

Elements of Success

Three elements are common to successful accounting software implementations in the Small to Medium Business (SMB) market - consistency, simplicity and technology. Where these intersect is where you will find the firms that are driving service and performance in those markets to new levels.

"One of the secrets to the success of our Fast Path program is consistency," says Dan Fine, CEO of Fine Solutions in Seattle, WA. "We keep it simple, we do it right, and we do it with a base price that allows smaller companies to comfortably grow into the accounting system they need. Microsoft Dynamics makes that consistency possible."

"Microsoft Dynamics offers our customers the ability to implement their accounting system in their own way," says Paul Farrell, president of Wizard Productivity Systems of Vienna, VA. "The Wizard X4 Productivity Suite™ offers tools that make the process simpler, allowing clients to manage their own tactical implementation at a lower total cost of ownership."

"Our Business Simple program combines power and stability with ease of use," notes AccessTek founder Lindy Antonelli in Chicago. "Built on Microsoft Dynamics, it's the right technology to manage any business. The technology to build solutions."

Microsoft Dynamics is a line of integrated, adaptable business management solutions that automate and streamline financial, customer relationship, and supply chain processes in a way that helps you drive business success. These include:

■ **Microsoft Dynamics GP**, a complete

and scalable business management solution that helps growing and mid-sized organizations get up and running quickly, maximizing the productivity of your people.

■ **Microsoft Dynamics NAV**, a business management solution for small and mid-sized organizations that rapidly adapts to the unique way you do business, enabling your people to be effective and your business to be competitive.

■ **Microsoft Dynamics SL**, a business management solution that enables project driven mid-sized organizations to automate and streamline processes, helping you meet your customers' requirements.

■ **Microsoft Dynamics AX**, a comprehensive business management solution that provides mid-sized and larger organizations with industry specific functionality, so you can be confident your solution is relevant to the demands of your industry and business.

■ **Microsoft Dynamics CRM**, a customer relationship management (CRM) solution that provides the tools and capabilities needed to create and easily maintain a clear picture of customers, from first contact through to purchase and post-sales.

Microsoft Office Accounting though not a part of the Microsoft Dynamics lineup, is a solution for start-ups and growing companies.

"Our job at Microsoft is to support the partner community serving companies from entry level to the enterprise, connecting with the key influencers like CPAs to build awareness of our technology and solutions," says Craig McCollum, vice president of US Microsoft Dynamics. "Growing compa-

nies usually need more than an off-the-shelf solution, or have rapidly outgrown their legacy accounting system. As these companies grow, our solutions grow and scale with them to help meet their unique business challenges."

Consistency

"If a company is the least bit successful, or the least bit complicated, its managers will need business solutions that can consistently deliver the workflow capabilities and data views needed to manage that complexity and success," says Dan Fine of Fine Solutions.

Founded in early 2004, Fine Solutions serves clients from Seattle to the Arctic Circle, with an emphasis on Microsoft Dynamics GP, Microsoft Dynamics AX and Microsoft Windows SharePoint Server and its services. The firm's 20 professionals have built an impressive expertise in manufacturing and professional services based on the firm's Fast Path program.

"We call the process Fast Path, and it allows us to take a legacy accounting file and convert it to Microsoft Dynamics GP or Microsoft Dynamics AX, bundle it with a server and have it up and running for as little as \$16,600 for a three-user system," says Fine. And with companies that need this power and consistency from the outset, we can build a similar foundation for a startup.

"Microsoft Dynamics is perfect for the SMB marketplace, and this foundation enables us to build a lifetime relationship with our customers. Once they have the accounting system up and running, the can add more training, additional reports, SharePoint services and other features as they need them and as their budgets permit. Consistency

ADVERTORIAL



comes into play in that each step forward builds on the foundation, and all of it is integrated in such a way that training time and complexity are lower.

"We have two secrets to success. The first is to keep it simple, do it right, with a small base price. The second is to find the right numbers that can drive each department and each company. Once we understand what numbers are needed by each department and for the company overall, we can build a consistent set of best practices for each client, with built-in applications for work flow and data views.

Simplicity

"Productivity is our passion," says Paul Farrell of Wizard Productivity Systems™. "It's not just in our name, it's in our minds as we help clients to take command of their own accounting solutions."

Founded in Denver in 2001, Wizard Productivity Systems and its Wizard X4 Productivity Suite™ are aimed at helping accounting and consulting firms

enable their clients to help themselves implement solutions based on Microsoft Dynamics GP and Microsoft Dynamics SL.

"We see huge opportunities in the market for eight users and under," says CEO Farrell. "These are firms looking for better capabilities, faster speed, and better reporting. They are not being well served today, and we aim to help them grow by delivering tools that are simple, with a lower total cost of ownership."

The Suite offers three applications, plus high-level consulting that combines documentation, support and integration planning. The iConsultant® application is an interview-style wizard to install Dynamics GP or Dynamics SL. ConvertMSTR® allows conversion of existing data without complicated mapping. And Config-TRKR®, new this year, is an application that documents the implementation.

"We work with a wide spectrum of companies from the small, mid-market and up, to make the process of implementing an integrated tailored solution easier for our partners and their customers," says Farrell. "Microsoft's integration between Microsoft Dynamics and Microsoft Office, with their rich set of web-based training tools, lessens the complexity for the end user so we can focus on other needs and opportunities."

"Much of what we do is enable the customer to do a portion of the implementation themselves, with high level consulting support from a certified Microsoft Dynamics reseller. It is a system that can be easily adopted by resellers. These resellers can use Microsoft technologies combined with online services to reduce their cost of sales, reduce the overall cost of the project for the customer and become more profitable."

Technology

"AccessTek's mission is to improve the life and business success of our clients," says Lindy Antonelli, who founded the firm in 1989. "To achieve our mission, we combine a deep understanding of our clients' systems with the power of technology to transform their busi-

nesses."

The firm, located today in Chicago, has 16 professionals engaged in helping a range of clients that are mostly small and growing businesses.

"Accesstek's solution is called BusinessSimple™— business in a box made simple. Built on Microsoft Dynamics GP, it combines Dynamics GP Business Essentials with implementation services and a server in a lease package that costs the client less than \$500 per month. This is further extended through our relationship with regional bank, AMCORE Bank N.A. This partnership allows us to assist our clients improve their daily cash management with a value added partner offering a full range of financial services."

"With this process, we have eliminated much of the fear and complexity of implementing the right business management system. We have mitigated the risk and fears of the cost of implementation. We have eliminated the problems of not having a fully-staffed IT department. We have made it simple for them to get going with a best practices system in place that can help them to be more successful."

"It's made possible because Microsoft invests \$6 billion each year in new technology, working closely with its Office team to ensure that their investment in integration with Office is the first step in helping to scale from small business to enterprise with a consistent experience."

"Microsoft has given us the tools we need, the right technology to solve problems," says Antonelli. "With Microsoft Dynamics and BusinessSimple™, we eliminate the black hole of not having the right information to manage your business."

Microsoft's McCollum agrees. "Consistency, simplicity and the right technologies are critical when you are managing one of the world's most extensive networks of partners and independent software developers working to develop solutions for this marketplace. They are even more critical within each client company, where internal consistency and the right productivity tools are the foundation for growth and success." ■