

# Beyond Ambition



# Introduction to Azure



Empathetic, trust orientated and committed to achieving our clients' goals, Azure Global is a reputed firm of financial business advisors. Our whole philosophy is centred on delivering business value through the insight of our team of advisors.

Azure provides the full range of financial advisory services and tailors each solution to suit specific business needs. Dynamic, rapidly growing companies can benefit from our virtual Financial Director (FD) proposition, whilst established businesses can take advantage of our outsourced finance and accountancy (F&A) services.

Azure also has particular expertise in working with companies looking for listing on AIM or PLUS or those financed by Venture Capitalists (VCs).

At Azure we have the right connections to help your business grow and realise its full potential. Whether you are looking to raise funds from a high street bank or raise equity funding from VCs or business angels, we can put you in touch with the right people and help you negotiate a fair deal. We can advise you on organic growth versus acquisitions, to help you realise the full potential of your business. Our FDs look at the business as a whole, not just the financial aspects.



# What we can do for you

- ✓ Help you identify real value drivers in your business and achieve growth with stability
- ✓ Help you make the cultural transition from an owner managed business to a corporate environment
- ✓ Help you align and achieve your personal and corporate objectives through careful planning
- ✓ Improve operational efficiency and reduce costs using our Shoreplacement™ approach
- ✓ Raise finance for your business
- ✓ Attend board meetings and act as a sounding board for the directors
- ✓ Prepare, deliver and interpret impact of monthly financial statements on your business



# Azure Services For....



## • FAST GROWING BUSINESSES

Managing the growth of a business in a controlled way is a challenge that many dynamic businesses face. Having the right financial support in place will help your business succeed, but securing the services of an experienced part time FD can be expensive. This is where Azure Global can step in. We specialise in providing the full range of financial business advisory services to ambitious companies. Our FDs provide high level, strategic business advice and are supported by a team of fully qualified accountants based at offshore locations. This Shoreplacement™ model allows us to tailor a specific service set to each business and do so in a cost effective way.

## • ESTABLISHED BUSINESSES

A successful, well-established business is always on the look out for ways to reduce operational costs and improve efficiency. Azure Global can help you to drive down overheads by taking away the burden of running your F&A function on a day to day basis. We provide you with an offsite/onsite financial controller, backed up with an offshore team of accountants. Our Shoreplacement™ approach equals a lower cost base and improved efficiency:

- ✓ Preparation of monthly management accounts and board pack
- ✓ Preparation of budgets, cashflow forecasts and variance analysis
- ✓ Book-keeping and VAT returns preparation
- ✓ Credit control based on procedures agreed with you in advance
- ✓ Payroll services
- ✓ Liaison with bank, solicitors and auditors on a day to day basis
- ✓ Preparing year end financial statements to IFRS; getting audit file ready

## • ACCOUNTANCY PRACTICES

Increasingly accountancy practices are realising the benefits of engaging with an offshore partner, whether it is using them to help plug the skills gap, or to conduct specific services, such as compliance work or delivering year end accounts. At Azure Global, we have tailored our Shoreplacement™ approach for accountancy firms by providing UK based relationship managers who are the day to day contact, supported by an offshore team of ACCA and ICAEW accountants. Benefits for accountancy firms include:

- ✓ Staff costs become variable
- ✓ Boosts your margins on compliance based work
- ✓ Frees up your time to spend on high margin consultancy work for clients
- ✓ Supports your own growth strategy by taking away worries about fixed costs

## • CONSULTANCY SERVICES

At Azure Global we have over 15 years experience in advising businesses on all levels, from raising finance to implementing a suitable accounting package for their business. We work in conjunction with the company's FD or Managing Director to manage specific projects. Our consultancy services include:

- ✓ **BUSINESS PLANS AND PROJECTIONS:** from bank loans to raising funds through AIM or PLUS, we can develop a robust business plan to give you the head start you need
- ✓ **FUND RAISING:** we have the right contacts and experience to do all the leg work, leaving you to devote time to running your business
- ✓ **VENTURE CAPITALISTS:** we provide support for financial due diligence, preparing budgets, forecasts etc.
- ✓ **ACCOUNTING SYSTEMS AND PROCEDURES:** we can implement, document and test internal controls to ensure the timely and reliable production of financial information
- ✓ **SELECTING AND IMPLEMENTING ACCOUNTING SOFTWARE:** with our extensive knowledge of accounting packages, we can help you implement the best software solution for your finance department's requirements

# The Azure Approach

The Azure Approach is a cyclical process. And we look at your business as a whole, not just the financial aspects. From the first stage of assessing your requirements and being briefed on your business objectives, to working out a financial business strategy and programme to help meet those objectives, to the final stage of evaluation, we learn from our performance and feed that knowledge back into the relationship.



# The Azure Approach



## • SHOREPLACEMENT™

Once the strategy has been defined, we select a blend of services using Shoreplacement™, enabling us to map out service delivery on a location by location basis. Strategic services requiring face to face contact are delivered from the UK office or on-site. Back office accountancy procedures that can be done remotely are delivered from our centres in Pakistan or Sri Lanka. The Shoreplacement™ methodology is one that delivers a high **Return on Investment**, as using offshore destinations proves highly cost effective.

## • PARTNERSHIPS

At Azure Global our connections and our partnerships are our bread and butter. If you are a business that is looking for growth, a way to release equity, or if you are an owner manager who is looking for an exit strategy, we know the organisations you need to work with. Whether you need to speak to a bank, Corporate Advisor, Nomad, or Venture Capitalist company, we are able to find the right contact and manage your relationship with them.

Our partnerships with clients are based on trust, honesty and integrity. These elements are crucial to building successful, enduring relationships with our clients, whether we are working with them on a strategic or operational level.





# Contact Us

---

## AZURE GLOBAL HEADQUARTERS:

---

Lansdowne House,  
City Forum  
250 City Road,  
London.  
EC1V 2PU

Offices also in Guernsey and Lahore.

## FOR MORE INFORMATION PLEASE CONTACT:

### **Hammad Farooqi**

Tel: +44 (0) 207 017 3715

Email: [info@azure-global.com](mailto:info@azure-global.com)

Web: [www.azure-global.com](http://www.azure-global.com)