

## Success Story

# Finance that flows while Everflow grows with Sage

A fast-growing utilities provider ditched manual processes, automated finance, and scaled effortlessly without increasing headcount

“Sage Intacct has transformed how we operate, cutting manual effort and letting us focus on growth.”

**Nathan Holliday**

Head of Finance, Everflow



### The challenge

Rapid expansion into new markets exposed the limitations of Everflow's old finance system. Consolidations were slow, reporting was manual, and the team lacked the automation needed to scale without adding costs.



### The solution

Sage Intacct streamlined financial processes, automated reporting, and enabled real-time insights, helping Everflow's Finance team stay lean while supporting its ambitious growth.



### Results with Sage Intacct

Everflow unlocked efficiency, cut month-end close times, and empowered finance to drive business growth—all without increasing administrative headcount.

- Consolidation now takes seconds not hours.
- Month-end close reduced from 8 to 6 days.
- 85% of bank transactions automatically matched.
- Scaled finance without increasing headcount.
- 33% revenue growth without expanding the finance team.

**Company**  
Everflow

**Location**  
United Kingdom

**Industry**  
Utilities & Telecoms

**Sage Products**  
Sage Intacct

### About Everflow

Everflow is a utilities provider simplifying water, waste, and telecoms. Through automation and seamless billing, it helps businesses cut costs, improve efficiency, and manage utilities.



### **Everflow speeds ahead with a smarter finance system**

Everflow has never been a business to stand still. Founded to simplify business utilities, it's grown rapidly, serving over 150,000 supply points. In 2024 alone, it accounted for 26% of all English water switches—twice as many as its nearest competitor. With an award-winning customer experience and a focus on automation, Everflow expanded beyond water into waste management and telecoms, responding to growing demand for a seamless, multi-utility service.

However, as Everflow flourished, its finance system struggled to keep up. Xero lacked the automation and reporting power needed to support multi-entity operations, forcing the Finance team to rely on spreadsheets. Consolidating accounts across Everflow's business units took hours in Excel each month, and manual reconciliations slowed month-end close. Maintaining financial accuracy and efficiency across multiple markets became increasingly tough.

To keep growing without adding unnecessary overheads, Everflow needed a system that would automate time-consuming tasks, provide real-time insights, and seamlessly consolidate financial data across its business units. That's when they turned to Sage Intacct.

### **A seamless transition and results right off the bat**

Everflow's transition to Sage Intacct couldn't have been smoother. Opting for the fast-track implementation, the company was fully operational in just six weeks. Partnering with onboarding provider Phase 3 meant minimal disruption and maximum efficiency.

"The onboarding process was so intuitive that our team picked it up in minutes," says Nathan Holliday, Head of Finance at Everflow. "It's a fantastic accounting system, but the navigation and automation make it incredibly easy to use."

The impact was immediate. What once took hours—like consolidating multi-entity accounts—became a single click. Bank rules automated 85% of transaction matching, freeing up valuable time. Instead of being buried in spreadsheets, Everflow's Finance team could now focus on driving business performance and continuing to push into new markets.



In 2024 alone, Everflow accounted for 26% of all English water switches—twice as many as its nearest competitor.

### **Faster close, fewer errors, better decisions**

One of Everflow's biggest victories since switching was reducing their month-end close from eight days down to just six. Sage Intacct's automation was, in Nathan's own words, "a game-changer".

Automated bank rules now handle the bulk of Everflow's transaction matching, while GL Outlier flags inconsistencies before they slow things down. "Errors used to push our close out to day seven or eight," says Nathan. "Now we get it right the first time, saving hours of rework."

With faster reporting, leadership teams can access financial insights earlier, allowing Everflow to make proactive, data-driven decisions.

### **Growing smarter with automation at the core**

Despite growing revenue by 33%, Everflow hasn't needed to expand its Finance team. Sage Intacct has helped them do more with less, streamlining processes and freeing up valuable time.

The seamless API integration within Sage Intacct is paying dividends now and looks to be a key feature in the future. For instance, integrating with Yooz, an OCR invoice processing tool, has revolutionised accounts payable. "We have one purchase ledger clerk handling everything—and still leading procurement," Nathan explains. Yooz learns from past invoice coding, automatically applying the correct entries and reducing manual work to just seconds per invoice.

By automating finance, Everflow ensures its team can focus on higher-value activities that support growth.

### **New markets, no extra workload**

Everflow's rapid expansion hasn't slowed them down—thanks to Sage Intacct's ability to scale with them. Every new market brought fresh financial complexities, but Sage Intacct ensured finance remained proactive, agile, and efficient.

Entering waste management and telecoms meant establishing new financial controls, reporting structures, and processes—all while keeping the Finance team lean. "I've worked at companies where entering a new market takes years," says Nathan. "At Everflow, we launched Waste within weeks and Telecoms in under a year. Without Sage Intacct, we simply wouldn't have had the capacity to scale at that pace."

Sage Intacct's automation and multi-entity consolidation ensured Everflow could maintain accuracy and control while expanding into new industries. With future expansion on the horizon—including the potential for international growth—Sage Intacct gives Everflow the flexibility and confidence to scale without disruption.



“Sage Intacct has all the answers; we know it will scale with us.”

**Nathan Holliday**  
Head of Finance, Everflow

**A finance team ready to grow without limits**

By eliminating manual processes and accelerating reporting, Sage Intacct has transformed Everflow’s Finance team into a strategic driver of growth. Month-end close is faster, insights are more accessible, and finance is no longer a concern—it’s a catalyst for success.

Everflow’s experience proves that with the right financial technology, businesses can scale rapidly without adding unnecessary costs. “We took the leap with Sage Intacct, and it’s been worth its weight in gold,” Nathan says.

With Sage Intacct, Everflow isn’t just prepared for future expansion—its finance function is now a tool for growth, enabling smarter decisions, seamless scaling, and unmatched efficiency at every step.



Sage

© 2025 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.