



# THE UK & IRELAND'S LEADING ACCOUNTING AND ERP SOFTWARE PROVIDER

- ▶ **30+** YEARS' EXPERIENCE
- ▶ **2000+** SME CUSTOMERS
- ▶ **200+** TEAM MEMBERS IN  
THE UK & IRELAND
- ▶ **10X** WINNERS  
OF SAGE 200  
PARTNER OF  
THE YEAR  
AWARD

## EMPOWERING THE FUTURE OF YOUR BUSINESS

At Pinnacle, we have over 30 years' experience in supplying bespoke management solutions to support business leaders' growth ambitions - providing the full technology stack to enable companies to digitally transform.

**We are the UK's No.1 reseller of Sage ERP and accounting systems into the SME market**, powering some of the most well-known businesses in a multitude of sectors across the UK and Ireland; Not For Profit, Hospitality, Sports & Leisure, Financial Services, and Healthcare.

Our products and services combat outdated solutions that limit growth, due to a lack of reporting, insights, integration across payroll, CRM and e-commerce platforms. Pinnacle products alleviate the strain on employees due to inefficient technology.

We also supply managed IT services in addition to software – providing a one-stop experience for our clients. With a dedicated team of 200 professionals, we specialise in helping businesses streamline operations and achieve greater efficiency, empowering organisations to modernise their systems and achieve long-term success.

Since being founded in 1993, we have successfully grown thousands of businesses in dozens of countries, across six continents. Our success story continued upon joining K3 Capital Group in 2024, enhancing the resources available to provide a best-in-class service to our clients.

No longer suffer with poorly managed, implemented software, that causes security concerns, as well as compliance and regulatory challenges as a result of industry change. Escalating costs and cost inefficiencies are removed by investing in Sage and Acumatica products.

## WHY CHOOSE PINNACLE?

With a strong commitment to quality, we guide your company through migrations, upgrades and new systems implementation of cutting-edge accounting and ERP software solutions, leaving you to focus on your business priorities.

As a valued client, our experts will gain an in-depth understanding of your business and software needs, tailoring the best solution – whilst supporting you as your business changes and grows. We are a passionate team, providing a dedicated service to help your business, going the extra mile in every way we can.

Pinnacle uses the best available software tools and proven management methods, coupled with our unique and proprietary implementation approach, to deliver systems that work for our clients.

“With 90% of our business running on Sage, it has to work. Fortunately, Pinnacle provides great service with very fast response times.”

**CHASE SULLIVAN**

**WAREHOUSE SYSTEMS MANAGER**

UPGRADE BIKES

## ELEVATING THE SUCCESS OF SMES

First-class customer service is key to the successful relationships we have with our customers. Any queries you bring to us will be dealt with in a professional, timely and efficient manner by local consultants who understand your business.

Pinnacle delivers the personal touch with the backing of a strong company, firmly placing our customers' needs and satisfaction at the forefront of everything we do, to ensure that we not only meet but exceed expectations through continuous proactive support and communication.

We achieve this by providing solutions and support within the areas of Accounting, Business Management, Digital Transformation, Commerce Integration, CRM and Payments Tools – as well as the distribution of market-leading products.

“Day-to-day support is excellent. We have a very good relationship with the Pinnacle customer support helpdesk team – their response times are pretty well instant and they are very easy to deal with.”

**DEBBIE RAWLING**  
**FINANCIAL DIRECTOR**  
PUKKA PAD

“With our Sage 200 systems and networking infrastructure in Pinnacle's safe hands, I arrive in the morning confident that everything will be running smoothly.”

**JON MILLER**  
**TECHNICAL SUPPORT MANAGER**  
EUROGOLD

## KEY AWARDS WE HAVE RECEIVED



### SAGE 200 PARTNER OF THE YEAR

Pinnacle is a **10-time winner of this award** - further testimony to our hard work and dedication to providing Sage software to the SME sector.



### SAGE CIRCLE OF EXCELLENCE WINNER

Pinnacle has won this award **six times**, an homage to our passion for providing first class customer service and support.



### SAGE PLATINUM CLUB WINNER

Having earned recognition as a **top-performing partner**, Pinnacle earns this elite membership, being rewarded for customer NPP scoring and growth performance.



### ZEN PARTNER OF THE YEAR

We have achieved this accolade **two years in a row**. The award demonstrates our ability to provide a Managed Service to our customers.

## SAGE PRODUCTS



Pinnacle employs 67 team members that are Sage 200 specialists alone, with further specialists operating in delivery and support for the Intacct, CRM and 1000 products, as well as Acumatica and IT Managed Services.

As well as third party products, we also implement and support Accounting and CRM software solutions, as well as products which have been withdrawn from sale such as MMS, Line 200 and Line 500.

### ▶ SAGE INTACCT

Ideal especially for mid-sized to large businesses, especially those operating in the US and international markets, Intacct is a truly cloud-native financial management system. Its adaptability to currencies suits businesses needing advanced cloud finance capabilities, especially those scaling fast or with global operations.

Intacct offers advanced cloud-based and financial management functionality, with real-time dashboards and reports, allowing users to automate mundane accounting tasks. The software is customisable, scalable, and can be flexibly tailored to your industry. As well as automatic software updates, additional modules can be added to enhance the experience.

Free up your time and IT resources to focus on growth, and reduce expensive IT overheads.

- ▶ Real-Time Financial Visibility
- ▶ Automation
- ▶ Streamlined Operations
- ▶ Enhanced Collaboration
- ▶ Robust Reporting
- ▶ Multi-Entity Consolidation
- ▶ Scalability
- ▶ Integration
- ▶ Cloud-Based Access
- ▶ Improved Decision-Making



## OTHER SAGE PRODUCTS

### ► SAGE 200

This is the all-round solution, ideal for UK-based medium-sized companies who want more advanced reporting, stock control and project costing. Sage 200 is cloud-based, with strong integration with Microsoft 365, allowing businesses to propel to the next level.

Designed to support growth, Sage 200 gives businesses powerful tools to manage finances, operations, supply chains, and customer relationships—all in one flexible system. With real-time insights and customisable dashboards. It provides the visibility and control needed to make informed decisions and streamline everyday processes.

Whichever industry you operate in, Sage 200 adapts to your sector's specific requirements. From multi-location stock management to sophisticated budgeting and forecasting, it delivers the depth of functionality modern businesses demand.

### ► SAGE CRM

Ideal for SMEs wanting CRM functionality and access to accurate data to make informed business decisions, Sage CRM is perfect for managing customer relationships. Offering smooth integration with Sage 200 and other accounting systems, we help extend the power of your Sage Business Management Solution right across your business.

### ► SAGE 1000

Ideal for larger UK-based SMEs or enterprises, Intacct is a highly customisable, full ERP system, perfect for companies with complex needs. Our support, development, consultancy, account management and Pinnacle Direct teams are here to work with you to make sure you are getting the most from your solution. We have a full schedule of free training to help you do just that.

## INTACCT TESTIMONIALS

### ▶ ULSTER RUGBY

Ulster Rugby had disparate financial management applications which did not speak to one another and created “islands of information”.

Pinnacle, its long-term business systems provider, collaborated with Ulster Rugby to implement cloud-based Sage Intacct to deliver integrated financial management and reporting with scalability, automation and upgrades for life.

“Reporting was manual and time-consuming. Ulster Rugby wanted to gain better insights into costs and budgets for insight and to support strategic decision-making. This also applied to a wider non-finance audience of budget holders and senior management to see live data on a view-only basis.”

**AUDREY ROBINSON**

**HEAD OF FINANCE & OPERATIONS**

ULSTER RUGBY



## ► UNICEF IRELAND

With income nearly tripling since 2021, UNICEF Ireland faced growing demands for financial transparency and accuracy. Manual processes and outdated systems could not keep pace with expanding reporting requirements, increasing the risk of inefficiencies and slowing decision-making.

With Sage Intacct, UNICEF Ireland has transformed its financial operations. Automated workflows have made reporting faster and more accurate, and the finance team can now focus on strategic decision-making.

With donations managed more efficiently, the organisation is ready for continued growth.

“Pinnacle have been incredibly patient, taking the time to understand our needs and guiding us through the process.”

**COLETTE HARTE**  
DEPUTY EXECUTIVE DIRECTOR  
UNICEF IRELAND

# ACUMATICA PRODUCTS

Designed for growing businesses, Acumatica is the world's fastest-growing Cloud ERP Solution.

Acumatica software has six variations of its business management software, from basic online accounting to full ERP functionality.

## ▶ GENERAL BUSINESS EDITION

Incorporating a wide range of industries, this edition provides financial and standard business operations that are well-rounded for most small to mid-sized businesses to use.

## ▶ DISTRIBUTION EDITION

Targeting wholesalers, distributors, and companies with complex supply chain operations, this edition is ideal for businesses that need real-time inventory visibility and optimised distribution workflows.

## ▶ MANUFACTURING EDITION

Designed for make-to-order, make-to-stock and engineer-to-order needs, manufacturers requiring full visibility and control over production processes should find everything they need (and more) in this edition.



## ► CONSTRUCTION EDITION

This edition is for construction firms looking for integrated financial and project management tools; general contractors, subcontractors, and construction project managers.

## ► COMMERCE EDITION

Perfect for retail businesses managing multiple sales channels, this package provides businesses with the ability to manage online and in-store operations and provide consistent customer experiences.

## ► FIELD SERVICE EDITION

Providing a management platform for HVAC, plumbing or equipment repair services, the Field Service Edition allows mobile service teams to efficiently manage service delivery and customer engagement.

“I would definitely recommend Acumatica to other businesses. It covers the full ERP functionality, it integrates with other products well, and it’s cost-effective.”

**DEREK SZABO**

**MANAGING DIRECTOR**

DEVIL’S PEAK BREWING COMPANY

“Acumatica’s novel way of charging based on transactions is well-suited for future growth.”

**ERIC MIZRAHI**

**DIRECTOR OF OPERATIONS & IT**

GLOBAL BEAUTY CARE

In 2024, Pinnacle became a part of the K3 Capital Group, a multi-disciplinary and complementary group of professional services companies based in the UK and with some operations overseas.

The group's companies are divided into four divisions – Business Sales, Tax, Restructuring and Technology Solutions.

### ► BUSINESS SALES



Formed in 1998, **KBS Corporate** has become established as the UK's No 1 company sales adviser. With a buyer reach extending throughout the globe, it successfully sells UK companies across the full range of industry sectors.



Incorporated in 2014, **KBS Corporate Finance** is a division of KBS Corporate which is dedicated to larger clients, specialising in lead advisory and transaction support and handling company sales typically falling into large value ranges.



**Knightsbridge** matches buyers and sellers through business-for-sale portals and its own proprietary buyer database, providing a business transfer service with advisory expertise across a wide variety of sectors.



**Knight Corporate Finance** is a specialist advisory firm for business transfers within the telecoms, technology and software sectors. Formed in 2008, its experience ensures exceptional advice and support on all elements of an acquisition process.



**K3 Advantage** is a dynamic advisory business based on providing an exceptional level of quality, offering a comprehensive suite of professional services consisting of three key pillars – Transactions, Tax Advisory and Strategy & Data.



Set up in 2020, **Origin IQ** provides buy-side acquisition search services to companies and investors seeking off-market businesses, sourcing deals within specific search criteria and facilitating professional introductions.



Established in 2024, **K3 Law** is comprised of a team of experienced specialists that provide expert corporate legal advice on mergers, acquisitions, sales, and investments.

► TAX



Formed in 2008, Derby-based **randd uk** is a leading R&D tax credit specialist with an outstanding success rate, offering expert advice and support for claiming R&D tax relief, as well as a free online R&D tax credit calculator.



Working with clients that range from start-ups to companies with revenues in excess of £1billion, **Knight R&D** was formed in 2016 and is a specialist research and development tax advisory firm servicing UK SMEs.



**K3 Tax Advisory** focuses on transactions, corporate and structuring, family and wealth, VAT, investigations and disputes, and employer solutions. Led by two Managing Directors who are both 'Big 4' trained, the firm has extensive expertise in the tax aspects of corporate finance transactions.



inTAX

**inTAX** is an investigations team which comprises experienced Chartered Tax Advisers and former HMRC Inspectors, assisting businesses and individuals who are subject to tax investigations and tax enquiries of all types.

HMA**TAX**

Acquired in 2024, **HMA Tax** is an HMRC-approved Capital Allowance specialist, advising commercial property owners to identify unclaimed Capital Allowances to maximise tax relief and refunds.

k3**Advantage** 

Formed in 2023, **K3 Advantage** is an advisory firm offering expertise in transactions, tax advisory, and data strategy. They support clients with business sales, capital raising, strategic tax planning, and optimizing data insights to drive growth and value.

► RESTRUCTURING

**Quantuma**

Formed in 2013, **Quantuma** serves mid-market and corporate companies, with its experts advising clients on business transactions, resolving business disputes, mitigating risk and managing operational and financial challenges.

**KR8**  
A D V I S O R Y

Formed in 2025, **KR8** is an advisory-led restructuring practice focused on delivering high-impact advice and support across key areas including Business Advisory, Capital Advisory, Restructuring, Personal Insolvency and Real Estate.



Acquired in 2022, **JE Consulting** is a consultancy firm assisting professional services firms across a broad spectrum of marketing services, from social media, SEO, web design and direct marketing to PR.



► TECHNOLOGY SOLUTIONS

In the autumn of 2024, Technology Solutions became the fourth division of K3 Capital Group, spearheaded by the acquisition of **Pinnacle**.



part of **K3 capital**  
group



## CONTACT US

Spread across the UK & Ireland, with specialists in different industries and disciplines, we will match you to your ideal adviser to provide a dedicated and personal service.

### GET IN TOUCH:



028 2024 7064



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[pinnacle-online.com](https://pinnacle-online.com)

Or, if you are an existing customer requiring support, please get in touch with us via our [Customer Support Page](#).



▲ [SCAN ME](#)

## LOCATIONS

- ▶ BELFAST
- ▶ CARDIFF
- ▶ CHEPSTOW
- ▶ DUBLIN
- ▶ LONDON
- ▶ MAIDSTONE
- ▶ MANCHESTER
- ▶ NEWCASTLE
- ▶ STIRLING





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SERVICES SUPPORT TEAM**

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