

## Editors' Association of Canada Finds Flawless Solution in Sage Simply Accounting Premium

The Editors' Association of Canada (EAC) Promotes professional editing as key in producing effective communications. Its 1,600 members, both salaried and freelance, work with individuals in the corporate, technical, government, not-for-profit, and publishing sectors. EAC sponsors professional development seminars; promotes and maintains high standards of editing and publishing; establishes guidelines to help editors secure fair pay and good working conditions; and facilitates networking opportunities. A decade ago, when selecting its accounting software, EAC looked for a solution that would deliver broad functionality and ease of use at a fair price. Sage Simply Accounting Premium met EAC's needs a decade ago and continues to do so now.

### An Ideal Solution

"Sage Simply Accounting Premium is an ideal solution for EAC," says Carolyn Burke, executive director of EAC. "As we have grown over the years, our software has expanded to meet all of our requirements."

When Burke joined the organization three years ago, a volunteer member was tending the books in a part-time capacity. This resulted in a delay in the distribution of financial data. "My first task was to gain better control of the finances and ensure we were using Sage Simply Accounting Premium to its fullest,"

Burke says. "We brought in a Sage Simply Accounting Certified Consultant to help us and the results have been excellent."

Burke says that while she was familiar with the software from having used it in other positions, the decision to bring in a consultant has proven to be a good one. "Our consultant is fabulous," she says. "She updated the software to the current version, implemented the inventory and payroll functions, and set up our financial statements."

### Flexible Accounting Structure

The organization has six regional branches across Canada offering a variety of programs to both members and non-members. Each branch operates independently, with its own accounting application. Most of the branches have elected to use Sage Simply Accounting as their accounting solution. And because the software is fully bilingual, as is the organization, both French and English speakers are supported.

In addition to the branches, there are numerous small loosely organized local groups that EAC refers to as *twigs*. EAC offers accounting services to the twigs to free them from the overhead and cost of maintaining their own applications. "We set up a second virtual company in Sage Simply Accounting. In this company, each twig is represented as a project," explains Burke. "In this way we can



### CUSTOMER

Editors' Association of Canada

### INDUSTRY

Nonprofit

### LOCATION

Toronto, Ontario

### NUMBER OF LOCATIONS

6 branches, 1 executive office

### SYSTEM

Sage Simply Accounting Premium

### CHALLENGE

Editors' Association of Canada implemented Sage Simply Accounting Premium a decade ago. More recently it implemented additional components of the software to meet its growing needs.

### SOLUTION

Sage Simply Accounting meets the financial, inventory control, and payroll requirements of EAC. Its ease of use and bilingual functionality make it the choice of the organization's branch offices as well.

### RESULTS

Flexible account structure enables EAC to track financial information for its smaller branches, or twigs. Inventory tracking delivers real-time data concerning assets and memberships sold. In-house payroll is fast, accurate, and cost-effective.

track their revenues and expenses and generate monthly reports of each twig's activities."

As the twigs grow into branches, most choose to implement Sage Simply Accounting as their accounting system. "Our branch offices appreciate that you do not have to be an accountant to use the software," notes Burke.

### Tracking Inventory Assets

EAC's Sage Simply Accounting Certified Consultant helped configure the inventory component of Sage Simply Accounting Premium to streamline the management of the many books and pamphlets the organization sells. "We use the inventory component to track the items we sell, and we even have set up item numbers to represent a new membership and a renewing membership," explains Burke. "We then can use the software's reports and queries to see precisely what we have sold."

Burke notes that it is easy to compare this year's renewals to the prior year, for example, or to obtain a grand total of the number of memberships sold throughout the year.

### Accurate Payroll

EAC relies on Sage Business Care Payroll to accurately process the payroll for its five employees. "We receive the latest federal and provincial tax updates so we have confidence that the tax calculations are accurate," says Burke.

### Conscientious Financial Management

Budget planning and preparation is an important activity for EAC. "We set up our budget each year in Sage Simply Accounting Premium. We can enter budget figures for each account, month by month and quarter by quarter," Burke says. "Once the budget is finalized, we can compare budget to actual numbers to obtain real-time financial data."

EAC distributes a percentage of its revenues back to the branches to support their operations. With accurate real-time information about EAC's finances, the organization is better able to fund special projects initiated by members. "Sage Simply Accounting lets me know exactly where we stand financially, and that knowledge allows us to say 'Yes' more often," Burke says.

"The conscientious financial management of this organization is my core responsibility," concludes Burke. "I trust Sage Simply Accounting Premium to assist me in that task."

"Sage Simply Accounting lets me know exactly where we stand financially, and that knowledge allows us to say 'Yes' more often."

Carolyn Burke  
Executive Director  
Editors' Association of Canada

### About Sage Simply Accounting

Sage Simply Accounting is the #1 choice of Canadian small businesses and accountants<sup>1</sup>, 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.

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