



‘It’s head and shoulders above anything else’: Why ProfitMojo is partnering with iplicit.

A team with decades of experience in big business software is now set to transform the efficiency of SMEs with iplicit’s award-winning finance system and leading inventory management platform [Cin7](#).

Profit Mojo, a new consultancy founded by Nick Tucker and Jaco Esterhuysen, is bringing expertise in large-scale tech projects to midmarket businesses that have been crying out for powerful but affordable software.

Nick, Jaco and their team have impressive track records in delivering multi-national implementations and have been growing a successful Sage reseller for 15 years.

Their experience with enterprise organisations led them to identifying a new segment of ambitious businesses that are currently underserved – midmarket organisations that need software more powerful than entry-level applications like [Xero](#) and [QuickBooks](#), but less expensive and complex than systems designed for big corporates.

“We’re taking all the skills we’ve applied to big projects and using them to help the ambitious SMEs whose software options have been very limited as they approach mid-market size,” says Nick.

“It is possible for those businesses to transform their operations and thrive without software and implementations that cost the earth. We found iplicit and Cin7 were the perfect products to make that possible.”

iplicit is ‘head and shoulders above the competition’

Nick and Jaco knew that bringing their expertise to SMEs would require a new finance product that was purpose-built for these organisations’ unique needs – and could also work efficiently alongside other applications.

Nick says: “When it came to a finance system, we wanted a UK-created, UK-focused vendor that already had a solid presence in the market, that was innovating and suited businesses looking to move on from entry-level cloud software. We needed a champion in the making.

“iplicit ticks all those boxes and it’s head and shoulders above the competition.”

The founders have specialist experience in the manufacturing and warehousing sector(s). They quickly realised iplicit’s [integration with Cin7](#), announced in summer 2025, would make the system the ideal pick for many more businesses in that sector looking to manage their finance and inventory needs simultaneously in the cloud.

“We’d looked at the iplicit product, the [£25m funding](#) the company obtained in early 2025, the activity around it as a brand and the business’s creativity in generating interest. For all these reasons, we were gravitating towards it – and then the announcement of the Cin7 partnership cemented it for us,” says Nick.

iplicit offers ‘the best of both worlds’

The ease of implementing iplicit was an important part of its appeal for ProfitMojo, too.

“We have a lot of experience with complex, challenging projects that take a while to deliver because the product has to be extensively configured for the customer,” says Nick.

“When we planned ProfitMojo, we needed a system that was more flexible than entry-level systems but that didn’t require 60-80 days of implementation with a high risk of scope creep. iplicit is that product. It comes with a lot of functionality available out of the box, rather than needing a lot of customisation.

“iplicit gives customers the best of both worlds as they take their businesses into the next phase of their growth journey.”

That ease of set-up means ProfitMojo will be able to offer fixed-cost implementation options.

Software specialist Caroline Eva joins as Business Manager

ProfitMojo has appointed Caroline Eva — a channel leader with more than 20 years of experience in ERP and business management — to lead its launch and growth as Business Manager.

Caroline Eva began her career in software solutions with Sage reseller FD Systems, which was subsequently bought by K3. Here, she went on to look after customers in K3's retail solutions division for a variety of products across the Netherlands, the Nordics, Germany and the UK.

Nick Tucker said: "With her wealth of experience with different software and ERP resellers, Caroline is the ideal person to manage ProfitMojo, to ensure we bring the joint benefits of iplicit and Cin7 to businesses that are in need of more efficient ways of working.

"I've known Caroline for many years and was thrilled that she agreed to join us."

'Huge opportunity' to be a market leader

ProfitMojo says there are thousands of potential customers each year in the segment it's seeking to serve.

Caroline Eva says: "The partnership with iplicit opens up a massive part of the market for us and is a natural fit for the team's skills.

"Being an early adopter in the relationship between iplicit and Cin7 gives us a huge opportunity to become a leader in that space.

"We already have a pipeline of businesses that love Cin7 and that currently integrate it with other finance systems but want to move to iplicit.

"Everything about the iplicit partnership — the dynamic of the business, the capabilities of the product, the sense of engagement from the executive team — has been overwhelmingly positive," she says.

“We can offer customers a first-class financial product and a first-class distribution and manufacturing product. Marrying those with our own specialism in distribution and manufacturing will give us a good basis for winning business and growing.”

Caroline adds: “iplicit is a natural fit for any business moving out of the lower market space into a mid-market world. If you’re in that situation, iplicit will last you for many years.”

- Ready to escape the limits of entry-level finance software without the expense and complexity of big enterprise systems?
- [See how Profit Mojo and iplicit can supercharge your growing business.](#)

