

Sage Helps Excelsior Radio Networks Boost its Bottom Line

Headquartered in New York City, Excelsior Radio Networks (XRN) produces and syndicates music programs and morning prep services in a variety of formats to more than 2,000 radio stations nationwide. Through its Dial Communications Global Media subsidiary, XRN provides advertising sales representation to over 40 independent radio producers.

In 2001, XRN acquired four Winstar Communications media companies, all running on an enterprise-level PeopleSoft system. Rather than purchase a costly new version of PeopleSoft, XRN sought a more cost-effective financial business management system that could be implemented within 30 days while accommodating its unique data requirements. XRN found its solution in Sage ERP Accpac, which provided the robust financial reporting and accounts payable capabilities the company required.

A Cost-Effective Software Implementation in Just 30 Days

After its acquisition, XRN realized a tremendous IT challenge. “We had to find a cost-effective, robust accounting software solution that could accommodate all of our financial reporting and accounts payable requirements,” says Hiram Lazar, CFO at XRN. “A new PeopleSoft financial information system would have cost in excess of a million dollars to implement. Since we had only 30 days to find a replacement, and Winstar had already declared bankruptcy prior to the acquisition, we had to complete the conversion as quickly as possible.”

Lazar had previously used accounting products from Sage and turned to New York metro-based computer consulting firm Pyramid Consulting, Inc. to explore potential Sage software solutions. A key objective of XRN’s new solution was integrated accounting capabilities. Pyramid Consulting president Laurie Notarianni conducted a thorough needs analysis of XRN and recommended Sage ERP Accpac for its powerful, integrated financial management features.

Fully implemented, the solution satisfied XRN’s technical and budgetary requirements. Pyramid Consulting seamlessly transferred XRN’s database from Oracle to Pervasive.SQL and collaborated with XRN to design a new chart of accounts and financial statements.

Customer

Excelsior Radio Networks

Industry

Media/Radio

Location

United States

System

Sage ERP Accpac

Challenge

After acquiring four new media companies, XRN needed a more cost-effective and technologically advanced financial management solution that could be implemented within 30 days.

Solution

XRN chose Sage ERP Accpac for its affordability, quick implementation, user-friendly design, and sophisticated reporting and accounts payable capabilities.

Results

Thanks to Sage ERP Accpac, XRN’s fully customized chart of accounts and new financial statements provide the data needed to make informed decisions.

“Sage ERP Accpac is the perfect software for companies that want the robustness of a fully integrated enterprise-level financial solution at a dramatically reduced overall cost of ownership versus the big-ticket enterprise solutions. Sage ERP Accpac delivers optimal return on investment, plus ease of conversion from legacy mainframe systems,” says Notarianni.

Fully Integrated Data Management

Pyramid Consulting completed XRN's complete data conversion from PeopleSoft to Sage ERP Accpac for all four companies, including all general ledger and accounts payable data, in only 30 days. “Without the historical data, we would not have been able to offer proof of payment on invoices that were in question,” says Lazar.

For the accounting personnel who transferred from Winstar Communications to XRN, Sage ERP Accpac proved to be a perfect fit. According to Lazar, “The conversion went very smoothly. Our Sage ERP Accpac system is user friendly and easy to learn. In fact, our entire accounting staff prefers it to the PeopleSoft system.

“We are delighted to say that Sage ERP Accpac has worked like a charm! We now have a fully customized chart of accounts, and the financial reports provide us with all the data we require to make the most informed business decisions. I can say with confidence that we are in great shape heading into the future with Sage ERP Accpac,” concludes Lazar.

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—Hiram Lazar
CFO
Excelsior Radio Networks

About Sage North America

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