

Simply Accounting by Sage | Customer Success

Simply Accounting by Sage Pro Plays Well With Sandbox Sign Group Inc.

The energetic team at Sandbox Sign Group combines creativity and talent to produce building signage, point-of-purchase displays, boat and vehicle graphics, banners and promotional items. Its customers appreciate the firm's attentive service, fast turnaround, and quality workmanship.

It is a busy office and the company president, Marshall Stern, works directly with customers and oversees operations. To allow him to focus more of his attention on his customers and less on his accounting software, Sandbox Sign Group relies on Simply Accounting by Sage Pro with Payroll.

Growing Together

Stern first purchased Simply Accounting back in 1994, when the company was new. "I wanted a well-known product that would be easy to use and support," he says. "I considered Quicken®, but Simply Accounting is geared toward Canadian small businesses. It has worked well for us all these years."

Simply Accounting Pro with Payroll is the solution Sandbox Sign Group uses today; it is an ideal single-user solution for small and growing businesses. Should the company need to add support for additional users, migrating to the Premium or Enterprise versions of Simply Accounting is a straightforward procedure.

With Simply Accounting Pro, Sandbox Sign Group is able to track revenues and expenses, pay its bills, and process payroll. It uses an industry-specific point-of-sale software package that handles daily receivable transactions and proposal generation. The company's bookkeeper then enters summarized sales data into Simply Accounting Pro enabling the company to generate accurate financial statements.

Stern recalls the ease of the initial set up the account structure in the software. "I used one of the chart of account templates and was able to get up an running quickly," he says.

Insight Into Operations

As a business owner, Stern must keep a close eye on the company's cash flow and balance sheet. Simply Accounting Pro offers more than 100 predefined reports, enabling Stern to get the information he needs quickly and easily. "I like being able to view comparisons of the current year's business activity compared to prior years," he says.

By comparing revenue and expense values of past years, Stern is able to clearly chart Sandbox Sign Group's financial position. The software stores up to seven years of history providing a strong basis for comparison. "I like to see where we are, where we were, and where we are headed," says Stern. "These reports give me a complete picture of my business's health."



CUSTOMER

Sandbox Sign Group Inc.

INDUSTRY

Signs and Graphics

LOCATION

Burnaby, British Columbia

NUMBER OF EMPLOYEES

6

SYSTEM

Simply Accounting by Sage Pro with Payroll

CHALLENGE

The hands-on owner of the Sandbox Sign Group requires an easy-to-use accounting software that allows him to focus his attention on growing the business.

SOLUTION

Simply Accounting by Sage Pro with Payroll is a full-featured small business accounting solution that delivers the right tools at the right price.

RESULTS

Detailed reports help the company target areas for cost-cutting, saving Sandbox Sign Group money. In-house payroll eliminates the need for expensive outsourced providers. Straightforward migration path allows for future company growth.

Catch Cost Overruns

Through diligent monitoring of the reports, Stern was able to save the company money. Recently, while reviewing a report, he noticed that his courier costs were 40 percent higher than in previous years. “I investigated and found we could save money by switching couriers,” he says. “I might have missed that without the comparison reports and gone on paying much more than I needed to.”

The Detailed Purchases Report and Purchase Transaction reports help Stern track and monitor material costs, a significant expense for the company. “I can compare our actual expenses to budget values to catch overages before they become significant,” he says.

Quick Accounts Payable Processing

Accounts payable processing is a straightforward task in Simply Accounting Pro. “I run a report to see what’s due, adjust the amounts if necessary, and print cheques,” Stern says. “Simple.”

Payroll Made Easy

Outsourcing payroll is a large expense for a small business, so Stern appreciates that Simply Accounting Pro offers an in-house payroll solution. “I save money by keeping payroll in-house, as opposed to outsourcing,” Stern says. “And Simply Accounting Pro with Payroll makes it easy. I just enter the hours and the software does the rest. Updates come directly from Sage twice a year so I know that the tax tables are correct.”

A benefit of its SimplyCARE with Payroll service plan is that Sandbox Sign Group can prepare the government T4, ROE, or RL-1 forms and print or e-file the documents.

More Banner Years Ahead

Simply Accounting Pro has worked so well for so long at Sandbox Sign Group because it is an easy-to-use, full-featured accounting system that delivers the tools and information the company needs to compete and succeed.

“To grow this company, I need to spend my time bringing in new business not worrying about accounting tasks,” concludes Stern. “Simply Accounting Pro helps ensure that my accounting is in good hands so that I can focus on my business. I’m staying with Simply Accounting. I like it and my bookkeeper likes it. We’ve used it for 16 years and might just be using it for another 16 years to come.”

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Marshall Stern
President
Sandbox Sign Group Inc.

About Simply Accounting by 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 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. Simply Accounting is supported by a highly trained team of customer service specialists from the Sage 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 Simply Accounting.

For more than 20 years, 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.

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 312 Canadian businesses with 1-99 employees and 401 accountants who work with small business clients, conducted in Canada in June 2009.