



## Improving efficiency with Xero

Marketing Stockport support business growth by connecting and promoting local businesses. With no finance team, they needed cloud based accountancy software which was quick and easy to use.

### Before

- ✘ Marketing Stockport were using spreadsheets to manage their financial records. These were time consuming to maintain and reconcile with bank records, taking time away from developing their business.
- ✘ The spreadsheets required 'office-based' working which did not suit the mobile nature of the business or enable efficient working with Hallidays.
- ✘ It was time consuming for Marketing Stockport and Hallidays to maintain an overview of costs and cashflow and produce management information using the spreadsheets.

### After

- ✔ Hallidays recommended Xero accounting software. It was quickly implemented and the team trained by Hallidays. They found Xero more efficient and were able to reinvest their time in moving their business forward.
- ✔ The cloud based software enables them to update their records wherever they are and view their management information to keep up-to-date with their finances.
- ✔ Hallidays created a financial dashboard for Marketing Stockport enabling them to more easily manage their costs and cashflow. Hallidays monitor and quickly advise on proactive action to benefit the business.

## Outcome

Xero has enabled Marketing Stockport to work more efficiently while 'out of the office', freeing up their time to focus on increasing their membership and promoting local businesses.

Using the financial dashboard Marketing Stockport and Hallidays now have access to more detailed up-to-date management information enabling them to work together to monitor debts and manage cashflow and credit control more easily. Hallidays can quickly respond and offer the best advice to support the business to continue to grow.

## What the client said

“ Hallidays introduced us to Xero just over two years ago and it has been a real benefit to our business. Xero serves all our day-to-day needs and has proved the ideal solution for us. With Hallidays training and support we can now work more efficiently and keep abreast of our finances wherever we are. ”



Helen White  
Director - Marketing Stockport