

SUCCESS STORY IN FOCUS

## Luxury affordable design powered by luxury affordable software

*Sage Accounting helps online furniture designer & retailer Roobba scale up and focus on design and their customers*



Company

**Roobba**

Location

**United Kingdom**

Industry

**Retail**

Sage Products

**Sage Accounting**

### About Roobba:

Roobba is an online furniture designer and retailer, selling modern, luxurious, affordable furniture. They believe beautiful designs for the home should be available to all, without extortionate prices.

**“Roobba is growing rapidly, so we need tools that can grow with us, and we really like the fact that Sage has the ability to grow and scale with us as we get bigger.”**

Dominic Peter, Director & Co-Founder, Roobba



### The challenge:

Co-Founders Ella Jade Bitton and Dominic Peter saw a gap in the furniture market for good design at affordable prices, and launched Roobba. They needed an efficient accountancy solution that could give them a detailed overall picture of their business.



### The solution:

Sage Accounting has the ability to grow with Roobba, enabling them to scale up. Sage's ease of use makes accounting processes quicker and easier, allowing Ella and Dominic to focus on their products and their customers.



### The outcomes:

Sage Accounting has enabled Roobba to automate processes such as tagging transactions from bank feeds, and adding them to the correct ledger account, saving time and money, allowing savings to be passed on to customers.

- 24/7 snapshot of the business
- 90% reduction in time taken tagging transactions from bank feeds and putting them into ledger accounts
- Sage Accounting's ability to scale has allowed Roobba to grow
- Ease of use makes accounting processes quicker, easier and more enjoyable
- Co-Founders can focus on their products and their customers

### About Sage Accounting

From sales and purchases to cashflow, VAT and reporting. Sage Accounting supports every step in your business process. Elevate your productivity and efficiency with software that frees you to perform at your best. For more info, visit [sage.com/accounting](https://www.sage.com/accounting)