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## **Pur-Logic Solutions in Mississauga Opens to Serve Small & Mid-Sized Businesses in Need of Accounting, HR and Operational Automation**

*New Sage Reseller Pur-Logic Solutions brings a highly personalized approach to implementation, customization, and training for Sage Accpac ERP, BusinessVision, SageCRM and HRMS*

**Mississauga, Canada – September 14, 2010** – Mississauga-based Pur-Logic Solutions (<http://www.pur-logicsolutions.com>) announced today that it is officially open for business as Ontario's newest Sage Authorized Business Partner.

Pur-Logic Solutions offers customized business software solutions based on Sage Accpac ERP, BusinessVision, SageCRM, and HRMS to companies interested in automating business processes. "Every business stands to benefit from better integration between accounting, operations, and sales," says Fay Salmonson, Pur-Logic Solutions co-founder. "It's not uncommon to see many small and mid-sized businesses enjoy as much as 25% in time and cost savings when key business processes are automated."

Chartered accountant, Mohamed Dostmohamed, and John Todd, a computer technologist with over 25 years experience, unite with Salmonson to realize a shared vision of providing customized Sage solutions and support in a competitive market. All three of Pur-Logic's founders are certified Sage sales or implementation consultants with multiple Sage product lines including Accpac, BusinessVision, SageCRM, and HRMS. According to Todd, personalized service is what makes Pur-Logic a highly valuable technology partner. "We never recommend off-the-shelf software unless it's the most suitable and economical option," Todd explains. "What's more, we work hard to understand our clients' specific requirements before tailoring a straightforward solution. Simplicity is key to efficiency and ROI when implementing an advanced business software solution," he adds.

The company also represents many specialized third party software applications developed for companies in manufacturing, field services, distribution, and web technology. Software resale firm Robert Lavery & Associates, which represents several third party software products sold through Sage partners in North America, confirms Pur-Logic's ability to implement cost-efficient solutions for customers. "I have worked with the team on numerous Accpac deployments," asserts company president Lavery. "Each time they excelled at delivering highly automated, money-saving solutions."

Dostmohamed says the essential difference between Pur-Logic Solutions and other business software resellers is the combined expertise and knowledge the company's founders have accumulated from years of industry experience. "Our Sage implementations have been very successful because we take time to understand how our customers operate before recommending a solution," he says. "Our strength lies in an ability to create functional integrations between diverse software platforms, speed up bottlenecks, and minimize errors due to excessive manual data entry."

In addition to working throughout Canada in both English and French, the founders have experience implementing Sage solutions internationally as far away as Africa and the Caribbean. "We go where our customers need the functionality of a world-class business software solution like Sage," Salmonson says.

Pur-Logic Solutions' office is located at 2 Robert Speck Parkway, 7<sup>th</sup> Floor, Mississauga, ON.

### **About Pur-Logic Solutions**

Pur-Logic Solutions is a Sage Authorized Business Partner and represents a variety of business software including Sage Accpac ERP, SageCRM, BusinessVision and Sage HRMS. The company specializes in automating business processes allowing small or mid-sized businesses to operate more efficiently. For more information or to request a demo, please visit <http://www.pur-logicsolutions.com>.

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