

## Success Story

# Sage helps Gemba thrive in the metaverse

Virtual reality training pioneers implemented Sage Intacct to support planned growth

“Sage Intacct flexes to suit your business; you don’t have to change your business processes.”

**Angela Cruickshank**  
Chief Financial Officer, Gemba



### The Challenge

When Gemba changed its business focus from in-person to virtual reality training, it needed accounting software that would deliver the comprehensive data insights, accuracy, automation and time savings required by the company’s growth road map.



### The Solution

When researching accounting software, Gemba prioritised value for money, breadth of data insight and functionality, the ability to add efficiency to business processes, and ease of use. Having studied the options available, they chose Sage Intacct, which was implemented by Sage partner, PwC.



### The Result

Gemba found the implementation process very straightforward and appreciated being able to collaborate with PwC throughout. This resulted in a bespoke Sage Intacct implementation that generated gains and integrated with company processes from the outset, actively supporting Gemba’s planned growth trajectory.

- Month-end process previously 6 days: now 2.5 days.
- Monthly payroll commissions calculations now 2 hours faster.
- Time saved redirected to growth activities.
- Sage Intacct underpins Gemba’s growth roadmap.

**Sage**

**Company**  
Gemba

**Location**  
United Kingdom

**Industry**  
Professional Services

**Sage Products**  
Sage Intacct

**Gemba.**

### About Gemba

Gemba’s trailblazing virtual reality training experience supports global companies’ digital transformation with metaverse-based training accessible anywhere, anytime.



### **Award-winning innovation**

Award-winning virtual reality (VR) training provider Gemba is a fine example of innovation turning a crisis into a triumph. Founded more than a decade ago as The Leadership Network (TLN), the team ran popular in-person training and networking events. It was developing a separate, innovative VR and metaverse-based training and networking product called Gemba, but most of its work was face-to-face. Then COVID-19 hit and the rest, as they say, is history.

In the wake of the pandemic and associated lockdowns, TLN pivoted to focus on the Gemba product offering, changing the business name to Gemba (which, incidentally, is Japanese for “the real place”) in the process. Gemba launched to great acclaim: the business won Enterprise Tech Project of the Year and VR Product of the Year at the National Technology Awards 2021; Best Use of VR/AR and Tech Entrepreneur of the Year at the 2021 Go:Tech Awards; and was a finalist in the Innovation in Learning section of the National Learning Awards in 2022.

Armed with a groundbreaking, much-lauded product and a growing client base of global enterprises, Gemba developed a road map to growth. But to follow it, Gemba needed accounting software that would support every step.

### **Better business data**

Gemba began the search for new accounting software in an objective and clear-minded way. Angela Cruickshank, Gemba’s CFO, explains: “We understood our growth road map and what we needed to support it. Our previous software required quite a few manual adjustments and we wanted to free up time. We wanted more dimension tracking, which would give us more data and therefore better business insights. So we wanted to know, for each transaction, who was the salesperson? Who was the sales support person assisting them? We also needed a system that would automate revenue recognition as we moved to a subscription model.”

Having clarified its objectives, Gemba explored the market. “We prioritised performance, value for money and ease of use. In particular, we needed the data migration process to be seamless,” explains Angela – understandably, given that Gemba ultimately transferred 70,000 lines of data. Data security was also a concern as Gemba’s client base is primarily global manufacturing organisations and their supply-chain partners, who frequently specify gold-standard data security as part of any contract.

Having studied all likely candidates and after seeing multiple product demonstrations, Gemba purchased Sage Intacct in December 2022.



Gemba uses Sage Intacct for all purchase orders, sales orders, accounts payable and receivable and the general ledger.

### **Seamless and collaborative implementation**

Gemba worked with Sage partner PwC for the design and implementation of Sage Intacct, a process Angela describes as “a joy”; not only because it was painless, but also because the collaborative nature of the implementation meant Gemba had a Sage Intacct implementation that was optimised for the organisation’s needs and existing processes long before it went live.

Angela explains: “PwC were really good, they worked in bite-sized chunks for us and in a very practical order. At the start of the system design process we did workshops and they asked us lots of questions. Then they went away and came back and showed us how the system would look based on that information and what it would do. They asked us if that was what we wanted, or did we want to change anything—it was all very collaborative from the outset. We knew what our processes and outputs would look like before we even got to the system training. So, it was a really easy and simple changeover. We haven’t had to go back and ask many questions at all.”

What is more, Angela’s pre-purchase fear that data migration would be difficult never materialised. “PwC have their own tool which automates the data migration, and they tested and queried all of our data before it went into the system. It was incredibly straightforward and successful,” she says.

### **More time to focus on growth**

Gemba’s Sage Intacct implementation went live at the beginning of May 2023, which marked the end of stage one of the implementation. During stage two, which will take place during 2024, Gemba plans to integrate its third-party CRM system with Sage Intacct. “It’s just a matter of deciding how—there’s an out-of-the-box API or we could push two-way information—after that, we just switch it on,” says Angela.

Meanwhile, Gemba uses Sage Intacct for all purchase orders, sales orders, accounts payable and receivable and the general ledger. The system has been very well received by all who use it and has provided immediate benefits. For example, the month-end process that previously took 6 days now takes 2.5; time taken to complete monthly payroll commissions calculations has been reduced by 2 hours. The time released has been redirected into growth-focused activity.

For Angela, the additional dimensions and business intelligence that now feeds into the company’s reporting and analysis are a particular highlight, fulfilling the brief of supporting Gemba’s growth road map.



“The service we’ve had from the Sage customer success team has been outstanding.”

**Angela Cruickshank**  
Chief Financial Officer, Gemba

**Great customer service**

As a direct consequence of Sage Intacct, and in particular the time-savings and insights it has generated, Angela and her team have been able to achieve additional road map objectives, including taking on additional roles and responsibilities at the very heart of the business. For example, Angela is now responsible for business intelligence and operations.

For Angela, who describes Gemba’s Sage Intacct implementation as “a real pleasure”, the software is making tangible contributions to the company’s plans and objectives. When asked what she likes best about Sage Intacct she is very certain. “The additional reporting dimensions, the user-friendliness and the incredibly helpful customer success team at Sage—they’re really great!” she says.



Sage

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