

Expect Distribution Case study



Learn more about Expect Distributions growth journey with Cloud Financials

About Expect Distribution

Expect Distribution are a family run distribution organisation. With over 300 employees across four sites across the UK, Expect Distribution has grown significantly over the past few years.

As part of their rapid growth journey, in 2019, Expect had to adopt a new financial management solution to enable them to track and monitor performance across multiple sites in one centralised location.

Expect Distribution's Advanced Experience

As Expect Distribution went from strength to strength, they realised that their existing financial processes were no longer fit for purpose and they needed to adopt a new platform that would allow them to scale even further.

"We were growing significantly, and our methods of determining financial performance were antiquated. It was paramount for us to implement a way of recording costs in a way that would help us gain complete financial control of the business."

By integrating Cloud Financials into the organisation, the team at Expect could get quick insight into the finances of the business and allow Finance to become a strategic part of the businesses' growth journey.

"Bringing Cloud Financials on board meant we could get an accurate insight into business performance, easily and efficiently."

Why Cloud Financials?

"All our financial data is structured in a clear and accurate way which makes things so much easier for the finance team. We are able to quickly and confidently report on performance and activity, making our month end more efficient and productive."



"Cloud Financials has revolutionised the way the finance team operate at Expect Distribution. It provides us with a clear picture of business performance and operations which is vital as we continue to grow as a business."

Kennedy Lupindula, Management Accountant, Expect Distribution

Working with the Advanced Team

"Working with our Customer Success Manager has been really great, it's reassuring that the team is able to listen to our feedback and suggestions and also come to us with ideas on how we can use the product to its fullest potential."

Changing finance for the better

"Using Cloud Financials has changed the way finance is perceived within the business. The Finance function has a greater level of control over operations now which is really positive for everyone. The scalability of the system is really important to us and Cloud Financials allows us to quickly add new reporting dimensions as we continue to expand our Contracts with customers"

Looking to the future with Advanced

"We're looking forward to continue enhancing our use of the product. The product is very functionally rich and we estimate we are only using about 60% of it so far, so we know there are many more benefits to come"