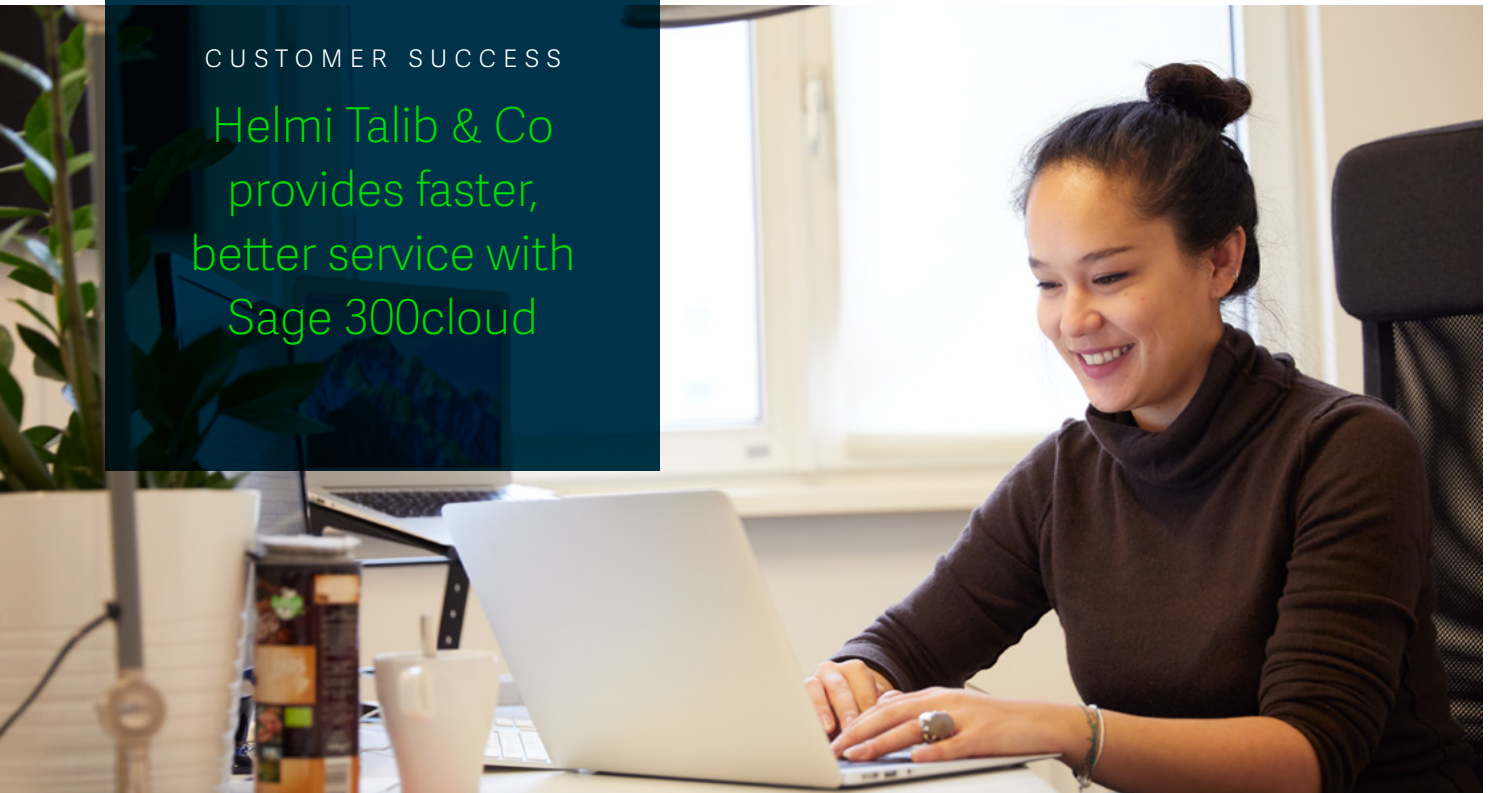


CUSTOMER SUCCESS

Helmi Talib & Co
provides faster,
better service with
Sage 300cloud



Founded in 1992, Helmi Talib & Co is an accounting and business services firm that delivers tax, accounting, auditing, payroll, corporate secretarial, and business advisory services to clients across Asia Pacific.

A member of the International Association of Practicing Accountants, the Singapore-based firm services small to medium-sized professional services clients. It is made up of a team of 53 staff, including 44 qualified accounting professionals.

Ana Marie Ronquillo, Senior Manager, Business Process Outsourcing at Helmi Talib & Co, says that for professional service firms, maintaining trust with clients is everything.

“Delivering value, quality, integrity, and obtaining our clients’ trust has never been more important, especially in our industry,” she says.

“So we don’t want to cut corners. We do whatever it takes to maintain a trustworthy, long-term relationship with our clients and hold ourselves to a high ethical standard,” says Ana Marie.

“The user interface is easy to use and the reports are generated faster and are more understandable.”

– Ana Marie Ronquillo, Senior Manager, Business Process Outsourcing at Helmi Talib & Co

Company
Helmi Talib & Co

Location
Singapore

Industry
Professional Services

System
Sage 300cloud

For more info, visit:
www.sage.com/en-my
or contact us at **1300 88 7243**

“[Sage 300cloud] has helped increase the productivity of our employees. And because all our accounts are interlinked and accurately updated, it helps us submit financial reports to our clients in a more timely fashion.”

– Ana Marie Ronquillo, Senior Manager, Business Process Outsourcing at Helmi Talib & Co

Challenge

To maintain the high level of work it was delivering, Helmi Talib & Co was looking for an enterprise management solution to help it service clients faster, more efficiently, and reliably.

One of the firm’s key challenges was performing compliance work for clients, says Ana Marie.

“Using spreadsheets to service client accounts is more time-consuming and keying in things manually makes it more error-prone. In compliance work, being accurate and time-efficient is critical,” she says.

Solution

Servicing clients online

A key requirement for Helmi Talib & Co was a solution that offered web-based capability. This was essential to ensure its clients could access their financials online.

Sage 300cloud offered Helmi Talib & Co the functionality it needed, with the solution providing users anywhere, anytime access from any web-connected device.

“It helps smooth communication with our clients, because they are able to gain easy access to these documents. The decisions that they make are also more dynamic, because any updates to their spreadsheets are shown,” says Ana Marie.

Result

Streamlining compliance work

Ana Marie says Sage 300cloud makes it easy to keep its clients compliant with regulatory requirements and helps the firm efficiently complete client work.

“It has helped increase the productivity of our employees. And because all our accounts are interlinked and accurately updated, it helps us submit financial reports to our clients in a more timely fashion, according to all financial and statutory requirements,” she says.

“Management accounts are now easy to generate, compared to manually generating them. Delivering high integrity accounting work for our clients is more possible with the help of Sage.”

– Ana Marie Ronquillo, Senior Manager, Business Process Outsourcing at Helmi Talib & Co

About Sage

Sage is the global market leader for technology that helps businesses of all sizes manage everything from money to people – whether they’re a startup, scale-up or enterprise. We do this through Sage Business Cloud – the one and only business management solution that customers will ever need, comprising Accounting, Financials, Enterprise Management, People & Payroll and Payments & Banking.

Our mission is to free business builders from the burden of admin, so they can spend more time doing what they love –

and we do that every day for three million customers across 23 countries, through our 13,000 colleagues and a network of accountants and partners. We are committed to doing business the right way, and giving back to our communities through Sage Foundation.

Simple, intuitive user interface

Another key benefit for Helmi Talib & Co is the easy to learn and intuitive user experience of Sage 300cloud.

“The user interface is easy to use and the reports are generated faster and are more understandable. The layout is also more comprehensive as well, as it shows both source and functional currency,” says Ana Marie.

“Management accounts are now easy to generate, compared to manually generating them. Delivering high integrity accounting work for our clients is more possible with the help of Sage,” she says.

More time to service clients

So has Sage 300cloud helped Helmi Talib & Co save time?

“We do save time. More importantly we are approximately 70 percent more productive with Sage 300cloud,” says Ana Marie.

“With the freed-up time, we are able to conduct more advisory work. When we were using spreadsheets, our work was often prone to errors, but now this risk is reduced. For me, because I’m no longer working in a spreadsheet, I can allocate more time to my clients, to understand their business needs and tailor solutions accordingly,” she says.

Providing a more efficient service online

One of the key reasons Helmi Talib & Co chose Sage 300cloud was to provide its clients with online access to their financials. So how has this feature helped the firm service its clients?

“Clients can accurately monitor their accounts receivables, as well as their cash flows and inflows. For some clients, we can not only give them access to view their financials, but also to edit or change them. By giving them access to their financial reports, they can perform consolidation on their side,” says Ana Marie.

Dedicated support and maintenance

Of the implementation and ongoing support Helmi Talib & Co received from Sage, Ana Marie says:

“They delivered everything according to the timeline and perform ongoing maintenance. Whenever we have a query, we call them. They are very cooperative and help us a lot,” she says.

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