

SUCCESS STORY

## Sage offers flexibility to rapid growth business

*Language app goes global with support from Sage X3.*



Babbel is the world's most successful language learning app. With tremendous growth in the last decade, the company required a reliable and flexible business management solution to scale with its business. Sage X3 fit the bill.

Launched in 2007 out of the Berlin start-up scene, Babbel now has more than one million paying customers and teaches 14 languages. The business, which is operated by Lesson Nine GmbH, now employs 500 staff in 45 countries, and has offices in New York and Berlin.

### **The challenge**

"It was important for us to have a system that could keep pace with our growth while also being able to react flexibly to our requirements," explains Ina Wetzel, VP Finance & Legal at Babbel.

The effective use of user data is crucial to Babbel's growth. "Our objective is to provide precisely the information our company needs to grow, as efficiently and effectively as possible," explains Jens Gifhorn, Head of Controlling at Babbel and a key player in the introduction of Sage X3. "It's our maxim. We want to standardize and automate. The software from Sage has given us a foundation that we are very satisfied with. It will enable us to have all of the right information going forward."

Company

**Babbel (Lesson Nine GmbH)**

Location

**Berlin, Germany  
New York, USA**

Industry

**Business Services, Language**

System

**Sage X3**

Release

**Version PU9**

“The key advantage of Sage X3 is the combination of flexibility and security the system offers our company.”

Jens Gifhorn, Head of Controlling, Babbel



#### **The solution**

Babbel relies on Sage X3, says Wetzel: “By offering scalability and options to customize the solution to suit our business, on top of all of the accounting functionalities we could need and comprehensive financial controlling features, the Sage X3 system really impressed us.”

For business management, Babbel uses a system that also incorporates components created in-house, as conventional ERP systems often do not cover its specific needs, explains Wetzel: “Here, very large volumes of data have to be transferred to the corresponding interfaces smoothly and reliably. The system has to be compatible with our multi-site, multi-lingual and multi-legislative business. Sage X3 does it all.”

Gifhorn adds that Sage delivers flexibility and security, vital features as the business expands: “We can run a German HGB financial statement just as easily as an American GAAP one, and we can be sure that they always comply with the relevant laws. Many other providers either cannot offer this, or their systems were not flexible enough for us.”

#### **The future**

Wetzel says she expects Sage to become increasingly embedded in the Babbel business: “Our plan for Sage X3 is to add in additional functions such as archiving and document management systems. We need our corporate software to build on the existing knowledge we have, without us always having to start over again. We have that with Sage.”



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