

Success Story

Dual-Stream secures a bright future with Satago

Satago, integrated with Sage 50 Accounts, lets Dual-Stream smooth cashflow and fund growth.

“We wanted to grow the business, but affordably. Sage 50 Accounts with Satago lets us do that.”

Rebecca Whitty

Finance Manager, Dual-Stream



The Challenge

Established in 2013, Dual-Stream's customer base includes many large retailers, who often pay their invoices on extended terms. By 2022, Dual-Stream saw potential for growth and wanted to leverage invoice funding to streamline cashflow during its expansion. However, traditional solutions were unwieldy and time-consuming.



The Solution

Having researched the options available, Dual-Stream found Satago. Dual-Stream particularly liked Satago because it allowed them to finance invoices selectively on an 'as needed' basis, and integrated seamlessly with their long-established Sage 50 Accounts software.



The Result

Dual-Stream purchased Satago online and subsequently downloaded and integrated it with Sage 50 Accounts. This was straightforward, and the integration has extended their data analysis, saved time and smoothed cashflow to power growth.

- Reduces month-end close by 2 weeks.
- Streamlines cashflow and facilitates business growth.
- At-a-glance customer information improves risk management.

Sage

Company
Dual-Stream

Location
United Kingdom

Industry
Business Services

Sage Product
Sage 50 Accounts

Sage Partner
Satago

 Dual-Stream

About Dual-Stream

Dual-Stream provides, installs and maintains a range of bespoke electronic security solutions to commercial estates throughout the UK.



The need to streamline cashflow

Since its founding in 2013, Dual-Stream has grown to become a trusted partner and provider of intelligent security solutions to commercial estate owners and managers across the UK. Having originally specialised in electronic security such as intelligent video and access control systems, the company has since expanded its service range to business intelligence and data-based solutions including software, and foresees healthy growth in markets for these products.

However, because Dual-Stream works primarily with large companies, particularly retailers, its invoices are often issued on extended terms as is the convention in that sector. And, however excellent a company's health and prospects, that can make cashflow unpredictable.

That is why, when Dual-Stream was considering further growth back in 2022, the need to streamline cashflow was a key concern. The company wanted to invest in its own growth, but it didn't want to risk finding itself without the cash to pay staff or suppliers. Rebecca Whitty, Finance Manager for Dual-Stream, knew that invoice finance—raising money based on unpaid invoices—might be something to consider, and set out to explore the company's options.

Sage with Satago makes invoice finance simple

Unfortunately, traditional invoice finance models were largely unsuitable for Dual-Stream. Most offerings for invoice finance on the market grant 'full book' financing—funding for all invoices on the ledger—which did not fit with the company's operating model. Dual-Stream needed more flexibility when it came to selecting which invoices they needed funding and those they did not. In addition, most traditional models required paperwork to be submitted regularly, which would have imposed a huge manual workload.

Fortunately, at this stage Rebecca spoke with one of the company's accountants about the possibility of financing invoices on an 'as needed' basis, rather than on the basis of an entire ledger or single client. Realising this would be an excellent solution, she set out to explore the market and quickly discovered Satago.

Satago appealed to Dual-Stream because it integrates with Sage 50 Accounts, which they have been using for years. Working with Sage Accounting software, Satago provides at-a-glance information about the amount of credit available and makes applying for funding—on a small number of invoices or all of them—very easy. It also shows which invoices are overdue, and provides risk insight and credit control tools that allow the user to leverage invoices to smooth out cashflow.



Dual-Stream likes the fact that together, Sage 50 Accounts and Satago provide accurate, real-time financial information.

Seamless integration

Having registered with Satago and purchased the licence, Rebecca found downloading and integrating the software a breeze. Once downloaded, Satago automatically integrated with the existing Sage 50 Accounts installation, which continues to run undisturbed.

Sage have now made it even easier for Sage 50 Accounts customers to access Satago's solutions by embedding Satago into Sage 50 Accounts. By doing so, customers can onboard within moments, get an instant view of the credit available to them and start improving their cashflow with credit control and risk insights.

"Satago runs in the background; it's always there, I don't even have to open it or anything, it just runs in Sage and together they give you a great, up-to-date overview of your financial information," explains Rebecca.

And, although they hadn't expected it, Rebecca and her team have found that the addition of Satago to Sage 50 Accounts has extended beyond invoice finance, to create a wide-ranging software package with a suite of tools that are all ideal for the growing business. "Before, we didn't necessarily use Sage on a daily basis, but now we have added Satago, the two together have become something we use every day. We can see all of our financial data together and all of that data is up to date," Rebecca explains.

Risk management tools

For Dual-Stream, Satago's risk management tools have been particularly useful. For example, Satago shows each customer's credit score, risk band and suggested credit limit; this is automatic due diligence that would be time-consuming and potentially inaccurate if conducted manually. Users can even see their customers' full credit reports via Satago, and be alerted to any changes.

Rebecca uses Satago's due diligence tools to manage risk across Dual-Stream's customer base, and says they add a great deal of value to the product. She is a big fan of Satago's ability to highlight overdue invoices, which now saves hours that were previously spent tracing debt information. Rebecca is also pleased that Satago makes any errors very easy to spot and that it offers credit control features; for example, while Dual-Stream does not currently require Satago's automated email functionality for invoice reminders, the accounting team may well use it in the future.

Greater efficiency with Sage and Satago

Above all, Dual-Stream likes the fact that together, Sage 50 Accounts and Satago provide accurate, real-time financial information the company can rely on. The time taken to complete month-end processes has reduced by a full two weeks—and means that Dual-Stream can always access the information required to make optimal business decisions. As well as saving time, the integration has also provided a centralised, single point of truth that the finance team uses on a daily basis.



“Sage with Satago gives us accurate real-time data, which means better decision-making.”

Rebecca Whitty

Finance Manager, Dual-Stream

Ready for growth

Having used Sage 50 Accounts with Satago for several months now, Dual-Stream is in a great position to take advantage of every opportunity and grow the business further. With Satago, the company has regulated its cashflow through selective invoice financing, and has gained vital customer insights and risk management capabilities. What is more, it is achieving this automatically; because Satago integrates perfectly with Sage, it does not need to ask for the supporting paperwork and financial information that a conventional invoice financing provider might demand. As Rebecca puts it, “The whole thing simply works, really smoothly.”



Sage

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