

## Success Story

# Helping small businesses achieve greatness in South Africa

Sage provides the NSBC with a cloud accounting solution that ensures operational efficiency and financial compliance.

### Fueling Small Business Growth

The National Small Business Chamber (NSBC) is Africa's leading SME organisation, committed to helping business owners and entrepreneurs become the best they can be. Founded by Mike Anderson in 2007, the NSBC has been working to drive job creation and alleviate unemployment in South Africa over the last 15 years.

### Key Outcomes

- Supporting small businesses by enhancing accounting efficiency in order to enable seamless growth.
- Equipping SMEs with effective and easy-to-use online cloud accounting software.
- Ensuring industry-standard financial compliance for all businesses.
- Real-time overview of accounts and operations from anywhere, at any time.



The Sage logo, consisting of the word "Sage" in a white, sans-serif font on a dark background.

**Company**  
National Small Business Chamber (NSBC)

**Location**  
South Africa

**Industry**  
Business Development Services

**Sage Products**  
Sage Accounting



### About Company

The NSBC is South Africa's leading SME organisation committed to helping small business owners and entrepreneurs become tomorrow's business leaders.



Mike Anderson, the founder and CEO of NSBC Africa, discussing 2023 business strategy with ProfitShare Partners.

### **Investing in South African small businesses**

The National Small Business Chamber (NSBC) is Africa's leading SME organisation, dedicated to helping business owners and entrepreneurs become tomorrow's business legends. The NSBC was established in 2007, by Mike Anderson, and is a non-profit membership organisation focused on fueling small business growth throughout the African continent.

In 2007, Mike Anderson recognised the need for investment into small businesses, specifically in South Africa. The purpose behind starting the NSBC was to foster the sustainability and growth of the SME sector. This remains a driving force for the NSBC, whose work with SMEs in South Africa is fueling job creation, alleviating unemployment and nurturing the country's entrepreneurial spirit.

This is where the NSBC and Sage align. Both organisations empower small businesses, helping them find success in South Africa.

### **Driving business innovation**

Since 2007, the NSBC has become the fastest growing business of its kind, internationally, assisting and equipping small business leaders and entrepreneurs with the skills and facilities they need to succeed. The NSBC exists to help small businesses stay in business, so that they can employ others. There is a fantastic network and community of small business leaders and entrepreneurs, and the NSBC is committed to helping them grow, learn, connect and succeed! This is achieved by the consistent research, conception and development of unique and meaningful success mechanisms for our SME base.

In a country that desperately needs jobs to counteract the high unemployment rate, Mike Anderson explains that we need to support local small businesses. By supporting the small, we are building up our economy, creating jobs for people and mobilising the nation. "Investing in innovative small businesses, especially those who employ from local communities, allows us to actively invest in infrastructures for our local communities. In this way, we are able to truly support South Africans."

Part of this support from the NSBC specifically includes equipping SMEs with skills and tools to become financially sustainable and compliant. Knowing the numbers and being confident in your financial operations is a key aspect of building a successful business. It is this factor that the NSBC highlighted when talking about their connections with Sage.

The NSBC adopted Sage solutions almost 14 years ago. And Mike Anderson said that over the years, working with the Sage team, he has really valued their passion and drive for supporting small businesses

"They're really there to help small businesses stay in the game!" Mike expresses.



“Financial compliance is imperative. And Sage Accounting gives us peace of mind.”

**Mike Anderson**

NSBC Founder and CEO

**Know the numbers. Stay in the game.**

The NSBC have found using Sage Accounting to be so effective, that they’ve added eight more companies onto the platform. Using Sage solutions has allowed the National Small Business Chamber to ensure financial compliance across all of their businesses.

“It’s true that not every business person is an accountant or has an accounting mind, but Sage Accounting allows for any business owner to use the software quickly and easily.” Mike explains how vital this is, in South Africa, for driving small business growth. No matter who you are, or what your background is, you should feel confident as a business owner and with Sage Accounting solutions this is made easy!

Mike concludes that Sage Accounting empowers business owners, from all walks of life, to succeed financially and strategically, giving them piece of mind that their software and business is fully compliant.

“And this is where Sage Accounting stands out from any other solution available!”



Sage

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