

Monavate Case study



Building the business from the ground up Learn about Monavate's journey from start up to success with Cloud Financials

About Monavate

Monavate are a UK based financial services business founded in 2020. Monavate provides a technology-enabled, compliance and card scheme sponsorship platform that simplifies the way companies create, manage and grow financial products.

Since their founding, the team has experienced rapid expansion, and they have recently acquired £5 million in seed funding to continue to scale their business.

As part of their fast growth journey, Monavate had to quickly adopt technology solutions which were going to assist with the ever-changing requirements of the business.

Monavate's Advanced Experience

As the team grew, one of the first things they realised they needed to do was to move away from the spreadsheets the finance team were using and adopt a Cloud-based financial management system that could allow them to monitor and accurately view the growth and income of their business.

"With our significant growth in such a short period of time we needed to give greater attention to the way we tracked and monitored all parts of our business and how that translated to our accounts. We knew we needed to be able to accurately see business performance."

When Monavate discussed their situation with the Advanced team, it quickly became clear that Cloud Financials was the right solution to help them scale as a business.

"We could have settled for a basic accounting tool, but we knew moving forward we would need a robust accounting system to support us with our ambitions and goals as a business."

Having complete control over financial operations at Monavate provides the team with clarity and order which allows them to plan ahead for the future.

"Bringing Cloud Financials on board means we get a single source of the truth of our business performance in the Cloud."



"The team at Advanced did a great job of explaining what the product could do for us, not just now but in the future, and how the system will adapt to our evolving needs as the business grows."

Nick Playford, Finance Manager at Monavate

Why Cloud Financials?

"We were really impressed by the reporting capabilities offered by Cloud Financials. Being able to drill down into our financial data easily and efficiently is crucial for us as we continue to scale."

Working with the Advanced Team

"The team at Advanced is really friendly and we have received lots of communication and assistance throughout our implementation process and ongoing journey as a customer."

Implementation Process

"It was greatly reassuring to us that our questions and needs were promptly addressed and handled by the Advanced team while we implemented Cloud Financials."

Looking to the future with Advanced

"We have yet to explore many of the features of the system but look forward to reaping even more benefits in the future whilst growing our business with Cloud Financials."