

CASE STUDY

FROM THE PRACTICE TO THE INSIDE



Courage Mlalazi began his career in practice, handling group reporting and consolidations for multi-entity clients across South Africa, the UK and the US. One of those clients was Littlefish. After roughly two years of seeing the quality of his reports, his understanding of their business and his straight view of the numbers, they invited him to join the team and lead finance from within.

< 2 hrs

to consolidate and report each month, down from up to 2 days

~16 hrs

saved every month, spent on analysis instead

100%

of group reporting automated, live from Xero

Zero

rebuilt when the group structure changed

THE CHALLENGE

Littlefish operates across two entities: a local operating company handling people, operations and sales in its home market, and a group holding entity operating more broadly across Africa. Both need reporting at a consolidated level, and as the structure evolved, that reporting became increasingly complex and varied. Courage had been managing the consolidations from the outside. Moving in-house gave him the scope to do it properly.

THE SOLUTION

Courage brought Joiin into his previous firm himself and built out the reporting for his client portfolio on it. When he moved to Littlefish, the tool came with him. Data syncs live from Xero, eliminations are automated, and the consolidated pack that took up to two days in Excel now comes together in just under two hours.



“Joiin gives me time back. **I spend it supporting the business to grow, not stitching spreadsheets together.**”

Courage Mlalazi · Financial Controller, Littlefish

BENEFITS

01

Board-ready output, every month

Consistent packs the business relies on, used directly for Board Packs and Investor Reports.

02

Visual reconciliation built in

Pictures in report packs let balances be confirmed without manual reconciliation.

03

Numbers leadership trusts

Leadership gets the numbers sooner and spends less time second-guessing figures in meetings.

About Joiin: Group financial reporting and consolidation software for accountants and finance teams. Joiin pulls data straight from Xero, QuickBooks, Sage and more to build consolidated, multi-currency management packs in minutes, with Joiin Intelligence adding AI commentary and Q&A on top.

THE COMPANY

A merchant operating system for Africa's banks

Founded in 2023 and based in South Africa, Littlefish is a fintech infrastructure company. Its integrated merchant operating system powers the relationships between Africa's biggest banks and the merchant class in South Africa and other emerging markets. The commerce layer brings point-of-sale applications, back-office CRMs, merchant portals, payments and APIs into one orchestration layer that integrates directly into POS devices and core banking systems.

Two entities, one consolidated view

Live Xero sync

Automated eliminations

Cross-border structure

THE RESULTS

Around 16 hours back, every month

	BEFORE JOIIN	AFTER JOIIN
Consolidation and reporting	Up to 2 days a month	Under 2 hours a month
Manual checks and reconciliation	2 hours a month	Instant
Total time spent	~18 hours a month	~2 hours a month

IN PRACTICE

- **Board and investor packs from one place.** The Head of Finance builds them from Joiin without exporting from each entity's accounting system.
- **Cross-border, without the overhead.** Entities across markets consolidate without the usual manual effort.
- **Structure changes, no rebuild.** When the group changed shape, the reporting adapted without starting again.
- **Active formulas on Excel exports.** Figures update without recalculating everything over a small change.
- **Pictures in report packs.** Balances are confirmed in the pack itself, cutting manual reconciliations.
- **Reviewing, not capturing.** Time goes into reviewing and reporting rather than capturing and reconciling.



WHAT'S NEXT

Littlefish now has someone who has been inside its numbers for two years, with the tools to keep reporting sharp as the group grows. Having that capability in-house is the next step for its finance function. **Joiin is what makes it practical.**