



Case study:

Delivering a seamless digital migration to Xero across the Finelight Media Group

Key highlight:

Through our knowledge of digital software solutions on the market and experience working across these platforms, we were able to make appropriate recommendations to our client and advise on an efficient process of migrating from one software to another.

The deal

We advised Finelight Media Group on their transition to Xero, a leading cloud-based accounting platform. As part of the migration, we supported the Group in aligning financial processes across all Group Companies and establishing a consistent, standardised approach to record-keeping.

Working closely with their teams, we delivered tailored training and ongoing support to make sure they could use the software effectively and confidently. This has already helped free up time previously spent on manual, repetitive tasks, allowing the team to focus on higher-value work and make more informed decisions.

We continue to work alongside the Group as they expand their use of digital tools, integrating additional systems with Xero. These developments will reduce manual Excel reporting and create greater efficiencies in month-end reporting, analysis, and overall financial management.

Our role

- Analyse current accounting processes, establish pain points and highlight the clients' key goals
- Plan a timeline for the most suitable time to carry out the migration process.
- Provide comprehensive training and support to the client on the new software
- Migrate historical accounting data across to the new software
- Enhance the software with wider apps integrating directly with Xero.
- Provide proactive ongoing support through regular temperature checks.



What our people and clients have to say:

Scott Smerdon, Assistant Manager (Digital Solutions & Analytics) at Larking Gowen, said:

"It has been an absolute pleasure to assist Finelight Media Group with multiple software migrations to Xero. Change can often feel daunting, but with careful planning, clear communication, and the right training, it becomes a smooth and empowering process – and that's exactly what happened here. The Finelight team were engaged, collaborative and open to embracing new ways of working, which made the transition to Xero not only successful but rewarding to support."

Lois Hume, Finance Manager at Finelight Media Limited, said:

"Scott provided full training and support all through the transfer process, so that from our perspective it was smooth and straightforward, with Scott working busily in the background! He has gotten to know us as a team and as a business, and we always felt confident in how knowledgeable he is. Scott has been very approachable, so we have felt we can come to him with questions, however big or small."