



Sage 300 ERP Radio and Television Broadcasting

CLIENT SUCCESS STORY

CHIN Radio Dials In Success With Help From Pur-Logic Solutions

Client
CHIN Radio

Industry
Radio and Television
Broadcasting

Location
Toronto, Ontario

Number of Locations
2

Number of Employees
90

System
Sage 300 ERP

CHIN Radio is the first multicultural/multilingual station to be established in Ontario. It is the pioneer in multicultural radio broadcasting and leads the way for similar broadcast operations to be established in other communities. CHIN Radio reaches out in over 30 languages to cultural communities in the greater Toronto metropolitan and southern Ontario areas. The company has expanded into television broadcasting as well, offering a similar multicultural experience to its TV audiences. CHIN Radio's contribution to the promotion of understanding and tolerance between people of many national, racial, and religious origins has been recognized and acknowledged throughout Canada. CHIN Radio's accounting system is Sage 300 ERP, ably supported by the professional team at Pur-Logic Solutions Inc.

An Integrated Solution

When CHIN Radio moved to update its accounting system, it sought a modern, flexible solution capable of interfacing its advertising revenue application. The old accounting system held valuable history that CHIN Radio wanted to utilize in its new solution. The company interviewed several vendors and evaluated multiple products. "Many vendors told us it would not be possible to convert our data from the old system into their applications," says Stan Reeve, chief financial officer for CHIN Radio. "Pur-Logic Solutions evaluated the situation and told us they could do it. They are professional, thorough, and reliable." This is one of the many reasons CHIN Radio selected Pur-Logic Solutions and Sage 300 ERP.

"Our traffic and billing software is at the core of our operation; it is where all of our advertising is scheduled, managed, and billed," explains Reeve. "We needed an accounting application that could integrate with our system to give us faster access to financial data and enable us to produce better financial reports."

CHALLENGE

CHIN Radio needed a modern and flexible accounting solution to replace its outdated application.

Solution

Sage 300 ERP delivers the powerful reporting tools and robust integration options that this busy organization demands. Pur-Logic Solutions provides expert support and technical advice.

Results

Integration with industry billing application saves manual data entry time and eliminates errors. Flexible reporting tools make data more accessible.

About Pur-Logic Solutions Inc.

Pur-Logic Solutions Inc. was established to serve the needs of businesses, both large and small. Our team began their career as CAs, CGAs, Controllers, and IT Technologists. Together they bring expertise in manufacturing, administration, retail, web stores, finance, and HRMS to form Pur-Logic Solutions Inc.

Ours is a professional and practical firm dedicated to helping clients find and implement software that facilitates growth without downtime. The Pur-Logic Solutions team and partners have assisted businesses to not only grow exponentially, but create a powerful online presence and functionality.

Pur-Logic Solutions is a staff of professionals committed to delivering unparalleled service as well as a steadfast perseverance to work with clients openly, honestly and fairly.

Pur-Logic Solutions believes a strong foundation can support an organization through to a successful future. It is a belief we hold for ourselves and our clients.

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Efficient Conversion

Using creative tools and their extensive knowledge of the data structure of Sage 300 ERP, Pur-Logic Solutions was able to migrate the data from CHIN Radio's legacy system into Sage 300 ERP, giving the company access to both historical and current financial data from the start.

"We were concerned we would have to manually rekey opening balances and our accounts payable, but Pur-Logic Solutions was able to effectively extract the data from our old system and import it into Sage 300 ERP," says Reeve. "They eased the conversion process, and provided expert support and advice throughout the process."

Easy Data Access

Two of the biggest benefits CHIN Radio realizes from Sage 300 ERP are the quick and easy access to expense data and the ability to rapidly produce detailed financial reports.

With its former system, CHIN Radio staff had to print reports to paper in order to view the data. With the modern Sage 300 ERP solution, staff has multiple options for viewing vital data, including traditional paper reports, electronic PDFs, and on-screen queries.

"I love the drill-down and search features that help us find the information we need quickly," says Reeve.

Powerful Integration Tools

The integration between the traffic software application and Sage 300 ERP eliminates costly data entry time and the errors associated with manual entry.

The flexibility of the import tools available for Sage 300 ERP makes it easy for Pur-Logic Solutions to modify the import utility as new revenue streams are added. "This is a vital component to our operation," says Reeve. "We are very pleased with how it works and have greater confidence in our data as a result."

The Right Choice

"We made the right choice with Sage 300 ERP and Pur-Logic Solutions," concludes Reeve. "We have a modern, reliable, and flexible solution that performs every day and is adaptable to the changes we throw at it."

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