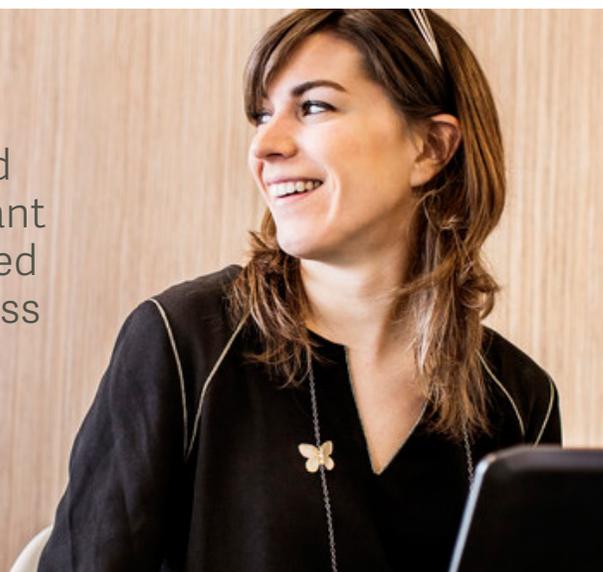# sage 300 Intelligence Reporting

RYPL.COM DISCOVERS MULTICOMPANY HARMONY
thanks to Sage Intelligence Reporting

> Access to timely, actionable and accurate information in the relevant exchange rate needed has resulted in a significant increase in business efficiency for Rypl.com.

Customer	Industry	Location	System
Rypl.com	**Internet marketing**	**Toronto, Canada**	**Sage 300 Intelligence Reporting**

Growing pains

Together for over 20 years, the founders of Rypl.com have consolidated their unique and expansive experience in digital ventures into a company which offers businesses the opportunity to extend their reach into new markets. Rypl.com specializes in providing custom made local internet marketing solutions in foreign markets around the world and, being the chief financial officer of an online business with a global reach, Tony Severin faces a variety of logistical challenges on a day to day basis.

"Being an online business there is a lot going on logistically and they need to keep on track. Their old system was very haphazard giving them issues, and it was pretty dicey doing multicompany and multicurrency reporting and tying it all

together." Tony told us as he explained that Rypl.com had outgrown their original reporting system. Their traditional system lacked the internal structure required to provide consistent multicompany and multicurrency reporting and translating that data in an accessible way. For this reason, Tony reached out to their Business Partner, Mantralogix for a new solution.

The challenge for Tony was to provide decision makers with timely, accurate reports which needed to be able to consolidate information from nine different companies and five different currencies. Most of the reports had traditionally been created in-house. This manual process became exceptionally time-consuming and resulted in haphazard reports which were unable to convey data in real time.

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Gaining control

Thanks to Sage Intelligence Reporting, along with Mantralogix who were instrumental to setting up the right reports for Rypl.com, Tony now has complete control of his Financial Reports. He can now easily tweak the current reports and quickly generate adhoc reports himself using the Report Designer.

To date the accounts and regional departments at Rypl.com have had their general financial reports created using Sage Intelligence including financial reports, income statements and balance sheets as well as banking reports. This access to timely, actionable and accurate information in the relevant exchange rate needed has resulted in a significant increase in business efficiency and, Tony explained, "The time saved since using Sage Intelligence Reporting equates to one resource no longer being needed plus one week's saving in month end."

Results in action

Rypl.com were able to consolidate nine companies with five different currencies, all of whom follow generally accepted accounting principles. Partners now receive monthly consolidated reports from Tony and his team which has created more transparency in the business and better representation of Rypl.com as a whole.

Perhaps the greatest impact that Sage Intelligence Reporting has had on the business is that questions can now be quickly addressed, more information can be actioned and the financial information available is able to create conversations and drive decisions on resourcing. From this great foundation Rypl.com now seeks to create dashboards for customers and looking forward to even more analysis and efficiencies.

> *"The time saved since using Intelligence Reporting equates to one resource no longer being needed plus one week's saving."*
>
> Tony Severin, chief financial officer, Rypl.com

For more information visit

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