

# Sage Simply Accounting | Customer Success

## DataPro Services Succeeds with Sage Simply Accounting

DataPro Services, Inc. is a small employment agency and provider of software solutions and computer consulting. The company opened business in 1983 offering temporary and permanent employment services to companies and qualified applicants in Greater Los Angeles. As the company grew, so did its payroll and accounting requirements. The company needed an easy-to-use solution that didn't require accounting skills. Sage Simply Accounting offered those benefits and has been the company's accounting software for the past 25 years.

Prior to using Sage Simply Accounting, DataPro Services owner David Goldstein hired a bookkeeping company to do his books. Although he liked the service, it lacked user-friendly integrated reporting. "I could never get an adequate balance sheet in which I could see my assets and liabilities, or even an adequate income statement where I could track my expenses and revenues," recalls Goldstein. "The payroll feature was very difficult and something I could never learn or want to learn. There was a very steep learning curve in order to create the kinds of financial reporting I wanted. The bookkeeper didn't want to take

the time to learn, so that's when I decided that I needed to do something on my own."

### In-House Accounting Benefits

Since Goldstein is not an accountant, he was looking for an easy-to-use application to help him run his business. "The store I visited offered three software programs, but the salesman I worked with had a strong bias towards Sage Simply Accounting," explains Goldstein. "He gave me his reasons, which I still agree with 25 years later: Sage Simply Accounting is highly intuitive, it's easy to navigate and it's made for people who are not accountants."

Sage Simply Accounting was the right fit for DataPro Services and performing accounting tasks in-house has been very financially beneficial for the company. "You can open up your system and have your reports in front of you instantly; you can see how much money you owe, and how much money is coming in," says Goldstein. "This has given me hands-on insight on my business, made me a lot of money, saved me a lot of time and helped me make decisions very quickly."



### Customer

**DataPro Services, Inc.**

### Industry

Personnel Supply and  
Computer Services

### Location

Los Angeles, CA

### Number of Locations

1

### System

**Sage Simply Accounting 2011**  
**Bilingual English/Spanish**

### Challenge

DataPro Services needed user-friendly software to obtain the benefits of in-house accounting.

### Solution

DataPro Services ended its external bookkeeping services and purchased Sage Simply Accounting.

### Results

An easy-to-use and intuitive accounting solution, Sage Simply Accounting allowed DataPro Services to increase its earnings, save time and make quick decisions.

## Payroll Made Simple

The payroll feature in Sage Simply Accounting has greatly simplified DataPro Services' accounting duties. "Sage Simply Accounting has helped eliminate costly mistakes made occasionally by external payroll services," Goldstein explains. "I can also make paychecks available at any moment, without having to go through extensive work to get a payroll service to do so."

## Outstanding Technical Support

Having used Sage Simply Accounting for 25 years, Goldstein has required technical support on a few occasions. "Sage Simply Accounting staff have always been very responsive and very customer-oriented," he says. "Sometimes calling a technical support center can be extremely frustrating because they are limited in what they can do or have to keep transferring you. However, Sage Simply Accounting's technical support center has generally been absolutely outstanding."

## Bilingual Capabilities

Although DataPro Services has not used the bilingual capabilities of Sage Simply Accounting, Goldstein is well aware of its advantages. "There is a very large number of Hispanic business owners and staff in this country where English is their second language," Goldstein says. "One of the extraordinary features of Sage Simply Accounting is that, if you have users in a company who prefer to work in Spanish, they can log in and run the program in Spanish. However, if the person sitting next to them prefers to use the program in English, they can all work simultaneously in their preferred language."

Sage Simply Accounting gives Goldstein the control he needs and wants to run his business efficiently. "It is, in my view, dollar for dollar, by far the best accounting software available in the market," concludes Goldstein.

## About Sage Simply Accounting

Sage Simply Accounting is used by more than 500,000 businesses in North America. Developed in Sage's global research and development center in Richmond, B.C., Canada, the fully bilingual Sage Simply Accounting is known for its easy to learn, easy to use approach to accounting while providing the most comprehensive features that small businesses require – from

**"Sage Simply Accounting is, in my view, dollar for dollar, by far the best accounting software available in the market."**

**David Goldstein**  
Owner, DataPro Services, Inc.

start-up through to maturity. Sage Simply Accounting is supported by a highly trained team of customer service specialists in its Richmond, B.C. center, and by 10,000 consultant partners located in communities across North America who help thousands of companies daily to manage their business more effectively with Sage Simply Accounting.

For 25 years, Sage Simply Accounting has lived up to its name by providing simple to use, award-winning features for small office/home office users across North America, coupled with world-class customer support and training to help them better manage their day-to-day operations.

Sage Simply Accounting is part of Sage, the North American subsidiary of The Sage group, plc. Sage began not as one company, but as the efforts of many entrepreneurs who built their successful products and businesses with a sincere focus on their customers. Today, the company represents the culmination of that combined entrepreneurial spirit, drive and vision.

For more information about Sage Simply Accounting, please call **1-866-797-8395**, or visit <http://us.simplyaccounting.com> or <http://es.simplyaccounting.com>

For more information about DataPro Services, Inc., please visit <http://www.datapro.ca>