

Sage Simply Accounting Pro—A Solution That Keeps Ringley Natural Teething Toys Smiling

When an infant is teething, everything seems to go into its mouth. After an unsuccessful search to find safe, natural, and non-toxic teething toys for her own daughter, Shaindy Alexander of Toronto decided to make her own. Thus was born Ringley™, natural teething toys made from untreated Canadian maple and organic cotton cloth. Today, Ringley products are available through retailers across Canada, the United States, and 11 other countries.

As a one-woman operation, Alexander needs business management software that works as hard as she does, yet requires little maintenance. She selected Sage Simply Accounting Pro as the business management solution for Ringley.

Start Off Right

Alexander recalls that very shortly after she started the company, four years ago, she was given the advice to invest in a good accounting program from the start. Alexander says that she briefly considered QuickBooks®, but then she received recommendations from two friends who were using Sage Simply Accounting successfully. Their recommendations, combined with the product's reputation tipped the decision to Sage Simply Accounting.

"I went to the store, bought Sage Simply Accounting Pro, brought it back, and installed it. It has been working dependably for me ever since," Alexander says.

Expert Advice

Following another bit of good advice, Alexander brought in a local Sage Simply Accounting Certified Consultant. "They are perfect," Alexander says of the consulting firm. "They are located close by, so the consultant came in and helped me set up the inventory and purchasing functions and showed me how to configure my reports. It was a very good move; I didn't have to learn by trial and error. I had the software set up correctly from the start, so I was able to begin working in the software immediately."

Ringley's Sage Simply Accounting Consultant also assists with year-end tax filings and financial statement preparation. "This assistance allows me to focus on the day-to-day transactions involved in the business," says Alexander.

An Indispensable Tool

Sage Simply Accounting Pro quickly became an invaluable part of the business. "I can't imagine not having it," Alexander says. "I use it to generate invoices, track accounts receivable, manage cash, generate purchase orders, pay my vendors, and monitor my sales."

Ringley appreciates the intuitive interface of the Sage Simply Accounting Pro application. "It is so easy to find the information I need," Alexander says. "For example, when a customer calls in regarding an order, I can enter their first name and quickly find them."



CUSTOMER

Ringley Natural Teething Toys

INDUSTRY

Consumer Products

LOCATION

Toronto, Ontario

NUMBER OF LOCATIONS

One

SYSTEM

Sage Simply Accounting Pro

CHALLENGE

As a new company, Ringley sought a business management application that would be easy-to-use and affordable, while still offering a full range of functionality.

SOLUTION

Sage Simply Accounting Pro was selected for its ease of use and reputation as the top choice for small business operations. A Sage Simply Accounting Certified Consultant helped configure the software for maximum benefit.

RESULTS

Intuitive interface makes it simple to locate vital business data and perform daily accounting tasks. Reports and graphs detail sales by item, date, and customer help the company plan production. The scalable solution will support company's growth for years to come.

Useful Sales Reports

The company's product line has grown and Alexander has plans to introduce new products in the coming year. By tracking what is selling, Ringley is able to adjust production to help ensure that the right product mix is available for its customers.

Sales reports in the Sage Simply Accounting Pro application deliver real-time data detailing the quantity sold for each product. "The reports and graphs show me which styles are the most popular and what the customers are buying," says Alexander. "I can compare month-to-month sales and year-over-year sales to see that we are moving in the right direction."

Support Your Growth

In Sage Simply Accounting Pro, Ringley has found a solution that will support its growth for years to come. "I can easily grow and double or even triple my business without having to change software," Alexander says. "When I hire employees I can add payroll capabilities and can begin using the sales commission tracking for our sales representatives."

Should the day come when Ringley outgrows its Sage Simply Accounting Pro application there is a straightforward migration path to the Premium or Enterprise edition of the software.

Focus On What You Do Best

Small business owners such as Alexander are passionate about their work, but are not always enthusiastic about the accounting tasks associated with running a business. "Using my Sage Simply Accounting Pro solution means I don't have to hire someone to do my bookkeeping," concludes Alexander. "I don't really enjoy accounting—but I like Sage Simply Accounting Pro because it is easy to use and allows me to spend more of my time doing what I'm good at. I have come to depend on Sage Simply Accounting Pro to help me run my business."

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Shaindy Alexander, Owner
Ringley Natural Teething Toys

About Sage Simply Accounting

Sage Simply Accounting is the #1 choice of Canadian small businesses and accountants¹, used by more than 500,000 Canadian businesses. Developed in Sage's global research and development centre in Richmond, B.C., the fully bilingual Sage Simply Accounting software is known for its easy to learn, easy to use approach to accounting while providing the most comprehensive features that small businesses require – from start-up through to maturity. Sage Simply Accounting is supported by a highly trained team of customer service specialists in our Richmond, B.C. centre, and by 10,000 consultant partners located in communities across Canada who help thousands of companies daily to manage their business more effectively with Sage Simply Accounting.

For more than 25 years, Sage Simply Accounting has lived up to its name by providing simple to use award winning features for Canadian small office/home office users, coupled with world class customer support and training to help them better manage their day-to-day operations.

Sage Simply Accounting is developed by Sage Software Canada, Ltd., which is a part of the North American subsidiaries of The Sage Group, plc. Sage began not as one company, but as the efforts of many entrepreneurs who built their successful products and businesses with a sincere focus on their customers. Today, our company represents the culmination of that combined entrepreneurial spirit, drive, and vision.

¹Based on independent surveys of 275 Canadian small businesses conducted 2/2011 and 401 accountants who work with small business clients, conducted 6/2011.