

## CUSTOMER SUCCESS

# Sage helps De Novo grow their business overseas

*Sage Business Cloud Accounting helps De Novo Training & Consultancy grow their business overseas.*



## Challenge

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Founded in 2012, De Novo Training & Consultancy Sdn Bhd is a startup that provides accounting services and competency-based training for small to medium-sized businesses across Asia Pacific.

Cheah Chun How, Founder and CEO of De Novo Training & Consultancy Sdn Bhd, says the Petaling Jaya-based startup was looking for an accounting software solution that could help them grow their client base throughout Asia.

“The challenge we were facing is that we could only provide services in our geographical area. We couldn’t venture out of this area because it’s very difficult for us to support it in terms of the network, technology, hardware, and so on,” says Cheah.

De Novo Training & Consultancy Sdn Bhd were also looking for a solution that could help them perform compliance work for their clients – an opportunity that could establish the firm as a specialist in an underserved area.

“There are a lot of businesses that don’t have the expertise of accountants, bookkeepers or advisors, especially with Malaysian GST, which is very complex,” says Cheah.

Company

**De Novo Training and Consultancy Sdn Bhd**

Location

**Petaling Jaya, Malaysia**

Industry

**Professional Services**

System

**Sage Business Cloud Accounting**

For more info, visit:

[www.sage.com/en-my](http://www.sage.com/en-my)

or contact us at **1300 88 7243**



## Saving time and reducing expenses

In addition to allowing De Novo Training & Consultancy Sdn Bhd to grow their business, Sage's Accounting solutions has helped the startup save time and reduce expenses.

"Sage Accounting reduces my time in performing bookkeeping as it is real-time solution. Whatever my clients have done I can see immediately just by logging into the system. Moreover, the access through the mobile app makes it even easier to issue quotations and invoices, capture expenses and check our inventory level," says Cheah.

"It also reduces expenses, because I do not have to incur much cost for IT or hire someone to manage the software. With our previous desktop solution, we needed to find someone to manage the networking and the hardware, but with Sage Accounting, I don't have to do that anymore. I can now just focus on delivering my accounting and advisory services." he says.

## Staying compliant with Malaysian GST

Sage Business Cloud Accounting also allows De Novo Training and Consultancy Sdn Bhd to perform compliance work for its clients.

"This accounting solution allows us to ensure our clients remain fully compliant with Malaysian Custom's requirements. One of the key benefits is that it allows us to perform bad debt relief adjustment," says Cheah.

**"With Sage Business Cloud Accounting cloud accounting, we are able to provide our services to anywhere in the world."**

– Cheah Chun How, CEO, De Novo Training & Consultancy Sdn Bhd

# “Sage Business Cloud Accounting reduces my time in performing bookkeeping as it is real-time accounting software.”

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– Cheah Chun How, CEO, De Novo Training & Consultancy Sdn Bhd

## 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.

## An intuitive, flexible solution

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The ability to grant employees access to Sage Business Cloud Accounting is another benefit of the solution, says Cheah.

“What I like about Sage Accounting is the very specific access that you can provide. For example, I can give access to a particular employee to issue an invoice for me, or I can give access to another employee to only look at expenses or maybe data entry. With our previous solution we couldn't do that,” he says.

Sage Business Cloud Accounting also provides a range of dashboards that help De Novo Training & Consultancy Sdn Bhd monitor their key business operations.

“Another thing I like about this accounting solution is it has a number of dashboards, for example it has a customer dashboard which helps users to speed up performance. You have an accountant dashboard, a suppliers dashboard, you have an inventory dashboard. These are some of the things that really attract the user,” says Cheah.

## Dedicated training and support

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Of the training and support De Novo Training & Consultancy Sdn Bhd has received from Sage, Cheah says:

“Sage actually has done a lot. They provided face to face training to get us on board using the system, and they collect a lot of feedback from us on the key areas we value or we hope the solution can provide in the future. This is something Sage is doing to service their customers' requirements as much as possible. We can also make a phone call or email Sage to receive support whenever we need it,” he says.

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