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Case Study

MaxAim

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.

Contact Us

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About MaxAim...

MaxAim is a Yorkshire-based team of qualified (ICAEW) financial professionals.

After initially working together in the corporate finance department of Ernst & Young, the MaxAim team pursued individual careers in practice, banking and industry before deciding to harness their broad skill-set to form MaxAim.

MaxAim's focus is on providing financial and strategic advice that addresses the specific needs of any business. They offer flexible, hands-on support working closely with the client to understand their specific needs, deliver the solutions and assist in achieving business aims.

MaxAim works with business of all sizes and from different industries and offers the skills to allow both start-ups and established businesses to meet their full potential.

Liquid & MaxAim...

MaxAim chose Liquid's online software after meeting Liquid's MD, Matt Holmes, at an investment seminar. MaxAim signed up for a free trial of the Liquid software before deciding that it was an ideal replacement for the Sage 50 package that they had been using previously.

Demand from clients meant that they were offering more and more outsourced services in order to provide clients with robust, reliable and meaningful business information and Liquid helps them do this quickly and easily.

Account Manager, Matt Peters said, "Unfortunately many accountants focus solely on the compliance aspect of accounting rather than ensuring their clients have access to meaningful management information and have clarity on their strategy and performance. Consequently, we use Liquid with a number of our clients including Baby Ballet Song and Dance Academy."

Babyballet is an expanding franchise that operates a carefully designed and developed music and movement programme for pre-school children. Having grown from a single premise in Halifax, West Yorkshire, the company now operates over 24 franchises throughout England and Scotland. Liquid enables all relevant people (both external and internal) to have controlled access to relevant data, which increases efficiency and improves decision-making.

"Having previously used Sage we needed a hosted web solution that could be accessed remotely by each member of the MaxAim team. Support queries have always been handled quickly and effectively, with no additional costs (which you would expect from other packages). The fact that Liquid is online and paid for on a subscription basis means that there are no costs for hardware, and the fact that our CRM is hosted by Liquid is also a huge bonus.

We can each log in to Liquid to raise our own invoices and expenses no matter where we are located, and can even access data from our smartphones. Liquid is also ideal for a small practitioner who needs remote access to his/her accounts 24-hours a day."

Matt Peters, MaxAim

www.maxaim.co.uk