

CUSTOMER SUCCESS



Exchange Solutions Solves Growing Pains with Sage MAS 500

Experts advise entrepreneurs to find a unique niche and capitalize on it. That's exactly what Exchange Solutions Inc. (ESI) did when it started a royalty rewards program for a major oil company. The program provided the oil company with software to assess the benefits a customer would realize by consolidating their business. Customers received attractive incentives that were meaningful to them, and learned that the more business they gave to the company, the more they received. In return, the oil company experienced increased customer satisfaction, as well as increased revenues with lower marketing costs.

The concept worked so well that ESI expanded its offerings. It now helps financial service, telecommunications, retail and community organizations boost customer loyalty, and often achieve double-digit improvements in profitability. Its buyer-seller exchange technology is used by some of the largest companies in the world. Fortune Magazine recently named ESI one of its "cool technology vendors."

Exchanging Its Own Solution

ESI started its business on QuickBooks, but soon outgrew the software. "When I came here in 2001, we were a \$3 million company, and still on QuickBooks," says Maureen Drew, vice president of finance. "It clearly was time for an ERP system. We searched for software that was stable, could handle multicurrency transactions, and offered a lot of flexibility in the general ledger structure."

The company selected and implemented Sage MAS 500 in 2002, with a complete suite of financial management modules. It now uses the system for inventory, paying bills, financial reports, cash management, bank reconciliation, reliable audit trails, and preparing consolidated financial statements.

Creative Reporting

In addition, ESI uses Sage MAS 500 to prepare specialized analyses, including profitability statements for each of its clients. "Our reporting structures are surprisingly complicated for a company our size. So we appreciate the ease with which we can customize reports in Sage MAS 500. We've designed our general ledger reports to analyze data in the manner that

Customer:

Exchange Solutions, Inc.

Industry:

Outsourced marketing enabled by technology

Location:

Toronto, Ontario

Number of Locations

Two

Number of Employees

120

System:

Sage MAS 500

- System Manager
- General Ledger
- Accounts Payable
- Accounts Receivable
- Cash Management
- eExecutive
- Multicurrency
- Purchase Order
- Project Accounting
- FAS
- FRx

CHALLENGE

QuickBooks became inadequate to handle multi-million-dollar operations; company required sophisticated audit trail, multicurrency and reporting capabilities.

SOLUTION

Sage MAS 500 ERP with a complete suite of financial modules, for an end-to-end enterprise-wide business solution.

RESULTS

Company could not maintain current levels of operations without the efficiencies it has realized from Sage MAS 500; system is extremely stable; training is quick and easy.

makes most sense for our clients. For instance, we can report by department. Or we can detail the type of technology used on the client statement,” explains Drew.

“If a programmer charges time to a client, there are three different ways we can report the time allocation,” she continues. “One would be a report based on the client technology team. Another is all clients by solution group. A third is by industry, such as financial services. Sage MAS 500 handles these parameters with ease.”

ESI maintains operations in both the United States and Canada, with each division structured as a separate company. So it puts the Sage MAS 500 Multicurrency module to good use. “We use the software to roll together data into one consolidated report. The system performs all conversions automatically,” Drew notes.

Training and Support

Sage MAS 500 has proved to be easy to learn. “My end users tell me that Sage MAS 500 is their favorite software package hands down,” says Drew. “They like the fact that it is easy to learn and use on a daily basis. We added two people and retrained four last year on the system, and were pleased at how quickly they were able to get up to speed.”

According to Drew, much of the credit for Sage Software being such a success is a superior-quality support team. “Our business partner here in Toronto is extremely knowledgeable,” she says. “We can approach them with anything, and they’re always responsive and helpful. This makes an enormous difference in our overall satisfaction with the system.”

Enterprise-wide Enhancements

Due to their ever changing environment, Drew finds it difficult to quantify all the improvements that have resulted from conversion to Sage MAS 500. Nevertheless, she says that enhancements are apparent throughout the enterprise. “Our company has increased five-fold since we adopted Sage MAS 500, and the software has helped make this growth possible. It allows us to provide information in real time, so our decision-makers can make changes almost immediately. This is essential for a venture-backed company like

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ours, where speedy innovation sets us apart from competitors. In addition, Sage MAS 500 is not a memory hog, so we can run reports really fast. And I can access the system remotely from home in almost real time.”

The biggest benefit for Drew has come in stability. “Being CFO, responsibility for system reliability falls to me. The bigger the system, the more places there are that can fail. Nevertheless, Sage MAS 500 has never let me down. We’ve had power outages and other odd occurrences, but the system has always maintained the integrity of our data. That means everything to us.”

ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

