Sage 50—Canadian Edition

Customer Success



Sage 50 Pro Accounting—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 nontoxic 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 50 Pro Accounting* 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 50 successfully. Their recommendations, combined with the product's reputation tipped the decision to Sage 50.

"I went to the store, bought Sage 50 Pro Accounting, 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 50 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."

*Sage 50 Pro Accounting was named Sage Simply Accounting Pro when RiNGLEY Natural Teething Toys initially implemented this solution. The product names have been updated in this case study to reflect current naming.

Customer

RiNGLEY Natural Teething Toys

Industry

Consumer Products

Location

Toronto, Ontario

Number of Locations

One

System

Sage 50 Pro Accounting

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 50 Pro Accounting was selected for its ease of use and reputation as the top choice for small business operations. A Sage 50 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.

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RiNGLEY's Sage 50 Certified 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 50 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 50 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."

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 50 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 50, 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."

I like Sage 50 because it is easy to use and allows me to spend more of my time doing what I'm good at.

Shaindy Alexander, ownerRiNGLEY Natural Teething Toys

Should the day come when RiNGLEY outgrows Sage 50 Pro Accounting, there is a straightforward migration path to the Sage 50 Premium Accounting or Sage 50 Quantum Accounting 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 50 solution makes my bookkeeping tasks so much easier," concludes Alexander. "I don't really enjoy accounting—but I like Sage 50 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 50 to help me run my business."

About Sage

Sage is a leading global supplier of business management software and services for small and midsized businesses. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs more than 12,600 people and supports more than 6 million customers worldwide. For more information about Sage in North America, please visit the company website at: NA.Sage.com. Follow Sage North America on Facebook, Facebook.com/SageNorthAmerica, and Twitter, Twitter.com/sagenamerica.

