

**Widgit Symbolizes
Financial Excellence
With Sage Intacct
and Saltbox**



Vision33



About

Founded in 1982 and based in Leamington Spa, England, Widgit is a pioneering software company with a passion for symbols-based communication. Widgit empowers individuals to express themselves independently through symbols, aiding comprehension across any environment.

The company caters to people of all ages with communication difficulties, including autism, learning disabilities, and speech impairments. Widgit's solutions support educators, therapists, and caregivers by enhancing inclusive learning and promoting meaningful interactions.

Widgit Online and InPrint software give users access to the company's entire symbol language. From flashcards to vocabulary lists to fully symbolized books, Widgit's solutions ease communication in the everyday world.





The Need to Future-Proof Finance

Widgit has experienced exciting growth that its legacy accounting software, Sage 50, couldn't support. The company's products have evolved, subscriptions are now available for customers, and transactions have significantly increased.

"We have thousands of transactions per week," explains Naomi O'Grady, Widgit's CFO. "We're a small finance team, so coping with those transactions was overwhelming with Sage 50. It was a manual process that was just taking way too much time."

Sage 50 was Widgit's endpoint for capturing all financial transactions, but the company also relies heavily on a customer relationship management (CRM) platform. A lack of integration between the two systems forced employees to import information manually.



"Nothing was really automated," says Dave Yarnall, Widgit's CRM and customer insight manager. "It was quite disjointed. Looking at how to manage products and subscriptions well into the future was a priority."



Dave Yarnall, CRM and Customer Insight Manager

Powerful Accounting for Subscription Businesses

Widgit's finance team needed a new accounting solution with a robust subscription model and revenue recognition functionality. The new system also needed to have an open application programming interface (API) for easy integration with Widgit's CRM platform.

"We looked around the market to see what would be feasible, but many solutions couldn't cope with our high transaction load," Naomi says. "Sage Intacct can do a lot for us. And because we're familiar with Sage products, it made sense to choose Sage Intacct."

Sage Intacct, a cloud-native financial management solution, delivers powerful, automated accounting for subscription businesses. It automates complex processes like accounts payable, accounts receivable, and order management. And Sage Intacct's intelligent, automated revenue recognition helps companies scale.



A Trusted, One-Stop-Shop Partner

After finding the right financial management solution, Widgit needed the right partner to implement and support Sage Intacct. Online research led to Vision33, a multi-award-winning Sage Intacct partner and Sage Platinum Club member. Vision33's experience integrating Sage Intacct with other best-in-class cloud solutions made the company a one-stop shop.

"When we saw Saltbox, Vision33's cloud-based integration platform, that reinforced the idea that Vision33 is a good company to partner with," Dave says. "We didn't have to shop around to connect our CRM platform to Sage Intacct."

Vision33 developed Saltbox to empower companies of all sizes to easily and affordably integrate disconnected applications and data sets.

Naomi and Dave collaborated with a Vision33 Sage Intacct implementation consultant who is also a certified professional accountant.

"His knowledge, keenness, and approachability were great," Dave says. "We discussed what needed to change and how we'd set the system up, and I was happy to take his suggestions."





More Automation, Less Complication

Widgit's finance team has sped up its multi-subscription processes with Sage Intacct and Saltbox.

Transactions flow smoothly from Widgit's CRM platform into Sage Intacct and reconcile regularly.

"It's a relief to replace the manual daily or sometimes twice daily importing of CSV files," Dave says. "There's more automation and a lot less complication."

Building Blocks for the Future

The team at Widgit strives to be better tomorrow than today. The family company cares deeply about people, the environment, and its place within it. Widgit's core values of integrity, kindness, and quality are its building blocks—and the company will continue to grow on that sturdy foundation.

Now that Widgit has future-proofed finance with a flexible, scalable solution, Naomi, Dave, and their team can focus on the bigger picture.



"We definitely made the right move with Sage Intacct," Naomi concludes. "It's a lot more dynamic than Sage 50. It's so much easier to obtain information. We can easily navigate the system and drill into everything. It just saves a lot of time."



Naomi O'Grady, Chief Finance Officer



Vision33 transforms business processes and results for customers by delivering value through the promise of technology and its benefits for growing businesses. For over 30 years, Vision33 has helped companies integrate and automate their business processes and applications to better serve their customers, employees, and stakeholders. The technologies may have changed drastically in 30 years, but Vision33's mission has never wavered.

With over 1,000 customers worldwide, Vision33 helps manufacturers, distributors, service firms, and SaaS businesses outperform their competition and lead their industries with successful technology investments.

With nearly 500 employees, Vision33 offers product expertise, business experience, and innovative technology leadership. Whether a global company with 100 subsidiaries or a small business, Vision33 works alongside every customer to meet their goals.

Vision33 also has formal partnerships to resell, implement, and support leading ERP applications, is a leader in cloud deployment, and has developed exclusive products, including Saltbox and iDocuments.

For more information about Vision33, visit www.vision33.com

Contact your nearest Vision33 sales office to discuss how we can help transform your business.

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