the same discipline and purpose they carried through their military careers.

*"What Sage does is put a process in place, with help always there. If I want to know what something means, I can click and find the answer. Or I'll go into the Sage community, where someone else has had the same problem and shared a solution. That kind of community learning is really handy."*

**Stephen James, Founder, British Veteran Owned**

*"Soldiers are some of the most self-sufficient, disciplined people I've ever met. Given purpose, direction, and a little bit of assistance, that's all it takes for them to make a real success of themselves."*

**Stephen James, Founder, British Veteran Owned**

[Watch the full interview here.](#)