



Massive Rocket

Dext provided a way for Massive Rocket to scale effectively, reducing the number of hours wasted processing expenses from a team that operates around the world. Employees can now scan in documents on the move, and everything can be done in real-time, rather than at month-end.

Dext

About

From his early days in computer science back in his native Belgium, technology has always been a constant for Thierry Sequiera, founder of Massive Rocket. The business is based on a belief that all businesses want to grow, and it's Thierry's job to help them do it in the right way.

“In short, we are a digital agency. We help companies grow their business by understanding their digital customers. We build experiences for these customers, and automate communications between them and our clients, helping them grow at a quicker and more sustainably.”



Challenge

When you're a small business that's growing fast across different markets, it can be difficult to keep on top of your accounting and bookkeeping – something Thierry realised quickly.

“My problem was that, well, I am not an accountant. My expertise doesn't fall within that world. I wanted to make sure I was spending my time on doing what I'm good at: helping businesses (including my own!) to grow.

“Massive Rocket is spread out across Europe, with two teams - one in the UK and one in Belgium. Before COVID-19 at least, people were travelling all the time, spending money in different currencies. As with all expenses, tracking this was a real problem, as was connecting it back into our accounting software to make sure we could report it all properly, and connecting it back to customer invoices. It was becoming a huge issue for us.”



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Solution

Thierry's solution to this problem was two-fold. First, he needed to find an accountant that was digital-first, and then he needed to identify a platform that would help him manage his finances more intuitively. That's where Dext came in:

"I downloaded the app and it was super simple to use. It's one of the few tools we have that has seen instant adoption across the whole company without us even having to explain it, or train people. Every feature that gets rolled out is the same". This made it easy for Thierry to spread Dext across the business, too:

"Our employees love it, too – especially those who have joined from bigger or older companies. In larger companies, the process is often quite



labour-intensive, whereas Dext removes all of that. Employees' time was always wasted doing their admin, where they could be learning their clients' business and developing it, instead."

Impact

Now, Thierry feels like he and his team finally have the time to focus on what matters most: growing their business, and helping their clients do the same.

"I don't have numbers, but we have definitely saved so much time that we'd have normally spent training people to use the tool. We just say download the app, and they can start using it – it's that easy.

"The auto-scanning has really transformed the way we work. One picture and everything is filled out for you. It means we are able to expense more, and in a more efficient manner, so we save money that way. Now, we don't limit ourselves to expensing once a month; it's a fluid, ongoing process. Discrepancies are kept to a minimum – and it helps everyone to become habitual users, too."



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