

## Realtime financial insight with Xero stress

Contract marketing specialist Outsourced Brand Support is using Xero Accounting Software to more effectively manage its time and costs, and meet its business objectives with the support of Jada Accounts & Bookkeeping.

Auckland based Outsourced Brand Support (OBS) provides contract marketing services to a wide range of customers across New Zealand.

Like many other small business owners, OBS Director Glen Keeley had always struggled to find the time and resources to set up and maintain an effective accounting system for his company. When he met Stephanie Crawford, owner of Jada Accounts & Bookkeeping, at the 2009 Bizzone Small Business Expo he was embarrassed to admit he was doing most of his daily bookkeeping manually.

Xero accounting software has allowed me to take much greater ownership of my day-to-day bookkeeping. By working with Jada Accounts & Bookkeeping, I am able to better manage my time and control my costs. I'm now using realtime financial data to help make better business decisions.

Glen Keeley - OBS Ltd

"I don't really have a passion for numbers or doing the books and that always had a major part to play in my shying away from addressing the issue," concedes Mr Keeley.

For Stephanie and the Jada team, the OBS situation was not unique.

### Creating new positive habits

"Glen's situation was fairly typical of a large number of small business owners with little or no formal accounting skills and even less desire to be involved with the daily bookkeeping," says Stephanie Crawford.

"One of the craziest aspects of OBS doing its bookkeeping manually was that it actually made the process far more time consuming than it needed to be," adds Stephanie.

While OBS suspected this was the case, it had never made the time to break free from old habits.

"Every year I had to scramble to provide all the relevant information to my accountant for our year end reporting, and that always meant chasing my tail to get everything in order. It was always a big job and one that I hated. Every year I said to myself never again, but each year I got lazy again and continued on with the status quo," says Mr Keeley.

"In looking back now, we simply never had someone like Stephanie willing to come in, give us a much needed shake, and show us that there was a better way of doing things," he adds.

### Best fit for business needs

After more detailed analysis of their business needs, Jada confirmed OBS needed a software solution that was extremely user-friendly and could help address their ongoing time and resource constraints.



Glen Keeley  
Director OBS Ltd

"Xero Accounting Software was the perfect fit for Outsourced Brand Support, because it is extremely easy and intuitive," says Stephanie. "Xero has an extremely simple and user-friendly interface, and is packed full of automation that removes most of the traditional data entry requirements of other accounting packages," she adds.

With daily bank feeds directly into Xero, the focus for users instantly shifts away from information input, and moves to data reconciliation. For many less experienced company 'accountants' like Mr Keeley, the ability to seamlessly reconcile the books each day actually becomes a little addictive.



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“When I first looked into Xero on Jada’s advice, I read testimonials from other users who said Xero was addictive and they loved using it every day,” says Mr Keeley.

“I never thought I’d find myself in this same position, but I must admit, I get a real kick out of seeing the little green tick each morning to show everything is ‘reconciled’. It is really great to know that everything is in balance at any point in time,” adds Mr Keeley.



“The dashboard gives you an instant snapshot of where you stand at a glance - with bank balances, recent sales and upcoming bills on one screen,” says Mr Keeley.

For a smaller cash flow focused company like OBS the easy invoicing and accounts receivable functionality is another key benefit of Xero. “The invoicing in Xero is really simple, as is the creation of statements which really helps with the collection of monies owed to us,” adds Mr Keeley.

### Service with a smile

Aside from the considerable time and cost savings Xero has delivered Outsourced Brand Support, Mr Keeley says the excellent support provided by Jada Accounts and Bookkeeping is what keeps him such a satisfied customer.

“Any bookkeeping company could provide us with Xero software and training, but few would be willing to take time to support a business the size of OBS at the skinny end of the market,” says Mr Keeley. “The level and quality of service Jada provides is brilliant for a business like ours. I would not hesitate to recommend both Jada Accounts & Bookkeeping and Xero Accounting Software to other businesses looking to take the hassle out of their daily bookkeeping,” concludes Mr Keeley.

### CONTACT JADA

To talk to a Jada Xero specialist, please call 09 4806560 or alternatively email: [info@jada.co.nz](mailto:info@jada.co.nz)

Visit us at [www.jada.co.nz](http://www.jada.co.nz)

## Highlights

### SUMMARY

Auckland company Outsourced Brand Support (OBS) provides contract marketing services to a wide range of customers across New Zealand. Like many other small business owners, OBS Director Glen Keeley had always struggled with time & resource constraints, and consequently had never introduced a formal accounting system to support effective daily bookkeeping.

With the help of Jada Accounts & Bookkeeping, OBS implemented Xero Accounting Software and is now taking greater ownership of its bookkeeping, using realtime financial data to better manage cost and profitability.

### KEY BENEFITS

- Simple & intuitive user interface
- Automated daily bank feeds
- Focus on coding vs. data entry
- Easy invoicing & receivables
- GST Returns at a mouse-click

Any accounting or bookkeeping company could provide us with Xero software & training, but very few would be willing to take the time to look after a business the size of OBS. The level and quality of service Jada provides is brilliant for a business like ours.

Glen Keeley - OBS Ltd

### Rich, relevant functionality

With Xero the focus is on keeping things simple and relevant to users. As well as the daily bank feeds which automatically import and code all bank transactions, Xero has a suite of other powerful functionality that keeps information at your fingertips.

