

Success Story

Pawsitively Thriving

SR Veterinary Group leverages Sage for Small Business to unleash growth

“We chose Sage for Small Business because the integrated solution is easy to use, helps us grow and keeps pace with us as we do.”

Dr Christian Sadler

Vet and Co-Founder, SR Veterinary Group

SR Veterinary Group was founded in September 2022 by friends Dr Christian Sadler and Riaz Rhemu, and currently operates a single practice, Tatton Veterinary Practice, in Knutsford, Cheshire. However, the company has big ambitions to bring positive change to the public perception of vets in the community and bring back the ownership to the people working within the industry.

With a small team (the two co-founders plus three other team members), everyone at SR Veterinary has the opportunity to get involved in back office tasks—for example, Dr Sadler administers payroll—so the user-friendly nature of software has always been a priority. However, with the firm on a growth trajectory, there's also a strong need to ensure the accuracy, and maximise understanding, of business data, in order to make the best possible business decisions.

At launch, SR Veterinary did not use Sage when they first started out; they instead relied on a third-party provider for HR and worked with an accountant. However, the firm's accountant became increasingly frustrated with the lack of automation and strongly recommended Sage.



Company

SR Veterinary Group

Subsidiary Company

Tatton Veterinary Practice

Location

United Kingdom

Industry

Business Services

Sage Products

Sage for Small Business



Sage offers a range of applications specifically tailored for small businesses. With the aim of increased business efficiency optimisation and data insights, SR Veterinary took the leap and implemented Sage Accounting, Payroll and HR, all part of the Sage for Small Business suite.

Key Outcomes

- Interface is simple and easy-to-use for non-specialists.
- Time saved through automation reinvested into strategic planning.
- Sage customer support is top quality and responsive.
- Better data quality underpins optimal, objective decisions.



About SR Veterinary Group

Established in 2022, Tatton Veterinary Practice, part of the SR Veterinary Group, provides vet services, primarily for small domestic pets, in Cheshire, north-west England.



Bringing it all together

For SR Veterinary Group, choosing a suite of solutions that could integrate on a single platform made sense in the context of growth and as a long-term investment. As Dr Christian Sadler explains, “The idea was, let’s get everything under one roof, learn a single system that we can use in the long term, that will scale with our growth. So we chose Sage for Small Business.”

Learning to use the different products within the suite did not take long; implementation was straightforward and team members have found Sage’s user-friendly nature very useful. “I really like the ease of use and simplicity of Sage. We’re vets; we’re not accountants by trade or HR people by trade but Sage makes it easy for us to carry out our duties and get those jobs done at times that suit us,” says Christian, who mentions that he can quickly and easily get these jobs done between consultations.

Another key driver was data visibility: having crucial cross-business data in a single format immediately provided a holistic overview and real-time information that meant the company could base business decisions on objective facts, rather than gut feeling or a general overview. “We are using Sage to power and strategise our growth and can easily create reports that show us our assets, cash flow, profitability and so on. It gives us the data we need to make good decisions,” explains Christian.

Top class customer support

While implementation and use of Sage for Small Business has been straightforward, Christian is quick to highlight another benefit of using Sage—the fact that the same customer support team can help and advise on all of them. “The support we have had from Sage is top quality. If we have a question, all we have to do is pick up the phone or use the online chat. And having the support for multiple applications all in one place makes a big difference,” says Christian.

The Sage for Small Business suite has enhanced other forms of support, too. Christian feels that using the same platform as their accountant, who advised them so strongly to switch to Sage in the first place, has had its own benefits, since they can now collaborate using a platform that the accountant knows how to get the very best from. And while SR Veterinary Group is now well placed to achieve its ambitions, the business has realised the productivity and efficiency gains it hoped for too with adopting software.

Team members can quickly and easily book their annual leave directly, which has been a big hit. The automation of tasks has improved accuracy—particularly for cash flow—which in turn feeds into and enhances the quality of wider business data. So pleased is the company with the improvements to the business so far, the team are now looking for other jobs and processes to automate in the same way.



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Update: Scaling with Sage

Since adopting Sage for Small Business, SR Veterinary Group has grown from one practice to two. In that time, Sage has become more than just software, it's become the backbone of a business determined to grow without compromising on care. As the team expands and new challenges emerge, Sage continues to make the day-to-day easier, faster, and more accurate.

“We are now looking at having two further vets here, as well as four nurses,” says Christian. “The next step is always going to be a difficult one... but we’re looking at opportunities elsewhere where people might want to do what we did.” For Christian, that means helping other vets with the same values—those who want to build something meaningful, but lack the infrastructure, financial confidence, or operational tools to do it alone. “We can come in and provide some of that insight for them, while they do a lot of the management on the ground.”

That kind of growth needs more than ambition. It needs visibility, consistency, and time. “Having the visibility with Sage certainly allowed us to grow the business faster than we originally expected,” Christian explains. With payroll, forecasting, HR and reporting all under one roof, the team can plan ahead and act quickly, without having to second-guess the numbers.

They’re now exploring Sage Copilot to take that even further. “What used to take half an hour and a lot of manual input will suddenly take five minutes.” For a team still working hands-on in clinical care, those saved minutes matter.

And when the business gets the basics right, culture follows. “Miscalculating pay or holiday has such a massive effect on morale... If they feel we’re not respecting that, it affects the culture.” With Sage, SR Vets has built a workplace where people feel looked after, so they can keep showing up for the people and animals who rely on them.

Sage helps ensure the essentials like pay, leave, and reporting are handled accurately and easily, so the team can stay focused on giving great care to their clients and building something sustainable for the future. When the day-to-day runs smoothly, the team can focus on what matters most: the animals they treat, the people they support, and the practice they’re proud to build.



Sage

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