

Kuju Entertainment selects a smarter way to pay

Kuju Entertainment connects to Smartfundit.com for their latest software investment - Select HR

Kuju Entertainment is one of Europe's leading independent game development companies, focusing purely on consoles, PC's and handheld platforms. The company, founded in 1998, operates out of 5 different studios around the UK and is a subsidiary of Catalis N.V Media Services Group. Having experienced a period of prolonged growth, Kuju now employs over 300 employees on a variety of different projects within the UK.

With a number of staff working on multiple projects at any given time, and frequently changing recruitment requirements, Gerry Tucker, Kuju's Financial Director, recognised an urgent requirement for an HR software solution. After researching the market, Gerry chose Select HR from Select Software UK Ltd, a solution that would enable him to streamline their entire HR and recruitment processes and provide him with visibility over large and ever increasing volumes of recruitment requirements.

Kuju will be utilising the Select HR Insight solution as well as providing access for their staff through the Select HR Clearvision recruitment module. This will help meet their objective of streamlining processes and revolutionise recruitment processes by allowing applicants to apply online through their website.

Cash or finance?

Once Gerry had made the decision to go with Select, his next action was to determine the most cost-effective means via which to finance his investment. Many software suppliers require payment up-front for the total value of their software including all related services. However, Select Software offer their customers the choice of paying outright in cash, or spreading the cost through finance.

Gerry was open to the idea of financing, which would enable him to obtain the software now, but make payments over a longer period of time enabling him to start to see the benefits before incurring all of the cost. Conserving working capital was one of Gerry's key considerations when he chose to finance his investment. In addition, it would provide him with the most tax-efficient way of obtaining the software. Gerry approached several

technology leasing companies, before connecting to Smartfundit.com, on Select Software's recommendation, having worked together successfully on previous occasions.

"We did look at other IT leasing companies for finance, but found that with Smartfundit.com's on-going relationship with Select Software, we were able to obtain preferential rates, which sealed the deal for us."

Challenges in the entertainment sector

For Kuju, and many other companies in the same industry, the biggest challenge, according to Gerry, in finding finance is that their only tangible asset is their staff. Gerry comments, "For a company like Kuju, our people are our only tangible asset, which has proved to be a challenge for us when he have looked into financing previously. Smartfundit.com was flexible and able to work through these challenges with us."

About Smartfundit.com

Smartfundit.com is an independent, open marketplace that brings finance providers, technology vendors and end users together. The site provides a fast, easy and secure way for companies to source flexible computer finance. Since launching in January 2006, Smartfundit.com has been used in the funding of technology purchases totalling more than £350million (\$700million).

Using Smartfundit.com, Gerry ensured that the software his company needed was purchased in the most cost-effective way. He concludes, "Smartfundit.com took a flexible approach to our needs, where traditional leasing companies would have been much more rigid in their terms. Coupled with the fact that it took such a short time to get our finance arranged, plus highly competitive rates, ensured that we got the right finance for our needs."