

# Success Story | Your Sidekicks AG & bexio



«bexio is the power tool for all my consultants (Sidekicks) who can use it to efficiently process quotes and assignments. Thanks to bexio, we can flexibly manage assignments and tailor them to our customers.»

Jonas Felix from Your Sidekicks AG.

## The business

Your Sidekicks AG, headquartered in Basel-Stadt, supports SMEs in all online marketing topics, such as website design, social media marketing, Google Adwords advertising and much more.

The mission of Your Sidekicks AG was quickly clear when the company was founded: «We want to support small businesses in online marketing. We have to be location-independent, fast and efficient,» says Jonas Felix, CEO and founding member of Your Sidekicks AG. Through his many years of experience in a leading web development company in Northwestern Switzerland, Jonas Felix has participated in many variants of administrative organization.

When Your Sidekicks AG was founded, the decision was therefore made to focus on a complete digital process from the outset.

## Your Sidekicks AG and bexio

Your Sidekicks AG must be able to act quickly and independent of location, because all consultants (Side-

Founded:	2017
Industry sector:	Online Marketing
Employees:	6
Website:	sidekicks.ch
Contact:	Jonas Felix, CEO, Founding Member and Co-Owner

kicks) must be able to process quotations, assignments and invoices from anywhere. Therefore, the classical approach of so-called «black box accounting» and administration with Word or Excel were quickly ruled out. Right from the start, the Your Sidekicks AG team relied on bexio business software because it preferred a digital process.

## Why bexio

«In general, I recommend that every company solve all administrative processes through suitable web-software as quickly as possible. Changing may seem a little complicated and frightening for some. However, our experience shows that after such a change no one wants to go back to the old system.» stresses Jonas Felix. One

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of the main reasons why he chose bexio business software was the good API for developers. For him and his software-driven company, this was an absolute must-have. In addition, he and his employees have the opportunity to work with bexio independent of location and device. This enables Jonas Felix to induct new employees quickly and conveniently from anywhere. Another important reason for Your Sidekicks AG's choice is the repetitive order function with individual cycles. This allows you to manage customer-specific and flexible subscriptions and service contracts for your customers. Also, the fact that the partner trust company perrig-ag.ch works with bexio enables the team of Your Sidekicks AG to have minimal administrative effort. This helped Jonas Felix to be able to set up the company processes quickly.

## What is special about bexio for Your Sidekicks AG?

- ✓ Seamless process with accountant and trustee
- ✓ Always up-to-date data with minimal administrative effort
- ✓ Lower total costs (external as well as internal) compared to the classic Excel/Word application or «bookkeeper-post-package».
- ✓ Integration with UBS for payment matching in both directions (keyword: BESR)
- ✓ Everything at a glance: Payroll administration, new employees, remuneration, etc.
- ✓ bexio API for in-house developments
- ✓ Simple quote creation for consultants (Sidekicks)
- ✓ The bexio team

## Our conclusion on bexio business software

The bexio interface enables Your Sidekicks AG to attach its own company processes in such a way that they not only save time but can also handle internal processes completely efficiently and digitally. Without bexio this would not be possible, Jonas Felix is certain. «Even if bexio has small weaknesses, I recommend to every company: Seek a trustee and accountant who have properly aligned their processes with bexio, choose a bank that is seamlessly integrated and completely migrate to bexio.»

Since the beginning, Your Sidekicks AG has relied on bexio software with the service and accounting package incl. five active users. It is obvious to Jonas Felix: «Using bexio will definitely make us more successful. We can handle processes completely digitally that would not have been possible without bexio.»

*«It's not just about reducing effort, it's about getting up-to-date and accurate data at all times. As managing director, current data, seamless processes and processing without delay are essential.» Jonas Felix.*