

## Success Story

# OSA McQuillan counts the savings with Sage Final Accounts

A long-standing Sage customer is reinvigorated by Sage Final Accounts, due to ease of use and cloud access



With almost 25 years in business, OSA McQuillan is the combined accountancy practices of Eamon O'Sullivan and John McQuillan based in Dublin. Both Irish executives have copious experience helping organizations, from start-ups, to established businesses, to the sole-trader.

From assisting SMEs to grow their business, to working out how to get the best from technology and apply it to each customer's financial situation, OSA McQuillan is focused on ensuring all its customers have the best value accountancy service.

### Key outcomes

- Saving more than 30 working days a year across a team of four
- Simplifying the preparation of a set of final accounts into three easy steps
- Using Sage Business Cloud for clients and Accountants has provided real time business insights to help businesses grow

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

**Company**  
OSA McQuillan

**Location**  
Ireland

**Industry**  
Accountancy

**Sage Products**  
Sage Final Accounts

The OSA McQuillan logo, featuring a yellow square icon with a white vertical bar on the left, followed by the text "OSA McQuillan" in a black, sans-serif font.

### About OSA McQuillan

With almost 25 years in business, OSA McQuillan is the combined accountancy practices of Eamon O'Sullivan and John McQuillan based in Dublin.



### **Data delays**

Having been a Sage customer for over 20 years, OSA McQuillan was well versed in most of the accounting software in the market. However, keeping up with changing technology is part of the firm's mantra, and having discovered that its manual processes were becoming laborious, OSA McQuillan wanted to investigate cloud accounting packages.

Eamon O'Sullivan, co-founder of the business, says another challenge for the organization was how long it was taking to file clients accounts. "Every delay, whether that's in getting data from the client, or our own internal processes, means time is locked away until we could get the job invoiced and get the money from the client for the completed job." And for a business, such as OSA McQuillan, cash flow is a vital component of success.

In many cases, client's would not have all the correct information required to file their accounts, so not only was there a time delay, but in addition data was constantly being manually updated and saved. This meant there was always a danger that a client's account wasn't fully up to date, or someone was working with incorrect data.

Also, according to Eamon, the firm was keen to be more efficient. Having senior members of staff conduct low level bookkeeping using complex technology just to get clients accounts up to filing standards, was a drain on expensive resources. Coupled with manually updating all of the firm's software every time a new release was issued, a move to Sage Cloud technology became an attractive option.

### **Counting the benefits of simplicity**

One of the vital criteria for OSA McQuillan in selecting a cloud accounting package was simplicity. "When it came to decision time about what software we were going to use, we had someone who compared and contrasted all the software packages. This person was an engineer – we specifically did not want an accountant to do this evaluation process," says Eamon.

After several weeks of trials, the decision to use Sage Final Accounts was made. "One reason we choose Sage Final Accounts is that our engineer who'd never used Sage before, could instantly use the technology. For us that was crucial; we don't want to spend months training someone on software. The simpler the better – that's why Sage came top of the list."

The other key criteria for OSA McQuillan was support. "We need someone there to clarify things when we're unsure. We know that Sage has multiple levels of support – so if the first person can't help you, they find someone who can. That's another important reason why we chose Sage," says Eamon.



OSA McQuillan has been a Sage customer for 20 years and believes in keeping up with the latest in technology.

### **Reducing complexity and growing efficiency**

Sage Final Accounts has already helped to give the executives at OSA McQuillan more peace of mind. “The reliance on manual processes, where we wondered if all client data sets were up to date, has been eliminated now because Sage Final Accounts is in the cloud so it’s automatically updated and everyone has access to the updated data instantly,” says Eamon. In addition, he says, it means no-one needs to worry about updating the software or which release is due, further helping to reduce time spent on tasks that are not part of OSA McQuillan’s core business.

Time has been reduced in two ways by Sage Final Accounts when it comes to filing client accounts. Firstly, the process formerly required junior staff to input the financial data, then senior accountants would spend a day or two reviewing the information at several stages throughout the process to ensure it met the stringent reporting standards. “A huge benefit for us has been eliminating some of this time,” says Eamon. This means executives have more time to mentor staff, drive new business, and develop the company strategy.

The second way time has been reduced is that by using Sage Accounting for bookkeeping, staff can quickly enter the data and, due to the integration between Sage Accounting and Sage Final Accounts, almost in a click of a button, there is a set of accounts to review. “This has reduced the time on each job. We can move from a data set into a set of final accounts be that for a limited company or sole trader. This has saved us upwards of 30 working days across four people per year. It just works very efficiently,” he says.

### **Driving the business**

“Enabling junior team members to use the software was an easy decision once they’d seen how simple the software was to use,” Eamon says.

“The simplicity that Sage Final Accounts brings is that it breaks down the filing preparation into three easy steps so staff know what they have to do. It works so that you can upload data from spreadsheets and other packages because it’s all integrated. That in itself is a huge benefit for us. It means junior members of staff can undertake a higher level work, helping boost their morale, and we can attract higher level personnel because they know they won’t be required to do laborious tasks, such as sort through invoices,” says Eamon.

Not only that, he says, but it further frees up senior executives who can spend more time developing and bolstering customer relationships.



“Our clients can gain business advantage because financial information impacts future decisions.”

**Eamon O’Sullivan**

Co-founder, OSA McQuillan

**The future**

“We pride ourselves on being able to process our clients’ accounts earlier in the cycle – Sage Final Accounts allows us to do that. This means our clients can gain business advantage because financial information impacts future decisions. The earlier you have the information, the sooner you can make the right strategic decisions and beat your competitors. That’s why our clients rely on us.

“What Sage Final Accounts allows us to ultimately do is take on more clients, work more efficiently and have the same level of expense in terms of staff numbers, and clearly that has huge business benefits.”



Sage

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