

# Azuma Networks uses Sage Intelligence Reporting to make more informed business decisions, faster



Supplying the latest telecommunication technology to more than 5,000 of the biggest hotels in America is no small feat – just ask Azuma Networks, specialists in GSM Gateways for PBX, as well as VOIP, Digital and Video Surveillance systems. Yet their service does not end there. Amongst other things, Azuma Networks are tasked with furnishing their clients within the hospitality industry with telecommunications technology and solutions that boast an online front desk interface, room management software, and guest management features. After installation, Azuma Networks also provide ongoing technical support.

## Customizable, user-friendly solution that saves time

Given the magnitude of the service and solutions that Azuma Networks provide, it's imperative that Ashu Upa, owner and Managing Director of the company is able to keep a finger on the pulse of his business. Being a small organization only 28 strong, Ashu's team cannot afford to spend countless hours making sense of incongruous snippets of data.

## Intelligence Reporting cuts through the clutter, casting light on important indicators

For the past 18 years, Azuma Networks have been loyal customers of Sage 50 Quantum Accounting (U.S. Edition). As a Sage 50 Quantum Accounting customer, Azuma Networks get access to Sage Intelligence as part of their Sage Business Care plan.

Together with Azuma Networks' 14 other staff members who turn to Intelligence Reporting daily, Ashu lauds the software's ability to cut through the clutter and offer him a window into his business, adding that, "Intelligence Reporting brings to Sage 50 the addition of graphics, giving business owners an easy-to-understand dashboard that allows them to see both current and historical data, and provide insight into where they are going." It is this element that Ashu values most, explaining that, "it is exactly because I am a

## Challenge

Relying on specific indicators to direct his business, Ashu Upa, the owner of Azuma Networks, needs to cut through financial clutter and access a few significant reports that provide him with immediate insight into the financial state of his business.

## Solution

Introducing Sage Intelligence Reporting to the Azuma Networks team as a plug-in to the Sage 50 Quantum Accounting software that they've used for almost 20 years.

## Results

Instant, real-time, consolidated business information at the touch of a button. With Sage Intelligence Reporting, this business owner can access current financials presented in a customized format that allows for faster, more informed decision making.

## Customer

Azuma Networks

## Industry

Telecommunications

## Location

Southern California, USA

## Number of locations

One

## System

Sage 50 Quantum Accounting (U.S. Edition)

"Sage Intelligence Reporting adds huge value to Sage users and business owners alike."

business owner, and not an accountant, that I can say that Intelligence Reporting offers real value.”

Having access to Intelligence Reporting means that Ashu does not need to log into Sage 50 Quantum Accounting on a daily basis. He can simply access his Intelligence Reporting dashboard for a temperature test of his business.

### **User interface and individual financial dashboards can be designed to display relevant data**

Azuma Networks used to rely on standard Sage reports and Crystal Reports for business reporting, and the transition to Intelligence Reporting has been a welcome change. In addition to the system's standard reports, Ashu required specific reports that would provide him with valuable insights and an overall view of his business. A specialist Intelligence Reporting consultant customized his financial dashboard, allowing Ashu easy access to the following reports:

- Revenue Trend report that drills down into total and per customer revenue.
- Partial Movement (parts sold) Trend report that indicates the total parts sold, as well as the parts sold per customer.
- Expense Trend report showing the total expense as well as the total expense per each item in the General Ledger.
- Payable Trend report signifying the total payable, as well as the total payable per customer or per the amount of days.

Particularly noteworthy for Ashu is the fact that while another member of the team creates the reports, Ashu can instantly view the reports. Even when the other team member updates information on the one end, it instantly updates on Ashu's end as well. This saves him both time and frustration, as he has battled to import his reports in the past with other programs.

When one takes into account the fact that Ashu's dashboard now offers him all of the information that he requires to make more informed business decisions swiftly, and greatly enhances his business's agility, it is no wonder that he has been recommending Intelligence Reporting to other business owners. He has even presented the benefits of Intelligence Reporting at the Entrepreneur Constitution meetings he attends. Using his dashboard to demonstrate the solution's vast technical capability, Ashu has gone to great lengths to explain that Intelligence Reporting offers users much more than its competitors can, particularly for non-accountants.

### **About Sage Intelligence Reporting**

Positioned to meet the unique and dynamic needs of small and medium businesses, Sage Intelligence Reporting is a flexible business reporting tool that seamlessly interfaces with Sage software and Microsoft Excel in a bid to offer users the freedom to design reports according to their business's unique requirements.

### **About Sage**

Sage energizes the success of businesses and their communities around the world through the use of smart technology and the imagination of our people. Sage has reimaged business and brings energy, experience and technology to inspire our customers to fulfil their dreams. We work with a thriving community of entrepreneurs, business owners, tradespeople, accountants, partners and developers who drive the global economy. Sage is a FTSE 100 company with 14,000 employees in 24 countries. For more information, visit [www.sage.com](http://www.sage.com).

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