



CHIN RADIO DIALS IN SUCCESS WITH SAGE 300

Integrated solution streamlines operations



Customer

CHIN Radio

Industry

Services

Headquarters

Toronto, Ontario

System

Sage 300

CHIN Radio was 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 also expanded into television broadcasting, offering a similar multicultural experience to its TV audiences. For its accounting system, CHIN Radio relies on Sage 300.

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. CHIN Radio selected Sage 300.

“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 Stan Reeve, chief financial officer for CHIN Radio. “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. Sage 300 is flexible and adaptable enough to fill that need.”



Efficient conversion

CHIN Radio's Sage business partner was able to migrate the data from the company's legacy system into Sage 300, 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 our partner was able to effectively extract the data from our old system and import it into Sage 300," says Reeve. "They eased the conversion, and we still rely on them for support and advice."

Easy data access

Two of the biggest benefits CHIN Radio realized from Sage 300 are the quick and easy access to expense data and the ability to rapidly produce detailed financial reports. "The software retains expense transaction detail that enables us to quickly identify and troubleshoot anomalies," Reeve says.

With its legacy system, CHIN Radio staff had to print reports to paper in order to view the data. With Sage 300, 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 data we need quickly," says Reeve.

Powerful integration tools

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

The flexibility of the import tools available for Sage 300 makes it easy for the business partner 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."

*"We made the right choice with Sage 300.
It performs every day and is adaptable to the
changes we throw at it."*

Stan Reeve, CFO, CHIN Radio