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Case Study

IMtelligence

About IMtelligence...

IMtelligence is based in Boroughbridge, Yorkshire, they provide a high value business network for senior executives and decision-makers in the Information Management industry. Through networking, market intelligence and business consultancy, they help bring organisations together, creating value & accelerating growth.

IMtelligence is Roger Stocker's second start-up business venture and he has previously run a high-grade technology business from initial start-up to exit. He was able to lead the business to become one of the fastest growing technology companies in the UK and attained a spot in the Sunday Times Tech Track 1000.

After exiting the company in 2007 Roger decided to set up IMtelligence to advise a range of businesses on business strategy, sales and marketing execution, acquisition, raising finance and business exit.

Liquid & IMtelligence...

IMtelligence have been using Liquid since 2010. They had initially met the market-leading accounting software company at Venturefest, and were inspired to do more research into cloud solutions.

Roger was looking to reduce the time all the administrative tasks took and wanted to take better control of the business and become more efficient. *"Previously we were using spreadsheets to keep track of our accounts, we found this method cumbersome and it just wasn't working for us, also we wanted to be able to see our instant cash flow and Liquid helped us do this seamlessly."*

One of our main reasons for choosing Liquid was the ability to access our accounts anywhere; this is really critical to our business as we all work in separate locations.

He admits that he's not a natural with accounts, but has found Liquid so easy to use that he's decided to keep costs down by not using a bookkeeper and doing as much as he can himself. And by giving his accountant access he can get him sort out anything else.

Liquid's support is second to none, nothing is ever too much trouble and if there are any issues they get sorted quickly, often within 10 minutes! They also provide a helpful online selection of help documents – these are really great as it helps me solve the little things by myself.

Liquid can really benefit start-up companies, as there is no need to employ IT Managers, it really cuts costs and makes you more independent as a business.

After using Liquid I think everything should be cloud based, it really is the way of the future!"

Roger Stocker, IMtelligence

What is Liquid Accounts?

Liquid Accounts is a UK-based market-leader in online (cloud) accounting software.

Unlike traditional 'buy-in-a-box' software it is an easy to use, online, subscription-based solution that costs just £20 per month - including all back-ups, upgrades, maintenance and support.

It's instantly available 24/7 from any device with an internet connection, and it has the full range of functionality - but you only pay for the modules you want to use, which means that it can grow and develop with your business.

If you want to know how Liquid Accounts can help you and your business, please get in touch.

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