



Sage 300 Makes a Perfect Landing at West Wind Aviation

Founded in 1983, West Wind Aviation is now one of the largest carriers in Western Canada, and is recognized as a Platinum Member of Canada's Best Managed Companies program. The company operates primarily in the Saskatchewan market where a variety of air transportation (fixed wing and rotary) requirements exist, including mining and exploration, medical patient needs, forest fire suppression, and business travel. West Wind Aviation and its affiliates offer safe, reliable service to locations across Saskatchewan, Canada, and into the United States. For decades, Sage 300, supported by Stonefield Systems Group Inc., is the business management solution West Wind Aviation has trusted to sustain and promote its continuing growth and expansion.

Scalability and flexibility for the long haul

"Sage 300 was in place when I came to the company in 1995, and it has grown with us ever since," says Rick Philipenko, CFO and Vice President of Finance for West Wind Aviation.

"We have all the financial and reporting modules, and have added Sage CRM and other third-party solutions over the years to meet our changing needs."

For a business management solution to work so well for an organization for so long, it must offer broad functionality, flexibility, and scalability. Sage 300 delivers all of that and more.

"The product continues to improve and include new functionality," says Philipenko. "And there are many add-on

solutions available that meet specific business needs. But I think that the product's capabilities alone are only half the equation. We're fortunate to have a committed Sage business partner in Stonefield Systems Group. They really understand our operations and works to create value for us. It's the combination of excellent business management software along with a local professional partner that make this an ideal solution for us."

Integration results in the perfect connection

West Wind Aviation's business partner worked with the company and other providers to provide integration between Sage 300 and the company's flight operations software and its maintenance software. Invoice data from the flight operations software is imported into Sage 300 for regular accounts receivable processing. And maintenance data, such as hours spent, are brought into Sage 300, enabling the company to generate reports and queries detailing the costs of its operations. "Thanks to the flexibility that Sage 300 provides, we're able to run our entire business on these three primary applications," says Philipenko.

Engineered functionality

To efficiently pay its 400 employees, West Wind Aviation uses the payroll component of Sage 300 in combination with time tracking hardware and software that integrates seamlessly with Sage 300. Keeping payroll in house provides the security and internal controls the company values, and is much more cost effective than outsourcing.

With the help of Stonefield Systems Group, the company implemented Sage CRM several years ago to provide a single source of customer data to its staff. Sage CRM tightly integrates with Sage 300 to eliminate the need for duplicate data entry, and to provide customer-facing employees with the data they need to provide the exceptional service the company is known for.

**Deep insight—
from close up to 30,000 feet**

As West Wind Aviation has grown, both organically and through acquisitions, its financial operations have grown in complexity. “We have multiple brands and divisions now including West Wind Aviation, Transwest Air, Snowbird Aviation Services, Express Air, Pronto Airways, and Northern Shield helicopters all with unique reporting requirements,” explains Philipenko. “Naturally, we want financial information on each division as well as consolidated information for the company as a whole. Sage 300 makes this kind of reporting very easy. We can drill down into the operations to see where our costs and revenues are coming from.”



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Rick Philipenko, CFO and Vice President of Finance, West Wind Aviation

Connect with Stonefield Systems Group

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