

## Technics Music Canada increases office productivity through a reliable solution

### Overview

**Name:** Serge Dugas

**Company:** Technics Music Canada

**Industry:** Entertainment

**Product:** Corel<sup>®</sup> WordPerfect<sup>®</sup> Office

### The Story

Technics Music Canada is a division of Great West Music (1987) Ltd. and is the exclusive Canadian distributor of Technics and Panasonic Musical Instruments. Among an array of services it offers is a comprehensive music education system based on a curriculum encompassing popular music and electronic musical instruments through the Technics Music Academy (TMA). In addition to music instruction, TMA hosts a series of renowned music festivals and exam programs across Canada every spring.

### The Challenge

Technics Music Canada, although unique by virtue of its products and services, faces the same challenges as many companies: its office productivity needs are demanding. Their office software needs are as diverse as the nature of their work.

The music festivals and exam programs hosted by TMA generate contacts that Serge Dugas must compile and track. "I need a strong database to track students and dealers who participate in our exam programs and year-end concerts."

Technics Music Canada must also produce documents that include music notation, which is produced with specialty software and imported as a graphic element. So Serge wanted "a program that could easily integrate and work with graphics, on top of being a first-class word processor." And because the size of their territory demands extensive travel, they need a spreadsheet application that allows employees to easily and clearly track expenses on the road.

Not only did Serge seek a solution that was robust and powerful, but also one that would let employees work in the manner in which they are most comfortable. File sharing was equally important; the ability to share work effortlessly with colleagues and contacts outside the company was essential.



Serge took a long, hard look at possible solutions to Technics Music Canada's software needs. "I looked at Microsoft<sup>®</sup> Office and tried it seriously for a while, but I didn't like the way it handled formatting and I certainly did not like the way it handled graphics and tables."

### The Solution

In a world where the choice of office productivity suites seems small and shrinking, Serge investigated everything on the market. In some cases he went beyond the tire-kicking stage and test drove software. But it wasn't until Serge gave WordPerfect<sup>®</sup> Office a try that his rigorous search ended.

While WordPerfect Office offers a word processor, database and spreadsheet that Serge needed, he also required an office productivity solution that allowed him and his staff to work in an efficient way. "WordPerfect Office scores very high on my list because it allows me to work faster and smarter thanks to its well-designed, intuitive user interface."

What makes Serge's selection all the more resounding is the length to which he went to make the most intelligent choice. Having given serious consideration to other office solutions, he couldn't just opt for the de facto standard. It simply didn't meet all of Technics Music Canada's diverse requirements. The most critical need that he couldn't address elsewhere was the ability to handle graphics, which was crucial. He produces documents containing music notation and graphics, something he found difficult with other office productivity suites. WordPerfect, on the other hand, "allows me to perform any task easily."

While he considered other less expensive suites, none could offer Technics Music Canada the range of powerful, easy-to-use tools that WordPerfect Office has. And in a business where his employees are dealing with a vast array of external contacts,

Serge wanted to ensure that they could share work with anyone. He loved the file sharing options offered by WordPerfect Office, whether it was the power to publish to PDF or XML, or the ability to import and export Microsoft Office files.

### The Benefits

As diverse as Serge's office suite needs are, so are the benefits offered by WordPerfect Office. "With WordPerfect, I certainly feel that we produce documents faster. Not only do we produce them faster, but they're better-looking documents, too. That's because formatting is made so easy."

Serge says tracking customers and students is made easy with Paradox<sup>®</sup>, the database program of WordPerfect Office. He loves its customizable templates that allow him to build a database of contacts and students that suits his needs. "The power of Paradox is amazing."

The flexibility of WordPerfect Office is particularly appealing to a company that must work on the road. Technics Music Canada's travel-expense reports are a breeze with Quattro Pro<sup>®</sup>. Working on the road is challenging enough, so Serge didn't want a tool that would further the problems it was designed to solve. "It handles our needs with flying colors."

Serge also loves the Outlook<sup>®</sup> integration offered by WordPerfect Office, allowing employees to access their e-mail contact lists directly from WordPerfect. The collaborative features are also linked to existing Outlook address books, allowing employees to circulate documents for review in a specified routing order. Even though his employees are on the road all over Canada, they can work with one another as easily as if they had never left their desks.

As much as Serge likes the features that allow him to work intelligently and efficiently, he likes how easy it is to share work with colleagues. "WordPerfect is very effective at importing Microsoft Office documents. I often publish documents I create to PDF, so compatibility is never an obstacle when I distribute my work."

In a line of work that demands they produce a variety of documents and generate an array of reports, Serge has yet to be let down by his informed, tested, intelligent choice. "WordPerfect Office has never let me down! I always can easily create all the projects I have in mind."

Although he made the choice, Serge credits his managers with allowing him to choose tools that maximize productivity. "When they look at the finished product knowing the time it took to do it, they can only approve of my choice of WordPerfect Office."

For more information please visit [www.corel.com/wordperfect](http://www.corel.com/wordperfect)