

Bob Scott's

Insights

Winter 2018

2018 VAR STARS

Building
on the Cloud

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Acumatica

2018 VAR Stars

Building on the Cloud

Business is never certain. But there can always be more certainty, and there has been more of that in the mid-market financial application business this year. Companies moving to the cloud has been certain as the direction for the last two years. How they get there—via which products, has not been obvious.

Overall, the questions of what technology will be used—given the accelerating pace of cloud adoption—are being answered. The cloud has won—it's just a matter of how quickly the rest of the market moves.

"The in-house server is dead. Nobody is going to be replacing their server with another server" says Mario Nowogrodzki, owner of Mendelson Consulting, a Fort Lauderdale, Fla.-based VAR, which has historically been a reseller of Intuit's QuickBooks Enterprise Solutions, but which has been broadening out in the last two years.

"I am 56 years old. I don't want to own another server in my life. I don't want to host one," he says. That's a take on one of the claimed advantages of the cloud, which is to avoid adding hardware, infrastructure and the staff to support it.

Certainly, the cloud has upended a lot, including the direction of the companies supplying mid-market accounting software as they grapple with moving from successful products on the desktop while trying to field cloud applications.

A year ago, the direction of the two largest companies with mid-market ERP applications was not obvious. Sage was grappling with re-tuning its product line and trying to re-energize its channel. Microsoft seemed as confused.

Lack of certainty about Microsoft's cloud direction led many of its resellers to take on another cloud product. A year ago, the channel and customers were baffled by statements from Microsoft about direction and its product naming left them puzzled. Sage has not solved its problems, with its CEO Steve Kelly booted from the company's top job a month before it closed fiscal 2018; with CFO Steve Hare taking over the top job in November.

But the channel mood about Microsoft is upbeat, there's little confusion and there is a sense that Dynamics 365 Business Central, the cloud version of Dynamics NAV is a hit. It's not certain that Microsoft's new-found sense of direction will lead these organizations to become Dynamics loyalists again. But the channel largely appears enthusiastic about the direction.

"It's good to have a good mid-market Microsoft-based solution we all can embrace. It was really difficult the last couple of years," says Steve Ems, principal and national business applications leader for RSM U.S. And Nowogrodzki, who had concentrated on QuickBooks for years, signed for Business Central, saying it has been impressive compared to "the two prior small business attempts at Microsoft."

Microsoft's clear choice of Business Central (Navision) and Dynamics 365 Finance and Operation (AX) leaves a large installed base of Dynamics GP, whose users have decision to make as Microsoft does not intend to take GP, which is overwhelmingly a North American product, and its aging technology to the cloud.

In 2015, Microsoft reported there were 47,000 companies using GP and 13,500 using Dynamics SL. For products with an international base with AX with 20,000 client companies and 110,000 with NAV.

Strong VAR Demand

Despite several years of channel recruitment by cloud companies the search for more and better VARs remains at a very active pace. There appears to be a decent amount of churn as VARs try different cloud products.

New to the VAR Stars list is DeRosa Mangold Consulting, a Waco, Texas-based VAR with four offices in Texas and one each in San Diego, Calif., and Elkhart, Ind. The firm had previously been a vendor for the Sage 100 line, including Sage 100 Cloud and 100 Cloud



Mario Nowogrodzki,
Mendelson
Consulting



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Company	Headquarters	Product Line	Employees	Revenue \$M
Accordant Co.	Morristown, N.J.	Acumatica Constr. Sage 100, Contractor/300 CRE	30	11.5
AccountNet	New York, N.Y.	Dynamics BC/GP/SL	21	6.6
AcctTwo Shared Services	Houston, Texas	Intacct	82	15.5
Ace Microtechnology	Atlanta, Ga.	Dynamics GP/365 for Financials	28	5.6
ADSS Global	Miami, Fla., Exton, Pa.	Sage Financials, 100C/300C	152	32.5
AKA Enterprise Solutions	New York, N.Y.	Dynamics 365 FO	119	29.1
Aktion Associates	Maumee, Ohio	Acumatica, Infor CloudSuite Distribution; Infor SXe; Infor FACTS; Infor A+; Sage 100/300/CRE, Viewpoint Spectrum, Vista	160	30
Algorithm	Columbus, Ohio	Acumatica	26	6.7
Alta Vista Technology	Southfield, Mich.	Dynamics BC/GP, Intacct	5.1	20
AMR Group	Toronto, Ont.	Deltek Vantagepoint, Vision	8	3.2C
Answer Company	New Westminster, B.C.	Acumatica, Intacct, NetSuite, Sage 100/300/500, EM	81	11.2C
Archerpoint	Atlanta, Ga.	Dynamics BC.NAV	100	20.2
Armanino	San Ramon, Calif.	Dynamics AX/FO/GP, Intacct	345	102.3
BCS/ProSoft	San Antonio, Texas	Deltek Vantagepoint, Vision, NetSuite, Sage 100/500	48	8.5
Bennett Porter & Associates	Tigard, Ore.	Acumatica, Sage 100	18	4.1
Big Bang ERP	Montreal, Que.	FinancialForce, NetSuite	75	8.1C
Blytheco	Laguna Hills, Calif	Acumatica, NetSuite, Sage 100/500, EM	100	28.8
Boyer & Associates	Plymouth, Minn.	Dynamics BC/GP/SL	20	5.6
Brainsell Technologies	Topsfield, Mass.	Intacct, QBES, Sage 50C/100C/500	56	7.3
Bredet Services	Oakville, Ont.	Dynamics BC/ FO, Sage 300	10	1.2C
BroadPoint	Bethesda, Md.	Dynamics BC/GP/NAV, Navigator	77	15
CAL Business Solutions	Harwinton, Conn.	Acumatica, Dynamics GP	26	6
Cargas Systems	Lancaster, Pa.	Intacct, Dynamics BC/GP	116	17.1
Central Consulting Group	St. Paul, Minn.	Deltek Vision, Intacct	45	17
Central Data Systems	Farmington Hills, Mich.	Acumatica, Infor CloudSuite Distribution/Facts/SX.3	38	6



Company	Headquarters	Product Line	Employees	Revenue \$M
Clients First Business Solutions	Holmdel, N.J.	Acumatica, AX/BC/NAV, Epicor, SAP B1	99	25
CliftonLarsonAllen	Milwaukee, Wis.	Intacct	85	30
Collins Computing	Mission Viejo, Calif.	Acumatica, Dynamics GP	30	12.7E
Columbus	Copenhagen, Denmark	Dynamics AX/NAV, M3	920	201.8
CompuData	Philadelphia, Pa.	Epicor, Intacct, Sage 100/500	44	9.6
Comtec Solutions	Rochester, N.Y.	Epicor	40	5.1
Copley Consulting Group	East Greenwich, R.I.	Infor Industrial Cloud Suite	5.5	55
Cre8tive Technology & Design	San Diego, Calif.	Epicor	75	10.5
Crestwood Associates	Mount Prospect, Ill.	Acumatica, Greentree, Dynamics BC/GP/SL	60	16.1
CS3 Technology	Tulsa, Okla.	Acumatica, Sage 100/500	16	3
DeRosa Mangold Consulting	Waco, Texas	Intacct, Sage 100C	8	1.43
DSD Business Systems	San Diego, Calif..	Acumatica, Dynamics 365, Intacct, Sage 100/300/500	150	12
DWD Technology Group	Fort Wayne, Ind.	Acumatica, BusinessWorks, MIP, Sage 50/100	25	5.4
Eide Bailly Technology Consulting	Fargo, N.D.	Dynamics GP, NetSuite, Sage 100/500	175	22
e2b Teknologies	Chardon, Ohio	Epicor, Intacct, Sage 100/500	52	7.7
Faye Business Solutions	Woodland Hills, Calif.	Acumatica, QuickBooks, Sage 100	30	6.9
FMT Consultants	Carlsbad, Calif.	Dynamics BC/GP, NetSuite	80	15.1
Fourlane	Austin, Texas	Acumatica, QuickBooks	34	6
Godlan	Clinton Township, Mich.	Infor CloudSuite Industrial	55	9.8
Guru Solutions	Montreal, Que.	NetSuite	90	12C
Innovia Consulting	Onalaska, Wis.	Dynamics BC/NAV	35	8
Intellitec Solutions	Wilmington, Del.	Dynamics BC/GP/SL Intacct	26	6.4
Interdyn Artis	Charlotte, N.C.	Dynamics GP/NAV/365	22	5.5
JMT Consulting Group	Patterson, N.Y.	Intacct, MIP	30	7.8
Kennedy Vomberg,	Toronto, Ont.	Deltek Vantage, Vision	3	1.4C
Kerr Consulting	The Woodlands, Texas	AccountMate, Intacct, MiSys Sage 100/300/500, EM	60	8.9

Company	Headquarters	Product Line	Employees	Revenue \$M
LBMC Technology Solutions	Nashville, Tenn.	Dynamics BC/ GP/SL, Intacct	62	14.2
Leap the Pond	Milford, Conn.	Intacct	19	3.7
Maner Costerisan	Lansing, Mich.	Dynamics BC/GP, Intacct	20	4.1
Martin & Associates	Cincinnati, Ohio	Acumatica, Dynamics GP, Sage 100/500	22	5.3
Massey Consulting	Raleigh, N.C.	Dynamics GP/365, Intacct	7	2.3
mcaConnect	Denver, Colo.	Dynamics 365	150	35
Mendelson Consulting	Ft. Lauderdale, Fla.	Dynamics BC, Exact Synergy, QBES	12	1.2
Merit Solutions	Wheaton, Ill.	Dynamics FO	70	10.3
Mibar.net	New York, N.Y.	AccountMate, Acumatica, Dynamics GP, NetSuite	28	7.7
Navigator Business Solutions	Salt Lake City, Utah	SAP B1, ByD	70	18.2
NeoSystems	Tysons Corner, Va.	Deltek CostPoint, NetSuite	175	30.5
Net@Work	New York, N.Y.	MIP, NetSuite, Sage 100/300/500	190	49.9
Nexlan	Danville, Ill.	AccountMate	10	1.8
NexTec Group	Seattle, Wash.	Acumatica, Dynamics GP/SL, Sage 500/EM	140	23.6
Nexvue Information Systems	Stamford, Conn.	Acumatica	15	4.7
Oasis Solutions	Louisville, K.Y.	NetSuite, Sage 100C	21	5.8
PC Bennett	North Bend, Wash.	Acumatica	20	2.33
Raffa Technology Consulting	Washington, D.C.	Dynamics GP/SL/365, Intacct, Jamis Prime	6.7	24
Rand Technology Group	Houston, Texas	ByD, Dynamics AX/BC/FO/GP/NAV, NetSuite	101	21.1
Resource Group	Renton, Wash.	Dynamics GP, Intacct	25	6.7
RKL eSolutions	Lancaster, Pa.	Intacct, Sage 100c/300c/500/EM	98	21
RSM US	Minneapolis, Minn.	Dynamics AX/BC/FO/GP/NAV/SL, Intacct, NetSuite	1200	315
Sererra Consulting Group	Newport Beach, Calif.	NetSuite	28	5.8
Sikich	Naperville, Ill.	Dynamics AX/BC/FO/GP/NAV/SL/NetSuite	300	71
Silver Edge Systems Software	Schaumburg, Ill.	Deltek Vision	5	2.9
SIS	Duluth, Ga.	Dynamics AX/SL/365	55	12.5



Company	Headquarters	Product Line	Employees	Revenue \$M
Six S Partners	Waterloo, Ont.	Epicor	52	5.7C
SouthEast Computer Solutions	Miami, Fla.	Sage 100/100c/300c/500/EM	27	5.6
SSI Consulting	Vienna, Va.	Dynamics GP/SL/BC, Intacct, Unanet	16	5.5
Stambaugh Ness Business TechSolutions	York, Pa.	Deltek Vision	27	8.3
Stoneridge Software	Barnesville, Minn.	Dynamics AX/BC/FO/GP/NAV	130	16.8
Sunrise Technologies	Winston-Salem, N.C.	Dynamics 365	136	36.9
SWK Technologies	East Hanover, N.J.	Acumatica, BWorks, NetSuite, Sage 100/100c/500/EM	181	34.9
Synergy Business Solutions	Portland, N .Y.	Dynamics BC/NAV/SL, JAAS	24	5.1
T3 Information Systems	Washington, D.C.	Dynamics BC/GP/NAV/SL	29	7.7
Tamlin Software	Dallas, Texas	AccountMate	12	4.3E
Technology Management Concepts	Marina Del Rey , Calif.	Dynamics BC/GP/NAV/SL	27	6.8
Third Wave Business Systems	Wayne, N.J.	B1, B1 Cloud, Dynamics GP	38	6.8
TM Group	Farmington Hills, Mich.	Dynamics GP/NAV/SL/365, Intacct	40	8.7
VARC Solutions	Friendswood, Texas	QuickBooks	14	2.1
Velosio	Dublin, Ohio	Dynamics BC/FOGP/SL/NAV/365, NetSuite, Sage 100, Syspro	320	85
Vision33	Irvine, Calif.	B1, B1 Hana	397	51.4
WAC Consulting	Northborough, Mass.	Acumatica, MIP, Sage 50/100c/300c, NetSuite, ProERP, EM, QBES	35	5.5
Warren Averett Technology Group	Montgomery, Ala.	Dynamics BC/GP, Sage 100/100c, QBES	48	11.1
Websan Solutions	Toronto, Ont.	Dynamics BC/GP/NAV	30	5.2C
Western Computer	Oxnard, Calif.	Dynamics AX/BC/FO/NAV	140	35
Wipfli	Milwaukee, Wis.	Intacct, Dynamics AX/BC/FO/GP/SL, NetSuite, QB	247	43.3
WJ Technologies	Herndon, Va.	Deltek, Intacct, Jamis, Unanet	14	3.1

Notes: c Canadian \$; € BSI Estimate



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Manufacturing.

DeRosa says his firm choose Intacct after trying everything else, including Sage Live. It was a matter of attrition, as the firm found one cloud offering did not have multi-company capabilities; another had a difficult upgrade path.

He has a clear idea of the advantages Intacct provides. One was “their onboarding process was awesome. It was organized. It was well thought out,” he says. “When we asked for sales resources they were there.”

Multi-company capability was very important to the firm. Even though DeRosa’s clients are typically small, “They all have four five six seven companies.” Among the most fruitful markets is medical. The firm started with an emergency room/urgent care facility and then picked up a dermatology practice. “we are going to talk to an allergy chain and to a gastroenterology group,” DeRosa says.

Many opportunities from Intacct have come from new business, surprising DeRosa. “I would have thought it would have all been existing customers,” he says. But DeRosa took on the Sage Intacct cloud line in 2017, following Sage’s purchase of Intacct in July that year. In September this year, it was named Sage Intacct Rookie of the Year.

“We signed at the beginning of August,” DeRosa says. “We had three closes by Christmas.”

Intacct has actively refined its channel for many years. With about 110 resellers, “We continue to add partners regularly—for every one or two that come, one goes away,” says Taylor



Steve Ems,
RSM US

Macdonald, Intacct’s VP of channels. That is because the company continues to be “Aggressive in de-authorizing the bottom 10 percent of partners each year,” he says.

The vendor is ramping up its channel staffing with the addition of managers well-known in the mid-market. That includes John Hendrickson, who founded the former Interdyn BMI, a top Dynamics dealer, who joined that partner enablement and recruitment team on October 1.

“His [Hendrickson’s] being on board will open a lot of doors” Macdonald says.

Coming on board at the same time was veteran marketer, Dawn Westerberg, who joined as senior director of channel marketing.

Intacct’s software has been strong in appealing to nonprofit organization. Macdonald says the company has been success with faith-based institutions, but he also notes the growth of vertical marketing efforts—for example Cargas Systems with Cargas Energy, which serves with home heating oil, propane and oil and gas clients.

New Categories

Oracle NetSuite has expanded its channel efforts in several ways and has gone beyond reselling firms with its Alliance Partner Program for global and regional system integrators. It has been active in recruiting accounting firms, signing up BPM and BDO IT Consulting, an arm of BDO Canada this year.

Beyond that, the company is looking at recruiting from new sources other than simply trying to enlist traditional mid-market reselling firms.

“We are looking at other ecosystems,” says Craig West,



Mike DeRosa,
DeRosa Mangold
Consulting

NetSuite’s SVP of channel sales. That includes Oracle partners, for example. NetSuite is also seeking VARS who can handle larger clients. West says those VARs will be able to move upstream “probably serving companies of up to \$1 billion in revenue.”

There has already been activity in that area.

NetSuite announced the signing of three Oracle partners in December and in February, it added resellers who handled Oracle, SAP and Dynamics products.

Other efforts included international expansion. NetSuite bills the advantage of its Oracle ownership as including that company’s international scope. This year, NetSuite intensified its efforts outside the United States, announcing localizations for several European countries, including localization for SuiteSuccess verticals.

The company provided insight into the investment in this area at this year’s SuiteConnect conference in February. At that time, marketing SVP Paul Ferrell said the company raised spending on localization and internationalization by 25 percent in 2017 and expects to increase the amount by the same percentage this year.

NetSuite has ramped up channel marketing, aimed both at recruiting new VARs and helping channel members with their own marketing efforts. In August, it hired John Goode as director of field and channel marketing. Goode fills the role left open with the departure of Amede Hungerford in October 2015. Goode’s team includes telemarketing to support the company’s marketing microvertical focus.

VARs have been coming to market over the last two years with highly specialized applications, built on top of NetSuite. West says the company has about 20 such niche entries being actively marketed.

NetSuite sees a lot of opportunity in the market and Oracle has given an indication of how well NetSuite has done under its parent. Although Oracle does not report NetSuite’s sales, it said during the webcast for Oracle earnings for the first quarter ended August 31, NetSuite’s revenue was up 26 percent for the first quarter ended August 31 and the number of NetSuite ERP customers rose to more than 15,000 from 12,000.

West thinks there will be more opportunity from Microsoft’s move to the cloud.

“People whose products are being sun-setted are going to look at other products,” West says. NetSuite remains ahead of the game because it has more mature cloud products and “competitors are still trying to catch up.”



Taylor Macdonald,
Sage Intacct

Selecting the 2018 VAR Stars

The selection of mid-market accounting software resellers for Bob Scott’s VAR Stars rest on one basic principal: quality, not revenue, as the deciding factor in picking the 100 businesses that are selected for this honor. VARs from very small shops to the largest participants in the business have been selected in past years’ and in this year’s rendition.

A variety of criteria go into the definition of quality including awards resellers have received from vendors, such as the Microsoft Dynamics President’s Club and Inner Circle, and the Sage President’s Circle, Million Dollar Club and Chairman’s Club of Sage North America. Growth, leadership in the industry and development and acceptance of important software products by the resellers are all factors in the selection. There

is also an effort to represent as many software publishers as possible. There is no ranking within these 100 firms.

Firms were asked to provide the number of employees and revenue. In cases in which businesses did not provide revenue, it was estimated based on the number of employees, also taking into account the general price range of the ERP applications that these firms handle.

In virtually every case, resellers derive revenue from sources other than the sale of mid-market financial applications. These include infrastructure and networking services and a variety of other software products. However, all VARs considered feature accounting applications as the core around which their businesses are built.



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Specializing

Acumatica has been working hard to bring specialized editions of its cloud financial application to market. These include field service in January; commerce, which debuted in February 2017; manufacturing, which emerged in September 2017, with wholesale distribution and construction released early this year

"If you look back two-and-half years, these didn't exist," says Geoff Ashley, who became VP of partner strategy and programs in October 2017.

In particular, the vendor has enlisted existing construction specialists, adding top VARs who handle Sage's construction and real estate products, including Accordant, Aktion Associates, Alliance Solutions Group and United Solutions. In October, Ashley said Acumatica had signed 16 VARs, and as to the top 10 in the market, "We have gotten them already."

Acumatica officials view its newly released cloud-based construction product as reaching a market which is being served largely by aging desktop systems. When the company debuted its Release 2 in September, Ali Jani, VP of partner strategy, product management, and services, described the rest of the market as is "old Dexter Chaney, old Viewpoint, old Sage."

While Acumatica did not begin shipping its construction edition until April, "We have four or five [customers] completely up and live and 20 or more deals closed," Ashley said in October.

"We have huge pipe lines." "This is a market in desperate need of something new," Ashley says. Resellers can be up and running quickly once they have signed on. "It takes them long to get up and running on everything else," Ashley says. "I have seen them doing construction demos in as little as a week."

Besides rolling out products twice a year, Acumatica wants to improve the skills of its channel. In January, it will introduce the practice owner badge. Owners must study a variety of skills, including, implementation. It developed a guide for the requirements working with 50 channel owners.

CRM

CRM has been growing in importance for vendors—its impact on ERP VARs is not as large since CRM is often sold by specialists. But Microsoft said in October it expects to have \$2.5 billion in Dynamics revenue for the year ending June 30, half of that from Dynamics 365.

Generally, mid-market ERP resellers handle CRM products from the same company: Sage resellers pick packages from that company, and

Dynamics resellers sell that vendor's offering. But Salesforce, which does not offer a financial application, has been making some inroads. Salesforce does not have a financial package.

While vendors want the channel to sell products only from their companies, in order to increase revenue, many VARs want tools to attract clients who all may not prefer the same products. Plus, many do not want to put all their eggs in one product basket. FMT Consultants, a Carlsbad, Calif.-based reseller has applied that reasoning into broadening its product portfolio.

Once a Dynamics loyalist, the company joined the NetSuite Solution Provider program in the spring of 2014. Early this year it broadened its CRM offering through the purchase of Red Sky Solutions, a Salesforce firm, which gave it a two-extended line as it already carried Dynamics.

"Our approach has been cross platform," notes Darren Stordahl, the firm's VP of sales. "We like to provide options. The reason number one is a choice," he says. "Not all roads lead to a predetermined outcome."

Dynamics remains a choice for many companies who simply want the Dynamics brand. "If somebody is a Microsoft shop they tend to lean more to Microsoft," he says.

Salesforce, however, has a broader appeal to companies. "Those who are choosing Salesforce, I think, are choosing it because Salesforce right now is best-of-breed" Stordahl says.

He continues Salesforce has "a super strong support network" and notes the CRM vendor's Learning Management System "is phenomenal" He also says the company's partner system and third-party apps "is very robust".

"If you are not already a Microsoft aficionado, Salesforce offers very scalable plug-and-play solutions," Stordahl says.

While Microsoft is easy to use, Salesforce has a large share of the market. "I have yet to hire a salesperson who hasn't used Salesforce. There is something about training and adoption on the administration side and as well as on the user side," Stordahl says.

Still the number of resellers on this list carrying Salesforce remains small. This includes Brainsell, CompuData, Eide Bailly, LBMC, Net@Work, RKL and Warren Averett. All of them carry at least one other CRM package.

Accounting Firms Strong

The business side of software has become more important with the growth of cloud products and that has been a big factor in the re-entry of accounting firms into mid-market reselling. Multi-office firms have often organized



Geoff Ashley, Acumatica

around industries at the same time mid-market software companies have emphasized the development of vertical markets.

One of the standard descriptions for the advantages of cloud computing is that it removes the need for resellers to build technically oriented staffs and lets them focus more on accounting and business advisory services. That has given accounting firms which resell an advantage.

"It's really difficult for a traditional VAR to know what ASC 606 [the new revenue recognition standard] means to a business from an accounting perspective," says RSM's Ems.

So the demand for accounting firms to resell software has been strong. Intacct has two ways for them to be involved—they can sell products and they can also join the Sage Intacct Accountants program to provide outsourced accounting and many do both. NetSuite's efforts to enlist larger firms has already been mentioned.

Accountants have also moved into reselling with Intuit's QuickBooks Enterprise Desktop Solution, the top of the software company's reselling line, although the company has not put any public emphasis on the program in years.

Marjorie Adams, owner of Fourlane, believes having an accounting background is a big advantage for her Austin, Texas-based firm. She notes that when it comes to making client presentations, "We are not just focused on software, I am talking about debits and credits and nobody else in the room is talking about that."

But in the QuickBooks market, Fourlane stands out because it also understands databases, she says. That is probably one reason Fourlane has been QB Partner of the Year for every year since 2010.

"What sets us apart is we also have that deep software market background," Adams says.

Intuit is also moving its mid-market product into the cloud with the August introduced QuickBooks Online Advanced which supports up to 25 users and likelihood of supporting more. Intuit says Advanced is designed for companies which are being overserved—many of them organizations, which should not have acquired a mid-market product to begin with.

Mendelson Consulting's Nowogrodzki does not see Advanced as representing an adequate product for many clients. "QB Online is not fit for a lot of businesses. The feature set is not there yet. It will be there one day," he says. For the moment, Nowogrodzki views QBES as far better for clients with more sophisticated needs. When it comes to QBO Advanced, "I expect it



Darren Stordahl, FMT Consultants



Craig West, Oracle NetSuite

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will be a good two years before it becomes close to what QBES has today. But it will get there.”

Adams' firm has a strong business in converting users from midmarket products into QuickBooks. Its website promotes conversion tools for most mid-market products and says it has performed more than 1,000 QuickBooks data conversions via a consistent process.



Marjorie Adams,
Furlane

However, Furlane has also expanded its line with the addition of Acumatica. And there, the conversion process has gone one way—from QuickBooks to Acumatica. “We have never run into a client who wanted to convert out of Acumatica,” she says. Among other advantages, she sites is training.

“Their training is amazing,” says Adams. “They do very detailed and specific courses.”

Choices

RSM is representative of the resellers which want to offer choices to appeal to different ERP prospects. It offers all of the Dynamics products—AX, GP, NV, SL, 365 Business Central, 365 Finance and Operations, along with NetSuite and Intacct.

“One size doesn't fit all,” says the firm's Ems. “One of those solutions will fit 95 percent of our client profiles.” It also fits into RSM's goal of being the No. 1 cloud provider to the midmarket.

RSM has an industry focus that helps the firm position different programs. For example, with 365 Finance and Operations, “We are very big on

food and beverage,” Ems notes. It has Intacct as major product for the nonprofit space. NetSuite has been very important to RSM US and it has done well. In April, it was named NetSuite's Worldwide Solution Partner of the Year and earlier this year, Ems noted the firm picked the company's offering as its go-to platform and that the firm is the No. 1 NetSuite reseller in eight countries and dominant in the United Kingdom.

Like most resellers, RSM is working to bring desktop users to the cloud. That GP base is viewed as fertile ground for prospecting, but there are also many happy users.

“There a lot of people out there I sold GP to in 1990 and they are still using it today,” says Ems. “We have a huge installed base of GP.” While resellers hope to entice desktop users to the cloud, “People are not going to move for the sake of moving. There has to be some triggering event,” Ems says.

Generally, resellers and vendors say triggering events include the formation of new companies, acquisition of an organization and a new generation, accustomed to and expecting cloud operations, takes over management.

Ems stresses RSM's ability to engage professionals from different parts of its practices and its constant communication with its clients. “We have account teams who are having discussions with our client on a daily basis,” he says. These are teams which also feel out the readiness of desktop users to move to the clouds.

Switched Gears

AKA Enterprise Solutions represents those VARs who have switched from selling Dynamics GP to the more complex Dynamics 365 Finance and Operations. The New York-based firm once

had a very active media practice that consumed GP and Dynamics CRM.

The change took several years. About 2005, AKA “took on Dynamics AX in a major way. It took us years to develop a practice; the same thing for CRM,” says AKA managing director Jack Ades. In both cases, part of the solutions was acquiring other practices—one each for AX and one for CRM.

“It takes a lot of persistence and lot of investment,” Ades says.

AKA now aims the higher-level product at financial services; nonprofits which are primarily multi-national NGOs; and state and local governments, all of which have more sophisticated accounting demands—the old GL/AR/AP, but at a high level of performance. The company's sweet spot for business is companies with more than \$100 million in revenue.

“Our verticals are a big majority of our business,” says Ades.

Target companies have “multiple entities or heavy entities and heavy consolidations”. Multi-national NGOs have very complex needs in the areas of expense and fund and budget management.

In that area, AKA works with Microsoft and its technology for social impact, “up through Microsoft Philanthropies right up to Brad Smith [company president],” Ades says. He notes the Philanthropies group, which can provide discounted licensing and “the right partnering,” was established to help nonprofits become more efficient. These companies need “Heavy expense management, procurement and transparency,” Ades says.

AKA has a fine-tuned marketing effort to reach the different NFP segments with tailored marketing for “every SIC code”.



Jack Ades, AKA
Enterprise Solutions

Bob Scott has been informing and entertaining the mid-market financial software community with his email newsletters for 20 years. And he has been covering this market through print publications for more than 27 years, first as technology editor of *Accounting Today* and then as the Editor of *Accounting Technology* from 1997 through 2009. He has covered the traditional tax and accounting profession during the same time and continues to address that market as Executive Editor of *The Progressive Accountant*.



Guide to Software Products Listed

Here are the products listed in this chart by vendor. When abbreviated, the abbreviations are listed first and the fuller name is in parenthesis. In many cases, the name of the company is also shown as the name of the product. Companies which have a product with the same name as the company and no variants

AccountMate

Acumatica

Community Brands: MIP

Delttek: CostPoint, GCS, Premier, Vantagepoint, Vision

eoStar

Epicor

Exact: Synergy

Financialforce

Greentree

Infor: Infor Distribution SX.e Infor CloudSuite

Industrial

Intacct

Intuit: QBES (QuickBooks Enterprise Solutions)

Jamis

Microsoft: Dynamics AX, Dynamics GP, Dynamics NAV, Dynamics SL, Dynamics 365 BC (Business Central) and 365 FO (Financial and Operations).

MiSys

Oracle NetSuite: NetSuite

SAP: B1 (Business One), ByD (Business ByDesign)

Sage North America: BusinessWorks, Sage Financials (formerly Live), Sage 50, Sage 100, Sage 300, Sage 500, Sage 100 Contractor, Sage 300 CRE (Construction & Real Estate); FM (Financial Management, formerly X3).

Syspro

Unanet

Viewpoint: Spectrum, Vista

Viridian Sciences (Cannabis)