### Customer case study

# Staysure Insurance and Sage Data & Analytics

**Driving Financial Efficiency**

Staysure's success story with Sage Data & Analytics

## About Staysure

Staysure is a leading UK-based travel insurance provider specialising in comprehensive coverage for the over-50s demographic. Known for its tailored policies and excellent service, the company has expanded to offer a broader range of insurance products, making it a significant player in the travel insurance market.

> **Zap is having a positive impact on our financial reporting process. It is a quick, reliable solution, that is enabling us to streamline our processes and release time within Finance to focus on more Added-Value activity.**
>
> Alan Ridler
> Systems and Project Accountant

***Industry***
Insurance

***Website***
Staysure.co.uk

***Solution***
Sage X3

Sage Data & Analytics
powered by Zap

# Background

Staysure operates in a dynamic and competitive industry where operational efficiency and data-driven insights are paramount. The company adopted Zap's Sage Data & Analytics to complement its Sage X3 ERP system, aiming to enhance its financial reporting processes.

Alan Ridler, Systems and Project Accountant, and Owen Wootton-Haley, Senior Finance Business Partner, took charge of optimising SD&A's capabilities to streamline reporting and gain actionable insights..

# Challenges faced

Before fully utilising SD&A, Staysure faced several challenges::

- **Manual Processes:** Management accounts and reports were laboriously compiled across multiple brands and 22 separate entities.
- **Complex Reporting Needs:** Handling diverse brands with distinct financial structures created inefficiencies and required significant manual adjustments.
- **Underutilised Potential:** Zap's initial implementation did not leverage its full capabilities, leaving many opportunities for automation and insight untapped

As Alan remarked, "At the basic level, Zap probably didn't do anywhere near what it could do when first implemented. We're just beginning to unlock its potential now."

# Solution outcomes

Staysure harnessed Zap's robust data modelling and reporting features to streamline financial operations. Key initiatives included:

- **Consolidated Reporting:** A single report now captures management accounts for multiple brands, significantly reducing manual effort.
- **Enhanced Training:** Tailored sessions with Zap's technical team enabled Staysure's finance team to unlock new features, such as grouping data and customising reports.
- **Operational Integration:** Automating key processes like P&L, cash flow, and balance sheet reporting improved accuracy and consistency while saving time.

"Zap's training has been spot on and has addressed many of our challenges. We can now do things so much faster," said Alan.

# Outcomes and competitive advantage

Staysure achieved impressive results through its partnership with Zap:

- **Time Savings:** Generating consolidated financial reports now takes a fraction of the time previously required.
- **Enhanced Accuracy:** Drilling down into transactional details within Zap ensures data integrity without reliance on Sage X3 alone.
- **Scalability:** The system supports reporting for eight brands and 22 entities, with flexibility for future growth.
- **Improved Decision-Making:** The ability to customise and analyse reports empowers the finance team with actionable insights.

Owen highlighted the benefits: "The ability to drill down to transaction-level detail, which is often constrained by other tools, has been game-changing for us."

# Conclusion

The partnership with SD&A has transformed Staysure's financial operations, laying the groundwork for even greater automation and efficiency.

With ongoing training and a clear roadmap for future enhancements, Staysure is well-positioned to leverage SD&A's full potential.

> **The ability to drill down to transaction-level detail, which is often constrained by other tools, has been game-changing for us. It's made financial analysis far more efficient and insightful.**
>
> Owen Wootton-Haley
> Senior Finance Business Partner

# Partnership highlights

1. **Technical Expertise:** The Zap team provided timely solutions and guided Staysure through customisations and new feature adoption.
2. **Proactive Development:** Zap's openness to user-driven improvements created a strong collaborative environment.
3. **Ongoing Engagement:** Regular training sessions and development discussions ensure continuous improvement.