

[Stonefield Software](#) of Regina has signed a deal with [Sage Business Solutions](#) to expand distribution of its popular [database reporting software](#) to Australia, New Zealand and Pacific Island markets, the two companies announced this week.

Mickey Kupchyk, CEO of [Stonefield Software](#), said the distribution deal with Sage is an extension of an existing marketing arrangement between the two companies for Canada and the U.S. "This is really going to open up that (Pacific) market for us, especially with Sage being such a huge company in the first place. It's also a pretty darn good endorsement."

Kupchyk explained that Stonefield's database reporting software, [Stonefield Query](#), is designed for non-technical business owners and managers or middle to lower-level staff to develop reports from any computerized database.

"We've tried to build an easy-to-use, end-user reporting solution," Kupchyk said "With Query, we've done all the hard programming for customers. ... We've designed Query for Mabel, the receptionist, or the accounting clerk with the blue hair."

But [Query](#) is also used by large organizations, such as the U.S. Department of Defense. "We've got large clients, like NASA, the U.S. military and Goodyear. It works with virtually any database."

With the Sage distribution deal, Kupchyk said [Stonefield Software](#) will achieve "much greater penetration" into the Pacific market. "With Sage, we immediately tap into their dealer network ... It just makes it so much easier for us."

Kupchyk said [Stonefield](#) expects to sign similar deals with Sage in South Africa and the U.K.

[Stonefield Software](#) has about half a dozen employees in its Regina office, including four developers, plus several sales staff in Canada and the U.S. "We're a relatively small company, but you don't need to be huge and all over the map these days, with technology being the way it is."

[Stonefield Software](#) is allied with [Stonefield Systems Group](#), which has more than 20 years of experience in the business software reselling business with offices in Canada and the U.S.