

# Lorna Syson Sage One

## Google Apps for Business



### Business

Lorna Syson  
www.lornasyson.co.uk

### Industry

Interior Design, manufacture

### Location

London, United Kingdom

### Sage Solution

Sage One

“The secret to my success is technology,” she says. “My business is mainly a one-woman operation, so I cover many different roles, founder, designer, salesperson, accountant, customer support specialist, IT admin and marketer. Using Sage One Accounts and Google Apps helps me accomplish all these jobs.”

Lorna uses Sage One Accounts to help her keep track of orders, customers and finances. “Anytime I spend money or send a bill to a customer, Sage One captures the record and stores it in Google Drive. So I know exactly how much money I have in the business and that helps me make smarter decisions.”

Lorna appreciates how Sage One makes accounting simple, giving her more time to deal with other aspects of her business: “Previously, I spent anywhere from two days to a week going through boxes of bills and entering them into Excel, trying to figure out how much money I had in my accounts and what payables were outstanding. Now with a couple of taps, I can see which customers are overdue on payments, find them in Google Contacts, and follow up immediately to settle the account.”

“It’s really valuable for me to have accounts software that’s easy to use and designed for a small business like mine.”

Lorna’s work features in a wide range of UK, Italian and German style magazines and she’s exhibited in Paris, so she’s always on the go: “I find myself working from the road far more than from my office,” she says. “I could easily be on a train, in a park getting design inspiration, or in a coffee shop. This wouldn’t be possible without the mobile capabilities of Google Apps and Sage One. They allow me to stay on top of all aspects of my business from literally anywhere.”

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“By accessing Google Apps on my smartphone and tablet, I’m able to manage my emails, calendars, inventory, invoices, and budget, all while running back and forth between meetings.”

Since starting her business, Lorna’s taken on a part time assistant and also offers paid internships to help in her studio. More than ever, she relies on technology to keep things organised: “The beauty of keeping records in Google Drive is that my assistant and I are able to update them simultaneously thanks to real-time collaboration,” she says. “That, in turn, gives me the freedom to do the stuff that has to be done in person, like meet up with customers and suppliers face to face.”

“Now that I’m established in the UK, my next step is to expand internationally. It’ll take a lot more marketing and time with prospective customers, but armed with the right mobile tools, anything is possible.”

## Lorna Syson has designs to spread home accessories far and wide, thanks to Sage One and Google Apps

Lorna Syson is the founder and creative spark behind the British designed and manufactured home accessories company, Lorna Syson. She creates statement wallpapers, lampshades and cushions which she sells directly online and through design shops all over the world.

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### Google Apps used by Lorna Syson:

