

Do More With Less



“The HUB24 promise is to create and embrace innovation that delivers on our platform, through our products and through our own internal processes. Working with Zudello is now a significant contributor to our innovations, through customised automation, ease of use, service and its adaptability as our business grows.”

Clinton Wells, Head of Group Finance at HUB24



“Zudello removed variability and increased accuracy across all our systems.”

Clinton Wells
Head of Group Finance, HUB24

The Zudello differentiators, according to HUB24

- Professional implementation and realistic timelines
- Deep finance and tech expertise
- Works with any ERP system
- Automation with end-to-end impact
- Embedded compliance and audit trails
- Stable Platform with strong support

HUB24

Founded in 2007, HUB24 is a leading financial services platform focused on helping advisers deliver better financial futures for their clients. Now part of the ASX100, the company combines innovative technology, outstanding service, and a wide range of investment options. HUB24 leverages data and automation to provide flexibility, efficiency, and value - driven by a commitment to simplifying the complex and improving outcomes for more Australians. “The ethos of the company is about making customers’ lives better,” says Clinton Wells. “It starts with our own internal processes.”

Business Need

When Clinton joined HUB24 in 2021, the company had a fast-growing, start-up feel. At the time, three Accounts Payable staff were manually processing around 30 to 40 invoices a week. With growth accelerating, it was clear the process wasn’t scalable. “Everything was manual, and we knew something had to change to keep up - that something was everything!” says Clinton. “We needed to increase the workload 10-fold, without needing to hire new finance staff.”

Zudello Automation Platform

Zudello's platform uses AI and machine learning to simplify finance tasks like procurement and Accounts Payable. The no-code interface lets users build custom workflows easily. The Platform integrates seamlessly with ERP systems, providing real-time data updates while ensuring secure, compliant operations with full audit trails.



Zudello Solution

HUB24 needed more than a tool – it needed a partner who understood both technology and finance. Zudello stood out from the beginning. “They were realistic about what they could deliver and how long it would take,” says Clinton. “They built trust quickly, while other providers over-promised to try and win the sale.”

Zudello's flexible Platform meant it could work seamlessly with HUB24's existing ERP systems, avoiding the limitations of other products. Beyond technical flexibility, the team brought a deep understanding of business processes, not just software features. They were able to show how automating Accounts Payable (AP) would have wider operational impacts – something other providers didn't grasp.

Benefits

The results spoke for themselves. Without increasing headcount, HUB24 scaled its AP processing from around 40 invoices a week to as many as 400. More importantly, Zudello's solution delivered accuracy and created alignment across internal systems – from the general ledger to HR and cost centre allocation.

The Platform's flexibility, ease of integration, and stable performance led to quick buy-in across the business. Auditors also took notice, praising the control and visibility achieved for a company of HUB24's size. By embedding compliance into every process and offering full audit trails, Zudello helped raise operational standards while freeing the team to focus on higher-value tasks.

“Zudello built trust quickly. They understood how their solution fit into the bigger picture - not just automating AP, but improving our entire finance ecosystem.”

Clinton Wells
HUB24, Australia

CONTACT US

For more information and a personalised demonstration, please contact hello@zudello.com

zudello.com

Zudello
Automate. Liberate. Elevate.