

Sage Accountants Network and Shaynaco LLC share a commitment to success



Accounting Professional
Shaynaco LLC

Industry
Consulting and Accounting

Location
Ohio

Number of locations
1

System
Sage 50 Accounting—U.S. Edition

Shayna Chapman, CPA, is a second-generation Sage 50 Accounting—U.S. Edition consultant. When she took over her parents' practice more than a decade ago, Sage 50 was already the solution of choice for the firm and its many clients. Today, Chapman's firm, Shaynaco LLC, continues to serve small and growing businesses throughout southeast Ohio. The firm is an active member of the Sage Accountants Network, a program of product solutions, support, and benefits for the accountants, bookkeepers, and consultants who work with Sage products.

"The Sage Accountants Network is a valuable program," says Chapman. "I didn't realize how extensive it is until we joined, and it has made a huge, positive impact on our business. We have the power and resources of Sage available to us, as well as the collective experience of other accountants using the products."

Focus on what you do best

"My clients are all busy running their businesses; many don't have the time or the experience to focus on bookkeeping and accounting tasks," explains Chapman. "That's where our firm helps. We take away that burden and let them concentrate on doing what they do best. The Sage Accountants Network does that for our firm, it helps us focus on what we do best."

Chapman and her staff frequently log on to the online forums available to members. There they access detailed product information and technical papers and can download new releases and payroll updates. "We are also able to ask and answer questions in conversations with Sage staff and other members," explains Chapman. "We love the short web demos and instructional videos; they're informative and entertaining."

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The Sage Accountants Network keeps Shaynaco up to speed on product developments and industry trends and helps the firm better assist its clients. “We often find ways to use Sage 50 in unique ways we hadn’t thought of,” says Chapman. “There are tips and ideas that help us better help our clients. We can also identify third-party products available that extend the functionality of Sage 50. For example, one of our clients needed a time clock system, and we were able to research solutions through the Sage Accountants Network in order to make an informed recommendation to our client.”

Commitment to mutual success

“There is a positive corporate culture at Sage,” says Chapman. “I hear it in the voices of the people I speak with at Sage, and it’s evidenced in the support provided to Sage Accountants Network members. There is a clear commitment to the mutual success of our firm and of our clients’ businesses.”

Chapman has nothing but praise for the technical product support her firm receives from Sage. “We have a dedicated support number to call, and the Sage support team is not just knowledgeable, they are friendly and patient.”

Adding value

“We try to add value to our clients’ businesses by going beyond products and services and providing real business solutions,” concludes Chapman. “We like to partner with our clients to help them succeed. Similarly, the Sage Accountants Network is a value-added service. It helps me grow my own business and puts me in a better position to help my clients.”

About The Sage Group plc

Sage Group plc is a leading global provider of business management software to small and medium sized companies, creating greater freedom for them to succeed. Sage understands how and why each business is unique. We provide products and services that suit varying needs, are a pleasure to use, and are secure and efficient. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and entered the FTSE 100 in 1999. Sage has over 6 million customers and more than 13,380 employees in 24 countries covering the UK & Ireland, mainland Europe, North America, South Africa, Australia, Asia, and Brazil. For further information please visit: www.sage.com

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