

## Success Story

# Otto Car drives growth with Sage Intacct

Sage accelerates invoicing for provider of rent-to-buy cars for private hire drivers

“I really like the scalability of Sage Intacct and being able to integrate other systems via APIs.”

**Ali Syed**

Finance Director, Otto Car



### The Challenge

In 2020, Otto Car recognised that implementing the right accounting software would enable its five-person finance team to automate and streamline routine processes, while also providing the company with the data insights needed to drive further growth.



### The Solution

Otto Car had used Sage 50 Accounts for some time. Although the company explored other providers and options, it chose Sage Intacct for its scalability, potential integration with other systems, reporting and automation capabilities.



### The Result

Following a straightforward integration, Otto Car went live with Sage Intacct in mid-2021. The company has successfully integrated third-party systems with Sage Intacct using APIs and has automated around 80% of routine finance admin, releasing time and expertise to focus on cost control and growth.

- 10 hours saved weekly through invoicing automation.
- Month-end closure now 10 days faster.
- Automation removed the need to recruit more financial staff.

Sage

**Company**  
Otto Car

**Location**  
United Kingdom

**Industry**  
Automotive

**Sage Products**  
Sage Intacct



### About Otto Car

Founded in 2015, Otto Car is a pioneer in providing rent-to-buy cars and associated services for private hire drivers in the UK.



### **A niche business**

Having begun life in 2015 with just one car and a single garage, Otto Car now provides several thousand cars, along with the associated insurance, servicing and maintenance, to Uber drivers and other private hire drivers from multiple locations nationwide. The business plans to increase that number to 10,000 within the next few years.

Otto Car is a pioneer in a very niche market. The company helps drivers to operate in a sector that would otherwise be inaccessible to them by providing cars—on a rent-to-buy basis—and supporting services such as servicing and insurance through a subscription model. This lets drivers buy suitable, reliable vehicles and keep them roadworthy in an affordable way, with a single monthly payment and without having to pass finance checks. Otto Car also lets drivers take a payment break of up to eight weeks a year and supports them to improve their driving through professional instruction.

The nature of Otto Car's work requires it to work closely with a wide range of stakeholders. As well as the drivers that form its customer base, the company has close relationships with Uber and other private hire platforms, as well as its own suppliers, including car vendors.

### **The need to automate and extend reporting**

Otto Car has a small finance team, comprising just five people and the company's growth has naturally generated a great deal of work. While the team had used Sage 50 quite happily for some time, by 2020 it became clear that the company was effectively outgrowing it and needed software with greater scope. "One of the key reasons we wanted to migrate from Sage 50 was our need to automate as much of the routine financial admin work as possible, because manual processes were taking up time," explains Ali Syed, Otto Car's Finance Director.

Ali goes on to say that, with ambitions for substantial growth and complex workload, the company wanted to increase its reporting capabilities. This was for two purposes: to ensure that business decisions were based on current empirical evidence and to maintain the company's customarily efficient cost control.

"We looked at the market but the systems we saw were too small for us," says Ali. Following a straightforward implementation that was managed with help from a consultant, Otto Car went live with Sage Intacct in mid-2021.



Automating invoicing with Sage Intacct saves Otto Car 10 hours weekly.

### **Saving 10 hours per week on invoicing processes**

Very early on in the process, Otto Car integrated multiple third-party systems with Sage Intacct, including their billing and supplier invoice management software. These were linked to Sage Intacct through APIs and the benefits quickly became apparent.

“The integration of the supplier invoice software means the data is dealt with by that software and then automatically written to Sage Intacct,” says Ali. This API integration, combined with the automation inherent within Sage Intacct, removed a large volume of work that had previously been done manually, saving around 10 hours per week on invoice processing alone.

“We were looking at recruiting more finance staff, but by automating much of the basic accounting workload we have avoided that,” says Ali.

Thanks to Sage Intacct, Otto Car has now automated the vast majority of routine financial administration and freed up valuable finance-team time and expertise. Additionally, automation has greatly reduced the scope for human error and improved accuracy. Thus, month-end closure is now around 10 days faster and the small finance team has much greater scope to focus on tasks related to profit, growth and cost control.

### **Access to high level of granularity in their data**

Ali explains that Otto Car has directed the newly-available time to cost control and business awareness. “We look at the KPIs, get to know what’s going on with the business. We look at the data and really interrogate it, seeing what’s happening and how we can improve and make the best decisions,” says Ali.

Of course, the level and depth of data that Sage Intacct provides—the data analytics and visibility that drove Otto Car to choose Sage Intacct in the first place—plays a major role in this. The high level of granularity in the data and the consequent ability of Sage Intacct to provide wide-ranging and detailed reporting, is invaluable to Otto Car, particular at a time of ongoing growth. It is crucial for the company to have real-time understanding of its position at all times, as Ali explains: “We have a wide range of stakeholders and interested parties and we spend millions of pounds on cars every year. So, we need financial services. To satisfy the banks or any lender, we have to keep our reports and forecasts accurate.”

In short, the automation and reporting available through Sage Intacct has allowed Otto Car to release time, which is directed to cost control and profit-focused work. This allows the company to drive costs down and the bottom line up.



“With many stakeholders, we have to keep our reports and forecasts accurate. Sage Intacct makes that easy.”

**Ali Syed**

Finance Director, Otto Car

#### **More to come from the system**

With Sage Intacct now well embedded in the company, Otto Car looks forward to getting even more from the software going forward. The team is exploring options for further API integrations and looking at further Sage Intacct modules, for example the planning module, to extend and customise the system. “We want to future-proof our software and scaling with modules and integrations is a good way to do this,” says Ali.

For Ali, however, one element in particular has already revolutionised this small but highly efficient finance team. “The automation has made everything so much easier. Even though our business is quite complex and our finance team is small, everything is more streamlined and straightforward now.”



Sage

© 2024 The Sage Group plc or its licensors. Sage, Sage logos, Sage product and service names mentioned herein are the trademarks of The Sage Group plc or its licensors. All other trademarks are the property of their respective owners.