

Success Story

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THE COMPANY

Established in 1979, Sporting Life has grown from its early beginnings in Toronto to become one of Canada's pre-eminent sports apparel retailers, employing six hundred associates across its 10 Sporting Life and affiliated retail locations in Ontario.

THE CHALLENGE

Finding a trusted partner that could evolve the company's payment processing platform as the size of Sporting Life's business grew. A payments provider with the ability to remain flexible and provide trusted counsel to help them meet their business objectives.

THE SOLUTION: *The Moneris Service Promise*

Sporting Life chose to partner with Moneris in large part because of their commitment to customer service and continuous improvement. The company's combination of people and technology delivers a service package that is convenient, accessible and leading edge, providing Sporting Life with a single trusted point of contact capable of managing the company's burgeoning point-of-sale and back-office needs.

One of the tools introduced to simplify Sporting Life's payment processing system was **Merchant Direct**, Moneris' online business reporting tool that allows businesses to view their credit and debit card payment activities by 7:00 am every business day. Merchant Direct also provides business critical information such as:

- Automatic consolidation of information through monthly sales summaries and transactional data, available by the third day of the next month;
- 24/7 access;
- Extensive search capabilities by date, amount, invoice number, time and transaction type;
- Easy back-end accounting integration capability to import spreadsheets, databases, and accounting packages — such as Excel, Access, and MYOB — for forecasting and trend analysis; and
- Monthly reports from the past two years and daily reports from the past three months.

THE RESULTS

The original relationship forged by Moneris and Sporting Life has grown stronger each successive year with Sporting Life now counting Moneris as one of their most relied upon and trusted suppliers.

Sporting Life is particularly impressed with Moneris' attentiveness to their service needs, citing calls from senior members of management who would respond directly to payment processing challenges, a rarity in the industry.

From a performance and administration point-of-view, **Merchant Direct** has greatly simplified the company's back-office accounting functions, including reducing manual administrative requirements for tasks such as daily and monthly reconciling. With its expanding operation, the availability of daily reporting, verification, balancing and reconciliation across all retail locations enables Sporting Life to manage the business more efficiently, keeping them ahead of their competitors.



"It's nice to work with a vendor who shares our philosophy that customer issues should take top priority. Moneris has always responded to our challenges – often times it's a Senior VP responding directly. We're constantly reminded by Moneris' senior management that their door is always open. That level of attention to customer service is what helps me sleep at night."

Howard Israelsohn
CHIEF FINANCIAL OFFICER, SPORTING LIFE

