

**CASE STUDY**

## Saltmine Creative Overcomes Bookkeeping Challenges with Numeric Eight

Saltmine Creative came to Numeric Eight looking for help managing their bookkeeping and accounts. They needed better visibility, accuracy, and timeliness in their reporting, as well as assistance with debtors and cash flow.

Saltmine Creative is a thriving, independent through the line creative agency who have found success helping brands unlock their ambition to deliver a compelling and distinctive edge. They forge real partnerships with their clients by helping to solve complex challenges, drive sales and always stay on brand. Led by Sara Salter, her overarching belief was that the creative is more impactful when the agency has real empathy fused with an innate understanding of their clients' daily challenges. Something she wanted to emulate with her bookkeeping and accounting partners.

Despite Saltmine's initial struggles with bookkeeping and accounting, they worked closely with Numeric Eight to overcome these challenges and are now able to manage their finances more effectively. With less time spent worrying about bookkeeping and accounting, Saltmine Creative is able to focus on what they do best – enabling brands to stand out from their competitors.

### **SALTMINE CREATIVE**

We are an independent through the line agency partner delivering strategy, innovation, brand, packaging, shopper, digital, social media, integrated and above the line work for our clients. We believe successful brands are defined by the clarity of their distinctiveness - and with this distinctiveness, a real commercial edge is achieved.

Our focus on getting it right, from a client perspective, is what sets us apart. We solve complex challenges, drive sales and are always, always on brand.

At the heart of every Saltmine solution is a deep understanding of brand. Staying true to brand informs everything - choosing the best touchpoint, ensuring consistency, developing work that will engage, excite and drive sales. Through our approach we forge real partnerships with our clients, becoming something even stronger than a valued collaborator - we become a trusted ally.

## THE CHALLENGE

As a small business experiencing continued growth, Saltmine Creative faced many challenges when it came to managing their bookkeeping and accounts.

Prior to working with Numeric Eight, Saltmine Creative was relying on an accountant for their bookkeeping needs. However, they encountered several major issues, including poor visibility and accuracy of their numbers, as well as difficulty reporting issues in a timely manner, which led to some pretty major problems.

Specific examples of issues that weren't detected early enough before turning into big problems include:

- Not having a clear understanding of their financial position and where they needed to make changes
- Not being aware of cash flow issues until it was too late
- Not detecting debtors who were late in paying their bills

After working with Numeric Eight, however, things have changed dramatically.

## THE SOLUTION

Numeric Eight was able to provide Saltmine Creative with the bookkeeping and accounts expertise they needed, helping them overcome their challenges and improve their reporting process. With accurate, timely reports, Saltmine Creative was able to gain better visibility into their finances and make more informed decisions. This gave the business a much better understanding of their overall financial position, which allowed them to make changes where necessary.

Additionally, Numeric Eight helped Saltmine with their transition to a new accountant, George and the team at Prime Partners. Numeric Eight

worked closely with both Saltmine Creative and Prime Partners to ensure a smooth transition. This included providing Prime Partners with easy access to all bookkeeping and accounts information, helping them to understand the business's financial position from day one.



*"Working with Numeric Eight has been a huge relief. They have helped us gain better accuracy and visibility into our numbers, as well as assisted with debtors and cash flow to ensure that we are prepared for any financial challenges that come our way. Looking forward, we are confident that Numeric Eight will continue to provide the high-quality bookkeeping services that have helped us achieve our goals. We highly recommend Numeric Eight's services to anyone looking for an experienced, trustworthy bookkeeping partner".*

**Sara Salter**

Founder and Strategy Director  
Saltmine Creative

## THE RESULT

Since working with Numeric Eight, Saltmine Creative has experienced better visibility, accuracy, and communication in their business numbers. This has helped them make important, informed decisions about their business and has enabled them to restructure, pivot, and adapt during challenging times like the COVID-19 pandemic. They also have more time and energy to focus on their core competencies, ultimately helping them to grow and succeed as a business.

"Numeric Eight was able to help us run numbers for different scenarios as we had to shift and move during the COVID-19 pandemic. Trudi and the team's involvement in this restructuring

process was critical to our business remaining viable during this difficult time", said Sara Salter, Founder and Strategy Director at Saltmine Creative.

"They have also been instrumental in helping us integrate our upgraded project management system with Xero. Through this, we were able to streamline our business and improve efficiency. They guided us through this transition and have become trusted advisors on our project management system and business overall".

As a result, they would highly recommend Numeric Eight to anyone looking for top-notch bookkeeping services in Sydney and the rest of Australia.

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Whether you're a small or large business, Numeric Eight can help you achieve your goals and meet all of your bookkeeping needs. With an unbeatable combination of expertise and service, they are the perfect choice for any business in need of bookkeeping services. Contact Numeric Eight today and let them take your bookkeeping needs off your hands.

## PARTNER WITH NUMERIC EIGHT TODAY

Our dedicated team can confidently look after all your bookkeeping and finance function needs or just a component of it. Get in touch to find out what we can do for you.

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