

Financial Controller, Part Time / Full Time

Positioning

The sales-i service is revolutionising the effectiveness of product salespeople by automatically monitoring (24/7) the buying patterns of their customers. They will be pro-actively alerted via email and text when any changes in a buyer's behaviour indicate a competitor threat or missed sales opportunities.

Classic software solutions do not help the field based B2B sales forces in either the manufacturing or wholesale distribution sectors. CRM only works with 'soft' contact data rather than 'hard' transactional buying pattern data and Business Intelligence tools rely on the initiative of an IT literate user asking the right questions. sales-i fundamentally 'disrupts' the traditional software world by pro-actively delivering a sales intelligence **service** to 'low tech' salespeople via the most basic of technologies: email and text. One click then automatically takes the user to an easy to use dashboard providing all of the information they require on: product mix, range gaps, link-sells and product leakage.

As a scalable multi tenanted hosted Software as a Service (SaaS) solution – sales-i delivers the service on a low cost subscription based commercial model – making it accessible to even the smallest manufacturing or distribution business.

Extensive research and development of the solution has been funded by private investors as well as a European grant.

The Market

In IT industry terms – sales-i is categorised within the Business Intelligence Sector. Forrester, the leading analysts predict that this will be one of the fastest growing areas of the market reaching a \$7.3bn market size in 2010.

Analysts, Gartner predicts that, in 2010, more than 50% of software purchased will be 'as a service'. The way that enterprises acquire software is clearly changing dramatically.

There is a substantial existing market for Business Intelligence Software, which is concentrated on larger companies who can afford expensive customised and sophisticated software packages. sales-i is positioned as an easily affordable service, deployed via a low risk SaaS model and will therefore appeal to the vast untapped potential in the SME sector whilst not ignoring the large enterprise user.

The market 'sweet-spot' for sales-i is manufacturers and distributors of high volume, low value consumable items, for example: office supplies, automotive parts, food & drink, industrial supplies, builders merchants, packaging, IT supplies and so on. In the region of 300,000 companies in these sectors have been identified in the UK and 6x in the USA, providing a significant market opportunity for the sales-i team.

Competitive Advantage

The major players in the Business Intelligence area are Cognos and Business Objects. Their products are 'blank sheet' generic tools and involve major effort to develop a user solution. With the potential high costs of deployment, slow time to market and complex user interfaces these traditional software packages (Software as a Product – SaaP), reside on in house computer networks and rely on the initiative of the user to interrogate the system to get results.

The 'sales intelligence' rules engine and push technology that drives the sales-i service is based on the combined experience and expertise of leading sales practitioners from a broad spectrum of manufacturing and distribution industries. The expert panel in effect donate their 'sales dna' and best practice to ensure even the smallest company or most junior salesperson has a blueprint to become more effective.

sales-i's competitive advantage will be that it is 'a service', analysing sales data automatically for the user (i.e. zero effort required) and delivering the results pro-actively via web dashboards, email alerts, and text prompts.

sales-i fundamentally disrupts the world of the traditional competitors and removes the barriers preventing organizations benefiting from the power of Business Intelligence systems, yet not excluding large organisations.

- The price point is be accessible to even the smallest company
- The customer can take a 30 day free trial
- ROI is instant – salespeople get valuable information on day one
- The customer is taking a low risk – they can stop their subscription if the service fails to deliver value
- Extreme ease of use by low tech users
- Pro-active – no longer reliant on the initiative of the user
- No risk of 'shelfware' – as a web service all usage (or non usage) can be monitored

In short sales-i is an easy, risk free decision – delivering compelling instant value and sustainable ROI.

Routes to Market

To create sales momentum and reduce the cost of sale, a 'one to many' channel strategy has been adopted. This approach will create the maximum number of paying subscribers to the service in a short timeframe.

Key influencers and advocates (Hubs) who have a vested interest in the success of their supply chains will be targeted. We have sales already with distributors who want to deploy sales-i knowing that it would improve the sales performance of their 'franchisees' and therefore ultimately of the supplying (Hub).

sales-i will also be promoted via a major Software as a Service (SaaS) marketplaces. Salesforce.com's Application Exchange will present sales-i to 27,000 of their existing subscription customers.

Milestones

- Continue to build a world class product development and implementation team
- Gain a paying subscriber base of 1,200 within 18 months.
- £20m (\$32m) TO within 3 years
- Worldclass customer "stickiness" of 90%+
- Move a full time team into the USA within six months

To achieve these milestones, sales-i has addressed the problem that traditional BI tools become 'shelfware' in the hands of low tech, mobile workers and have therefore developed the world's first, easy to use, 'out of the box' Sales Intelligence solution based on a SaaS platform.

Financial Controller

Job Title

Financial Controller

Company sales-i - a young growing company providing sales acceleration software and services to manufacturers distributors and wholesalers in both the UK and USA.

Location

Solihull, West Midlands

Salary

TBC – relevant to experience and skills

Reports to:

CEO

Role

To provide appropriate internal financial information and management accounts to the board and senior management team. To ensure compliance with all relevant external financial, accounting and taxation laws, regulations and standards including timely filing of all required reports with Companies House, HMRC and/or equivalent. To establish and maintain appropriate financial controls for the company as it grows and develops. This is initially seen as part-time role (1-2 days per week) including some opportunity for home working but can and will extend to a full time role for the right candidate.

Responsibilities

- Basic bookkeeping to trial balance (Purchase Ledger, Sales Ledger, Fixed Assets, Cash and GL) and day to day transaction processing with help from a Junior clerk if required.
- Monthly management accounts including cash flow forecasting for inclusion in monthly Board Reports
- Day to day management of payroll information via payroll bureau, filing payroll related reports and ensuring timely payment of PAYE/NIC to HMRC
- Manage all tax filings and ensure timely payments to HMRC incl. VAT and Corporation Tax
- Establish and implement appropriate financial systems strategy as company grows
- Develop basic financial control environment, including but not limited to expenses, invoice payments, cash controls, authority limits, bank reconciliations, etc.
- Provide basic Company Secretarial function for Board and Executive Committee
- Prepare annual detailed budget in conjunction with senior management team
- Manage annual audit process including preparation of annual consolidated financial statements for simple group structure, preparation of audit file and co-ordination with auditors to ensure smooth process

Direct reports:

Initially a clerk as required, but role will expand as Company grows and develops

Financial Controller

Experience / Education

- Ideally educated to degree standard or equivalent
- Qualified accountant (ACA, ACCA, ACMA etc)
- 3+ years PQE

Skills

- Basic bookkeeping through to preparation of management and financial accounts
- Strong Excel skills, good Word/Powerpoint preferred
- Familiarity with basic accounting software packages
- Needs to be a well organised, self-starter requiring little supervision

APPLICATIONS THROUGH recruitment@sales-i.com