Boosting an international expansion strategy

Wojo accelerates their international growth with Sage Business Cloud X3

A co-working real estate organization in France streamlines its back-office operations, saving time and increasing agility to help drive large-scale global growth plans.

Wojo offers four types of shared workspaces for co-working: Wojo Spots (secure Wi-Fi connections in specific hotels and cafes), Wojo Corners (dedicated areas across Accor hotels, train stations and airports), Wojo private offices, and Wojo Centres (more traditional co-working office spaces for larger organizations). The company offers a community feel and promotes business interactions between its members, according to Stéphane Bensimon, CEO of Wojo.

Key outcomes:
- More structured back office processes with integrated finance, accounting and sales systems, and a customized billing operation.
- Increased automation of processes, freeing up finance teams' time and enabling them to be more strategic.
- Boost to Wojo's international growth plans by facilitating international languages and multiple currency conversion, optimizing global processes and efficiencies.

WOJO

Company
Wojo

Location
France

Industry
Real Estate & Property

Sage Products
Sage Business Cloud X3

For more info, visit
www.sage.com

*Wojo is expanding across Europe with Sage Business Cloud X3*

Wojo is a co-working office space organization taking Europe by storm. The company, which is co-owned by property developer Bouygues Immobilier and hotel group Accor is aiming to have 50 sites within the next five years, up from its existing 10 sites across France today.

"Wojo is on a mission to become the leading co-working network in Europe." he says. "The idea is to combine community growth with our own special 'savoir-faire' or 'know-how' in co-working properties and services. Essentially, we have hospitality skills with a unique new approach which we like to call '*workspitality*'."

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Stéphane Bensimon, CEO of Wojo
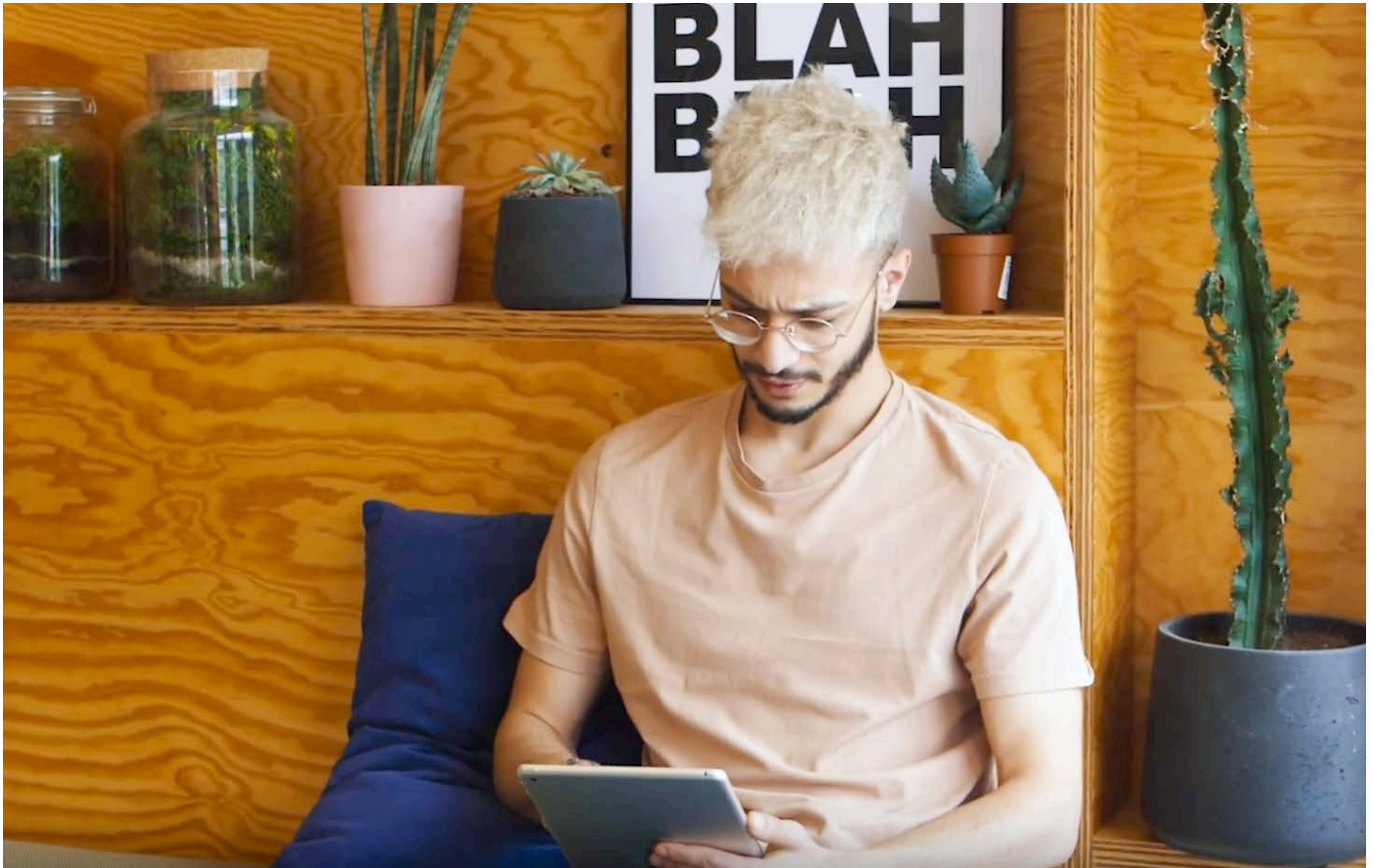
Sage Business Cloud X3 helped automate many finance processes

> "We needed a vendor that we could rely on across the entire back office operation, bringing structure to our processes, and freeing up our local teams' time."

Raphaël Ascher, the Finance Director of Wojo

Driving growth on a global scale

Wojo currently operates eight co-working community sites in Paris and two in Lyon, servicing entrepreneurs, freelancers, SMEs and large corporates. However, the firm has ambitious growth plans and is aiming to increase membership from 5,000 in France today, to 40,000 globally by 2022.

With such an increase planned for not just the volume of sites but the membership numbers and regions in which it operates as well, Wojo needed to have a back-office system that it could rely on. Multiple global offices would involve integrating different currencies and languages into its many processes, as well as providing Wojo executives with remote access to the company's network, regardless of their location.

Such a growth trajectory also meant the company would need to automate many of its existing processes. Especially in the finance department, which handles three times as many invoices from its freelance and SME community now that Sage X3 has been implemented, says Raphaël Ascher, the Finance Director of Wojo.

"We needed a vendor that we could rely on across the entire back office operation, bringing structure to our processes, and freeing up our local teams' time." he adds.

"Sage X3's cloud platform means that we get both frequent updates and constant availability."

Raphaël Ascher, the Finance Director of Wojo

A strong and agile ERP

Wojo went out to tender for the project and after careful evaluation, selected Sage Business Cloud X3. The company chose Sage X3 for four main reasons, according to Ascher.

Firstly, he says, Sage was the only vendor that could guarantee a rollout of its technology within six months. Being at the forefront of such a highly competitive and fast-paced industry, this quick turnaround was essential for Wojo.

The second reason Sage X3 ERP was chosen was because of the interoperability between Wojo's existing legacy systems and the Sage software solution, which would facilitate a faster deployment, Ascher says.

"Thirdly, Sage gave us guidance on how to set realistic parameters and helped us understand how the integration would work. It was very reassuring," Ascher adds. Finally, he says, Sage's cloud platform means that we get both frequent updates and constant availability.

Increased agility

Wojo now uses Sage Business Cloud X3 for its entire back-office operations, including purchasing, finance, sales and accounting processes. The integration of Sage X3 with Wojo's existing systems was completed within the deadline and the company is already relying on the new technology. "We've built the backbone of our entire finance operations with Sage X3 ," Ascher says.

And the advantages of using Sage stretch beyond the back office, according to Bensimon. Using the X3 cloud platform has enabled Wojo to be more agile and adaptable to the changing economic climate and increasingly competitive marketplace as well as helping the company to boost its international expansion goals. "With our new systems in place, we've been able to develop and integrate new products, such as new co-working spaces in new global regions," he says. The company already has office spaces in Lille, and another in Barcelona is due to open soon.
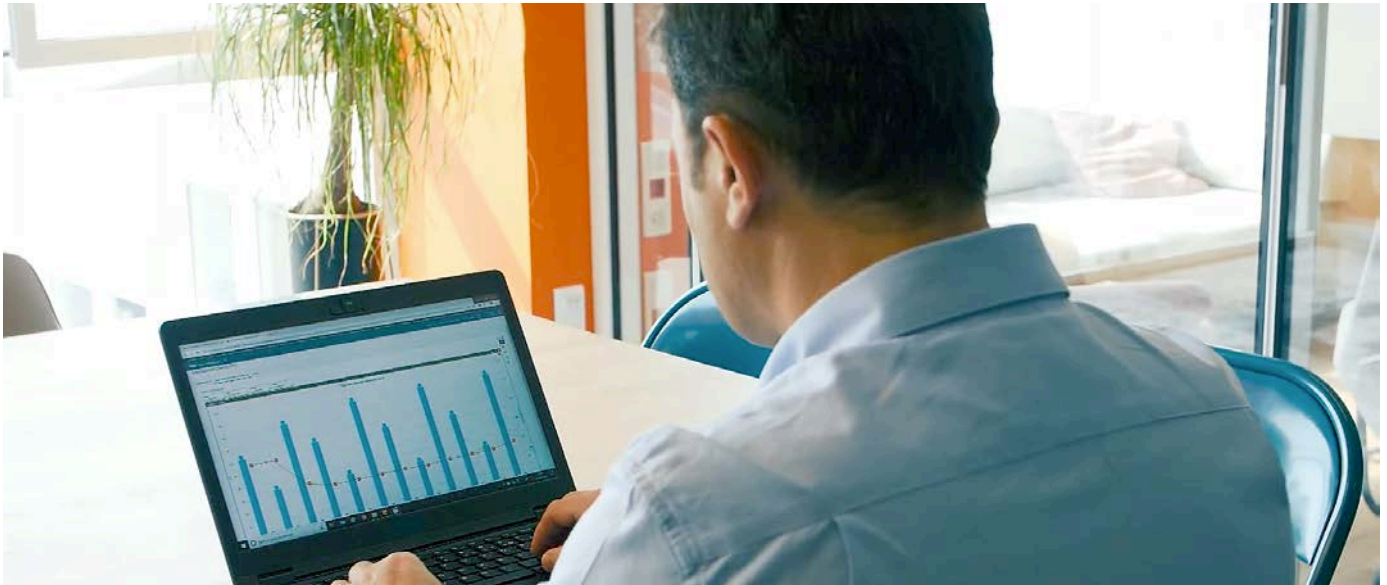
Sage Business Cloud X3 helps Wojo staff work more efficiently

"The new Sage ERP system has become our secret weapon and it's essential for our business moving forwards."

Stéphane Bensimon, CEO of Wojo

Improved efficiencies

Wojo's growth trajectory has been further supported by the Sage ERP solution in that it allows the company to bring local teams on board more effectively. In particular, the company has been able to quickly customize its billing operation, improving efficiencies and freeing up staff time.

He adds that reporting, for example, which provides critical information to both the finance teams and the management, is now much simpler to produce because everything is easily available within the Sage X3 platform. "This means we can focus on higher level strategy and our finance teams' jobs are made much easier. When it comes to supporting our international expansion plans, the multilingual and multi-currency tools have contributed significantly to Wojo's progress."

A sustainable and reliable partnership

Wojo needed a partner that would provide not just the right technology, but the right support behind it. As a relatively new player in the market, Bensimon says, they needed a partner and a system they could rely on.

"We wanted someone to listen to us and to be able to predict future developments to help us grow. This is what we rely on Sage for today," he says. "The new Sage ERP system has become our secret weapon and is essential for our business moving forwards."

Sage Business Cloud X3

A scalable, global business management system, Sage X3 has been designed to support industry specific processes across finance, purchasing, inventory, manufacturing, and customer relationship management. Sage X3 manages all areas of your business in one solution. Modules within the system are parameterized and can be enabled as the demands of the business grow, providing a solution for the future as well as today.