

Success Story

Untold success with Sage Intacct

Untold Studios needed software to underpin a diverse, growing and ambitious business

“Sage Intacct has the capability, functionality and reliability we need to scale our business.”

Phillip Preston

Head of Commercial and Finance, Untold Studios



The Challenge

Having grown continuously since 2018, Untold Studios aims to become big enough to compete for top-tier films and visual productions. This means recruiting diverse talent from around the world and operating a multi-entity business. Their existing software could not cope; it was time for an upgrade.



The Solution

Having taken recommendations from team members and elsewhere, Untold Studios drew up a shortlist of potential software solutions/packages and invited the providers to tender. After a thorough evaluation, which included demonstrations and working through implementation plans, Untold Studios chose Sage Intacct.



The Result

The company went live with Sage Intacct in May 2022. Untold Studios now has a system with the technical capabilities required to manage multiple entities and diverse regulatory requirements, and which can deliver the outcomes the business needs to compete on the global stage.

- Monthly reports reduced to just one hour with Sage Intacct.
- Consolidation data now available with just one click.
- API integrations embed Sage Intacct within company systems.

Company

Untold Studios

Location

United Kingdom

Industry

Professional Services

Sage Products

Sage Intacct

Sage Partner

PwC

About Untold Studios

Founded in 2018, Untold Studios is a full-service creative studio specialising in originals, production and visual effects, with bases in the UK, US and India.



Thriving through growth and diversity

Founded in London in 2018, Untold Studios has enjoyed consistent year-on-year growth, averaging around 50% per annum, from the outset and now employs more than 300 people on three continents. The business works across films, advertising, television and music; consequently it is divided into three main divisions. These are the origination arm, which primarily develops TV shows; the production arm, which tends to focus on advertising and music videos; and the visual effects (VFX) arm, which is a key revenue generating area of the business and operates across genres. The company currently works from its established bases in London, Los Angeles and Mumbai; it has recently added a Bangalore studio to this list. Freelance talent, outsourced support, work locations and business partnerships may spring from all parts of the world.

Thus, from a business perspective, Untold Studios has become a thriving but somewhat complex organisation. It is made up of several entities working in multiple locations and subject to diverse regulatory and financial operating controls. Moreover, it works in a global, technology-led industry.

Eventually, Untold Studios found its original accounting software was unable to cope with its scale and complexity. It was time for an upgrade.

Software for a modern, global business

Many of the factors that make Untold Studios complex also shape its ambitions. Phillip Preston, Head of Commercial and Finance, explains: “We want to maintain our growth rate, cement our reputation within the industry and grow to a size where we can compete for the most significant productions. That involves hiring significant amounts of talent, which are located worldwide. We also want to invest in technology to enhance our productivity, capabilities and outputs. We must harness technologies, like generative AI, to our advantage.”

Untold Studios sought software that could streamline its work across diverse entities and environments, and would fit seamlessly into the wider systems already in place. For example, to compete at the highest level the business would have to produce regular, detailed reports for its business partners and colleagues in industry-accepted formats; something its original software could not provide.

As Untold Studios’ Commercial Manager, Victor Pelter, puts it: “We needed something with advanced technical capabilities, that could run all the integrations we needed. Our original software was not great at consolidation and this is a multi-entity business. So that was important to us.”



Untold Studios enhances efficiency and reporting with cost-effective Sage Intacct implementation and support.

Sage Intacct has the power

Having sought feedback from colleagues, Untold Studios drew up a shortlist of potential software and invited providers to tender. After a thorough and practical assessment process, the shortlist was narrowed to two industry leaders. These were neck-and-neck on capability, but Untold Studios went with Sage Intacct on the basis of value for money. “The price really swung it; Sage Intacct was significantly more cost-effective,” says Phillip.

Untold Studios hired PwC to manage the main implementation, which was very straightforward, and the system went live in May 2022. “We immediately noticed the change in capability—for example, the project-based reporting and significant number of GL codes,” Phillip says, adding that the speedy nature of implementation across its global sites reassured him that adding further entities in the future will be “very simple.”

In the US, where—on the advice of PwC—the business integrated third-party software with Sage Intacct, to manage the idiosyncratic nature of American taxes, they used an additional, local, implementation partner. Thus, the business quickly began to integrate Sage Intacct into its wider operating ecology, although this remains a work in progress as the business scales up Sage Intacct with its own growth. “In the medium term there are several things we’d like to integrate through APIs, including the option to track spend on outsourced services against the budget, and expense management software,” explains Victor.

Support from Sage

The ability of Sage Intacct to make consolidation of multiple entities straightforward and visible has been a key gain for Untold Studios. The availability of consistent reporting across entities and locations, and being able to see a consolidated balance sheet with a single click, have been extremely helpful and generated downstream benefits including faster reporting. The automated bank feeds within Sage Intacct also get a big thumbs-up!

Untold Studios also appreciates the support received from their Sage customer success manager and the rest of the Sage customer support team, describing them as friendly, readily accessible and always happy to help with any issues. In particular, the business appreciates having named individuals who have worked with them throughout the last two years and have always been quick to respond when a case is raised. “It’s good to know we have that help there,” says Phillip.



“Sage Intacct’s consolidation is great; it gives us a consolidated balance sheet with one click.”

Victor Pelter

Commercial Manager, Untold Studios

Untapped potential

Having worked with Sage Intacct for more than two years, and integrated it within its own business ecosystem, the team at Untold Studios is confident in the ability of Sage Intacct to scale effectively to support the business as it grows. As Phillip explains: “It’s the functionality we appreciate. The ability to manage our multi-entity, multi-location business that is growing in terms of size, volume and processing requirements. We don’t have to worry about capability, functionality, or reliability of the system—Sage Intacct has all of those—and even where we’re using third-party applications to process some data, we’ve seen that those can be integrated, so we’re not even thinking about alternatives for the future.”

To which Victor adds: “And there’s still around 90% of Sage Intacct we have not used yet. We’re bound to get benefit from that, it’s just a matter of time.”



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