

West Midlands Growth Company Case study

West Midlands Growth Company's Customer Story – Gaining strategic control with Advanced Financials



West Midlands
Growth Company

About West Midlands Growth Company

Formerly Marketing Birmingham, the West Midlands Growth Company (WMGC) was established in 2017. Its primary purpose is to attract investment, jobs, visitors and businesses to the West Midlands.

The West Midlands Growth Company plays an important role in supporting the delivery of the West Midlands Combined Authority's (WMCA) Strategic Economic Plan. Its focus is on the WMCA geography of Greater Birmingham and Solihull, Coventry and Warwickshire, and the Black Country.

West Midlands Growth Company's Advanced Experience

WMGC are a long-standing Advanced customer, having used our Exchequer accounting software for a number of years. Over the past few years, WMGC has grown at a rapid rate, with the number of staff doubling. Their finance function, however, remained the same size, meaning they needed to work more efficiently to keep up with demand. As a result, they quickly realised they needed a more robust solution to manage their changing business requirements. This coupled with the demand for access anytime, anywhere, meant the team needed to evolve onto a Cloud-based solution.

WMGC shared their thoughts with the Advanced team, and it became clear that Advanced Financials was a perfect fit to help them overcome these challenges.

“We needed a solution which was much more flexible in terms of access and capability. From talking to the team at Advanced, it became clear that Advanced Financials was an ideal solution and the logical next step from Exchequer.”

One of the key drivers towards Advanced Financials was the ability to easily view and report on data within the system, which had become very challenging as the business had grown over time.

“The detailed reporting and dashboard capabilities within Advanced Financials are fantastic. The ability to instantly deliver data to senior leadership in real time enables us to influence decision making, which we simply could not do before.”

“We have seen benefits instantly from the day of go live in the way in which we can view, report and understand financial data using Advanced Financials

Pip Abercromby > Finance and Commercial Director > West Midlands Growth Company

Why Advanced Financials?

“Using Advanced Financials our processes have become much quicker and easier to complete from a finance perspective. We have been able to build the system around our own working practices which really helped us enhance financial control in the business.”

Working with the Advanced Team

“The team at Advanced are excellent. We involved our team from early on in the project as we knew this would be a big change for all of us, but Advanced invested a lot of time and effort into understanding our business and what we needed to succeed. They team continue to support us on an ongoing basis.”

Implementation Process

“The training team were extremely patient and helpful when we were getting up to speed on Financials and all the new processes. The team continue to listen to our needs and make things happen when we need help.”