



Featured Pitch: Stonefield Query



Company: Stonefield Software Inc. and Stonefield Software USA

Website: www.stonefieldquery.com

Headquarters: Regina, SK Canada

Year Founded: 1991

Founders: Mickey Kupchyk, CEO; Doug Hennig, CTO

Investors: Bootstrapped

Employees: 20

Company Description in 140 characters or less:

Stonefield Software, makers of award winning Stonefield Query, develops BI database reporting software with the end-user in mind.

By Mickey Kupchyk, CEO and President



This is how I describe Stonefield Query to non users: Stonefield Query is a user-friendly Business Intelligence database reporting software tool. With its step-by-step wizard driven design, Stonefield Query makes report writing a snap for even the most novice user. No more waiting for IT or report developers to build reports on their timetables. Stonefield Query lets you take advantage of the wealth of information stored in your business database when you need it.

People are surprised when I assure them Stonefield Query lets you create elegant and persuasive Quick Reports, Charts/Graphs, Cross-Tabulation Reports and Labels (mailing, barcode, etc) in minutes with little or no technical knowledge. Stonefield Query is loaded with built-in features you expect in an enterprise BI reporting solution such as scheduling, ability to email reports, formula editor, and more.

Stonefield was incorporated in 1991. My past experience as a Certified Management Accountant (CMA) and integrator of enterprise resource planning (ERP) systems helped me design an ERP imple-

mentation and consulting division. My partner and co-founder, Doug Hennig, relied on his expertise as a software developer to set up a custom software development division.

By 1998 our company grew the ERP division to be one of the 10 largest Sage ACCPAC ERP resellers in the world. Meanwhile, in 1996 Hennig collected his first of 14 Microsoft MVP awards for his commitment, excellence and dedication to the software development community. Over the years Doug has written a number of books and has been a guest speaker at a number of developer conferences around the world. Doug is an ideal partner and IT source, is in high demand as a speaker, and is widely respected by the industry.

Doug and I noticed a disturbing trend as software applications were converted from DOS to Windows applications. Instead of getting easier, it was in fact getting harder to get the information back out of these new Windows applications. Customers were complaining that it was costing too much and taking too long to get even a simple report. The only reporting software tools available were cumbersome and time-consuming. Each time the user wanted to create a report they had to define what data to report on, specify how the tables and fields are related, indicate how to select and sort the data, and finally, format the information into a usable layout. This sounded a lot like programming.

Rather than build another database reporting tool geared towards IT professionals, our vision was to design a user-friendly package targeted at the 99 percent of the population who weren't technically inclined. Stonefield would take care of all the hard programming so that the end user could simply pick the information they wanted and it would automatically format the output. The reporting software had to work across multiple database applications. In 1996 we gave birth to Stonefield Query.

We make a great team. As CIO, Doug is in charge of product development and made sure we produced the best reporting engine with the most user friendly technology. I was the business driver, developing a worldwide dealer channel and getting the message out about Stonefield Query.

In 2000, things started to gain momentum. Stonefield Query won The Developers Choice Award for Best Reporting tool at the DevConnections conference in New Orleans, sponsored by Microsoft. In that same year, ACCPAC International entered into an exclusive OEM Distribution Agreement with us (Stonefield) to sell Stonefield Query for ACCPAC to their customers through their dealer channel. Stonefield Software Inc. was incorporated in 2000 and Stonefield Software USA, Inc. was incorporated 2004.

In 2003, we were very pleased when Stonefield Query won the FrontRange Best Integration Award for their GoldMine CRM software and HEAT Helpdesk package. In 2008, we gained more recognition when Stonefield Query won the AccountMate ERP Vertical Solution Partner Award for Innovative Integration.

The Stonefield Query SDK remains our flagship product. With the SDK, developers can build custom user-friendly reporting solutions for in-house or commercially deployed applications. It always amazes me when I see some of our customers such as the U.S. Military, NASA, Defense Threat Reduction Agency, Goodyear, SunTrust, Crime Star, 3M, Turner, and how they are using Stonefield Query.

Stonefield continues to build custom versions of Stonefield Query for ERP and CRM applications.

Doug knows customers are the driving force behind the design and development of Stonefield Query. He maintains they give us great feedback on how the product can be more powerful yet easier to use. As fast as we knock off one wish list of features, they provide us with a number of great new ideas.

Stonefield prides itself on its award-winning technology and will strive to make it even easier for the average person to access the information they want when they need it—it's what customers want.

Up to the moment, we are proud to say Stonefield has partnered with over 800 OEM and ISV partners to deliver BI reporting solutions to more than 225,000 users in over 65 countries globally to date.

Stonefield Query customers span all sectors and industries from: public to private, military to non-profits, Fortune 500 to SME's. I invite StartUp Beat viewers to find out more about Stonefield Query.

Stonefield Query - www.stonefieldquery.com

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