



Bob Scott's

Insights

Winter 2014

2014



VAR STARS

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VAR Stars

Hitting the Target

Paul Camissa says this is a good time to be a value-added reseller handling cloud accounting software products. And the CEO of Alpharetta, Ga.-based VAR Innovergent has no doubt that there are some great opportunities ahead over the next few years. "It's like 1999 for the next five or six years," says Camissa, referring to the surge in software buying that happened that year, driven by fears that the advent of the year 2000 would wreck havoc on computer systems that supposedly could not handle the date change.

But Camissa, whose firm carries Intacct and NetSuite cloud software, agrees with those who say the secret to success is not just waiting on market demand, but in a VAR's providing its own in-house products to differentiate itself from those selling a vendor's financial packages.

"Anyone that can bring value-added IP [intellectual property] to the solution set is standing out from the cloud," he says. Camissa notes Innovergent has two primary products, asset management and collection management.

The Innovergent experience represents two major trends affecting resellers, particularly those who are succeeding, as are the 100 companies selected for this year's Bob Scott's VAR Stars. The trends are the move to the cloud and the marketing of a company's own software products, generally utilizing a software publisher's financial application as the engine.

The extent to which cloud computing is being used by client companies has been debated. However, most in the industry agree that despite pervasive discussion of their adoption, the use of such products is not widespread.

"We believe only 7 percent of midmarket customers are in cloud ERP at this time," said Jon Roskill, CEO of Acumatica, which makes both cloud and on-premise software, during an interview at the company's partner summit in August. At a conference in October, Intuit officials said 4 percent of small businesses in the United States have cloud

accounting products—the highest level around the world is 8 percent in Australia

But the pace is accelerating. Roskill noted research firm Gartner predicts that 47 percent of midmarket companies will be in the cloud within five years. "That predicts some pretty severe acceleration over the next four years," he said.

Similarly, strong growth is expected among small business users as well. Intuit expects that there will be 2 million users of its QuickBooks Online in the next five years. As of September, the last count released by Intuit, which owns that pervasive SMB product, there were 739,000 QBO subscribers.

What is driving the growth of cloud-based sales? Camissa says where companies once worried about the security of Internet-based products, they now see them as more secure than the desktop offerings, "although when you have a Home Depot breach people freak out again."

But despite well-publicized hacking incidents, products such as NetSuite are very secure from such incursions. "NetSuite is writing multiple layers and you never get to the actual database," he says. Besides, given what is in the typical accounting database, "they don't want to hack NetSuite," Camissa continues.

Holding down the growth of SaaS products is the fact that the two companies with the largest channels in the United States, Microsoft and Sage, do not have true cloud products in the ERP space, although Microsoft and Sage both have them with CRM entries, Dynamics CRM and Sage Online. Microsoft argues that it is in the cloud with ERP, although all four of its products are still hosted—they require the purchase of products such as Citrix and Microsoft Terminal Server in order to operate them via the Internet.

Despite what Microsoft says about having a true cloud product, important members of its channel have picked up competing web-based products. McGladrey has Intacct and NetSuite; Armanino opted for Intacct. And this year, another Dynamics stalwart, Collins Computing, signed on with Acumatica.

The big exception to this trend is the larger members of the Dynamics AX channel, few of whom have picked web-based accounting products.

But even with the accelerated pace, many dealers still handle only on-premise ERP products. This year 51 of the 100 VAR Stars carry at least one cloud product, and that is including those that offer the QuickBooks line. That is up only two from the 2013 group. One caveat—not every firm is selected every year and even among those selected in 2013, some did not return submissions for 2014.

Another measure of change is the number of new companies in the list. There has been a lot of talk about the graying of the channel and a majority of those honored were formed before 2000, many in the 1980s and earlier. However, there are 24 that were formed since 2000.

That does not mean that these post Y2K companies reflect new blood—some were formed by veterans from other reselling organizations.

But these newer companies are more likely to carry cloud products—15 of the 24, while six of those carry only web-based accounting products. And judging from the attendees at this year's Acumatica and Intacct conferences, there are many younger people in the business; many are not owners and often those that are have not made their mark on the business.

Of the 50 that carry only on-premise ERP applications, there is a surprisingly amount of loyalty to a single software publisher. These include the following companies that market only one vendor's line: Microsoft, 15; Sage, 8; AccountMate, 3; QuickBooks, 3; Infor, 3; Deltek, 2; Syspro, 1—35, slightly more than one third of the total. There are nine VAR Stars that offer only cloud-based products, up from six in 2013.

Among the new cloud companies is AcctTwo, an Intacct VAR, founded four years ago by CEO Marcus Wagner, who came to the channel via a



Paul Camissa,
Innovergent



Jay Deubler,
Avalara



Craig West,
NetSuite

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Company	Headquarters	Product Line	Employees	Revenue \$1M
360 Cloud Solutions	Scottsdale, Ariz.	NetSuite	38	3.4
ABC Computers	Waupaca, Wis.	Dynamics NAV	50	6.2
Accordant Co.	Morristown, N.J.	Sage 100, Contractor/300 CRE	30	7.8
AcctTwo Shared Services	Houston, Texas	Intacct	28	4
ADSS Global	Miami, Fla.	Sage 100/300, X3	140	27
AKA Enterprise Solutions	New York, N.Y.	Dynamics AX/GP	65	18
Aktion Associates	Maumee, Ohio	Deltek Vision, Infor Wholesale Distribution, Intacct, Sage 100 Construction, 300 CRE	100	16.7
AlfaPeople	New York, N.Y./Denmark	Dynamics AX	400	30
Altico Advisors	Marlborough, Mass.	Dynamics GP, NetSuite	35	8
Applied Business Services	Gaithersburg, Md.	Abila, Open Systems, Traverse	16	4.1
AQB	Austin, Texas	QuickBooks Online, Pro, QBES	21	4.3
Armanino	San Ramon, Calif.	Dynamics AX/GP, Intacct	211	65
Axis Technology	Simi Valley, Calif.	Intacct, Sage 100/300/500	23	5.3
AVF Consulting	Baltimore, Md.	Dynamics NAV, Serenic Navigator	26	6
BAASS Business Solutions	Thornhill, Ontario	Sage 300, X3 NetSuite	104	19.3
BCG Systems	Akron, Ohio	Dynamics GP, NetSuite	39	8.7
BCS ProSoft	San Antonio, Texas	Deltek Vision, NetSuite, Sage 100/500	33	6.4
Bennett Porter & Associates	Tigard, Ore.	Acumatica, QuickBooks, Sage 100, Syspro	23	4.195
BKD Technologies	Springfield, Mo.	Dynamics AX/GP, Sage 100/500, X3	44	14
Blytheco	Laguna Hills, Calif.	NetSuite, Sage 100/300/500, X3	104	23
Boyer & Associates	Minneapolis, Minn.	Dynamics GP/NAV/SL	21	5
Brainsell Technologies	Topsfield, Mass.	NetSuite, QuickBooks, Sage 50/100/200/300/500	42	4.5
Bredet Services	Oakville, Ontario	Dynamics AX, Sage 300/500	7	1.1
Brittenford Systems	Reston, Va.	Dynamics GP/SL, Intacct	20	4.75
CAL Business Solutions	Harwinton, Conn.	Dynamics GP	27	4

Company	Headquarters	ERP Products	Revenue \$1M	Employees
Cargas Systems	Lancaster, Pa.	Dynamics GP, Intacct	58	8.63
Central Consulting Group	Minneapolis, Minn.	Deltek Vision, Intacct	30	11
Clients First Business Solutions	Holmdel, N.J.	Acumatica, Dynamics AX/NAV, Epicor, Sage X3, Business One	98	23.5
CliftonLarsonAllen	Milwaukee, Wis.	Intacct	85	21
Cogistix	Boardman, Ohio	Syspro	30	4.2
Collins Computing	Mission Viejo, Calif.	Acumatica, Dynamics GP	43	11.9E
CompuData	Philadelphia, Pa.	Epicor, Intacct, Sage 100/500	28	6.4
Copley Consulting	East Greenwich, R.I.	Infor SyteLine	34	7.5
Crestwood Associates	Mount Prospect, Ill.	Acumatica, Dynamics GP/SL	43	9.1
CS3 Technology	Tulsa, Okla.	Acumatica, Intacct, Sage 100, 500	13	2.2
Demand Solutions Group	Los Gatos, Calif.	NetSuite	40	7
DFC Consultants	Fargo, N.D.	Dynamics GP	19	3.5
DSD Business Systems	San Diego, Calif.	Sage 100/300/500	77	8.04
DWD Technology Group	Fort Wayne, Ind.	Abila, BusinessWorks, Sage 50/100 ERP	21	4.3
e2b Technologies	Chardon, Ohio	Epicor, Sage 100/300, X3	43	5.9
Eide Bailly	Fargo, N.D.	NetSuite, Sage 100/500	82	11.7
Encore Business Solutions	Winnipeg, Manitoba	Dynamics AX/GP/NAV, Syspro	72	13*
Explore Consulting	Bellevue, Wash.	NetSuite	52	7.9
Faye Business Systems Group	Woodland Hills, Calif.	NetSuite, Sage 100	18	3.2
Finley & Cook	Shawnee, Okla.	Dynamics AX/NAV, Serenic Navigator	23	2.1
Godlan	Clinton Township, Mich.	Infor SyteLine	45	7.5
Guide Technology	Cincinnati, Ohio	Infor LN/XA/Syteline	50	14
IBIS	Peachtree Corners, Ga.	Dynamics AX/GP	98	22.8
IE Solutions	Monterey, Calif.	QuickBooks	1	200K
Information Systems Management	Portland, Ore.	Acumatica, Sage 100, X3	30	6.75

Customers Who Run on NetSuite Cloud

*With a customer list like this...
don't you think it's time to become a NetSuite Solution Provider?*

are, Ooma, Lytro, Imagine!, Honeywell, Guitar Center, BioPharm, TRUSTe, Callidus, Honeywell, Satmetrix, Wine.com, Arava, Informatica, FrontRange, ESET, Mark Logic, Atlassian, MarkLogic, Mountain Khakis, Glassdoor.com, Groupon, Joyent, Software, GoPro, Jaspersoft, LiveVox, Digital Check, Adaptive Analytics, Kana, Pano Logic, Adaptive Planning, Magellan, Home, ITA Software, Prudential, Xerox DocuShare, SatMetrix, Jaspersoft, Qualys, Host Analytics, Olympus, Certain Software, Square, Wrigleyville Sports, Gawker Media, SAY Media, Aravo Solutions, SolarWinds, Eloqua, Celigo, BioPharm, Square, Software, Compushare, Mu Dynamics, Igloo, Certain Software, Adaptive Planning, Box, Lytro, Qualys, Square, CA Technologies, Jaspersoft, TRUSTe, Callidus, Ring Central, Kana



To learn more about our partner program for solution providers,
email us: solutionproviders@netsuite.com.

Company	Headquarters	ERP Products	Revenue \$1M	Employees
Innovergent	Alpharetta, Ga.	NetSuite, Intacct	14	2.1
Intellitec Solutions	Wilmington, Del.	Dynamics GP/SL, Intacct	26	5.1
Interdyn BMI	Roseville, Minn.	Dynamics AX/GP, iMis, Intacct, Opens Systems, Traverse	123	27
JMT Consulting Group	Patterson, N.Y.	Abila MIP, Intacct	23	4.6
Kennedy Vomberg	Toronto, Ontario	Deltek Vision	3	1.2*
Knaster Technology Group	Centennial, Colo.	Dynamics GP	12	2.65
L. Kianoff & Associates	Birmingham, Ala.	Dynamics GP, Intacct, Sage 100/500	22	5.04
LBMC Technologies	Nashville, Tenn.	Dynamics GP/SL, Intacct	46	11
Maner Costerisan	Lansing, Mich.	Dynamics GP, Intacct	13	1.7
Martin & Associates	Cincinnati, Ohio	Dynamic GP, Intacct, Sage 100/500	23	4.5
mcaConnect	Greenwood Village, Colo.	Dynamics AX	170	45
McGladrey	Minneapolis, Minn.	Dynamics AX/GP/ SL, NetSuite	500	131.5
Mibar.net	New York, N.Y.	AccountMate, Dynamics GP, NetSuite	28	6.8
Microtask Consulting	Teaneck, N.J.	AccountMate	9	1.5
Navigator Business Solutions	Sale Lake City, Utah	SAP All-in-One, B1, B1 Cloud, Business ByDesign	55	8.2
Net@Work	New York, N.Y.	Abila, Sage 100/300/500, X3	162	34.5
Nexlan	Danville, Ill.	AccountMate	10	1.3
NexTec Group	Seattle, Wash.	Dynamics AX/GP/SL, Sage 500, X3	88	19.48
Nuage Consulting Group	Bethesda, Md.	NetSuite	10	1
PC Bennett Solutions	North Bend, Wash.	Acumatica	15	1.7
Practical Software Solutions	Concord, N.C.	Sage 100/500, X3; Sage CRE 100/300	21	3.9
Queue Associates	New York, N.Y.	Dynamics AX/GP/SL	50	5.2
Rand Group	Bellaire, Texas	Dynamics AX/GP/NAV	100	18.2
Resource Group	Renton, Wash.	Intacct, Dynamics GP	21	4.54
RKL eSolutions	Lancaster, Pa.	Sage 100/300/500, X3	53	7

Avalara Rewards

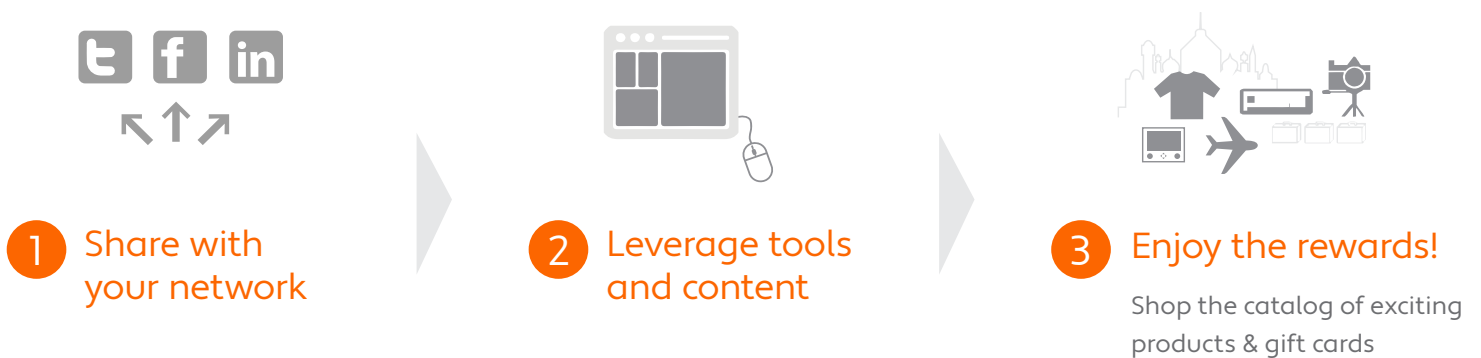
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Avalara

Company	Headquarters	ERP Products	Revenue \$1M	Employees
SBS Group	Edison, N.J.	Acumatica, Dynamics AX/GP/NAV/SL	75	26
SCS	Santa Monica, Calif.	Dynamics NAV	60	11.5E
Sererra Consulting Group	Irvine, Calif.	NetSuite, Intacct	80	11
Sikich	Naperville, Ill.	Dynamics AX/GP/NAV/SL	235	45
Silver Edge Systems Software	Schaumburg, Ill.	Deltek Vision	6	2.23
SIS	Duluth, Ga.	Dynamics AX/ SL	45	9.8
Socius	Dublin, Ohio	Dynamics AX/GP/SL, NetSuite, Sage 100/500, Syspro	102	23.3
SouthEast Computer Solutions	Miami, Fla.	Sage 100/300/500, X3	25	4.8
Sunrise Technologies	Winston-Salem, N.C.	Dynamics AX	122	26.3
SWK Technologies	Livingston, N.J.	Acumatica, NetSuite, Sage 100/500, X3	92	20.75
Synergy Business Solutions	Portland, Ore.	Dynamics SL, Intacct	24	4.4
Tamlin Software	Dallas, Texas	AccountMate	20	4.1E
Technology Management Concepts	Marina Del Rey, Calif.	Dynamics GP/NAV, NetSuite	25	6.1
TGO Consulting	Markham and Ottawa, Ontario	Dynamics GP, Sage X3	50	8.7*
Third Wave Business Systems,	Wayne, N.J.	Business One, Dynamics GP	36	5.5
TM Group	Farmington Hills, Mich.	Dynamics GP/NAV/SL, NetSuite	48	8.3
Tribridge	Tampa, Fla.	Dynamics AX/GP/NAV/SL	600	110
TrueCloud	Tempe, Ariz.	NetSuite	37	3
UXC Eclipse	New York, N.Y.	Dynamics AX/GP/NAV	400	86
VARC Solutions	Friendswood, Texas	QuickBooks	10	1.5
Vision33	Oxnard, Calif.	Business One, Business ByDesign	107	19.1
Websan Solutions	Toronto, Ontario	Dynamics GP	18	3.3*
Western Computer	Oxnard, Calif.	Dynamics AX/NAV	120	22
Wipfli	Milwaukee, Wis.	Abila, Dynamics AX/GP	270	37.2
xkzero	Dallas, Chicago	Sage 100/500, X3	35	8.5

*Canadian Dollars. E, revenue estimate by Bob Scott's Insights



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common path. He had been a partner with a CPA firm. In fact, he describes himself as "a serial entrepreneur" who left Price-WaterhouseCoopers to start a CPA firm. When the other two owners wanted to build an audit and tax firm, he decided he preferred technology.



Marcus Wagner, AcctTwo

"We originally created this company to follow the opportunity in the big global outsourcing market," Wagner says. So he decided, "Why not create a shared service center for the middle market?"

The company has translated that business quickly into success. It was named Intacct's Partner of the Year for 2014.

Not surprisingly, serving vertical markets has been part of the formula for the Houston, Texas-based company. That includes serving the midstream oil and gas business "by no strategy of our own," he says. AcctTwo also operates in the software and technology niches because of its proximity to technology-heavy Austin.

Serving religious institutions has paid as well. "We have a practice built just for churches," he says. "The lady that leads that is the former CFO of a church." Besides being able to understand the business, it means that AcctTwo can also speak the language of those markets.

Wagner sees the vertical path as direction in which the VAR business is headed. He intends to develop verticals that utilize a preconfigured Intacct template

"The true value of the VAR is bringing in industry expertise," he says. "No vendor the size of Intacct can have truly deep industry expertise."

The Vendor View

Vendors are still seeking to add additional resellers, but the pace of signings has slowed down

from 2013. Attention has turned more to filling in geographical gaps and addressing underserved vertical markets.

"Our model is one of quality, not quantity," says Richard Duffy, VP of partner strategy and enablement at Acumatica. "We are looking for partners who have a commitment to cloud solutions."

Acumatica has what Duffy termed a "pretty comprehensive" enablement program. That is designed to enable resellers to market, generate leads and sell and implement software.

Goals for next year are very modest. "In 2015, I reckon if we add another 20 partners in the right areas, we would be pretty happy," says Duffy. The company would also be very happy if it can duplicate its success with Collins Computing, which closed one deal in the first seven days as a signed Acumatica reseller during the summer; three in the first month.

To help partners generate more business, Acumatica is focusing on increased channel marketing efforts next year. This includes "Acumatica Across America", along with more outbound telemarketing.

The AAA program will include regional demand-generation events, full-day efforts that involve inviting prospects and giving resellers a chance to pitch these companies. Duffy describes the overall effort as focused "on lead generating and prospecting and taking them through a nurturing cycle."

Duffy also promises Acumatica will behave differently than many other software publishers. "Many vendors cut margins and don't deliver on the marketing program. We are providing a whole bunch of resources," he says.

Intacct, which has two lines of accounting software business, is also more focused on fleshing out its channel program than in signing masses of new

dealers.

"We ended up with pockets of inequity," says Taylor Macdonald, Intacct's VP of channels. "We have six great partners in Washington, D. C.; in Florida, we have three partners. There are always geographic gaps."

But Intacct currently is putting more emphasis on its other business, the Intacct Accounting Program, which recruits accounting firms to offer outsourced accounting services using Intacct's cloud-based system as their platform. It recently hired industry veteran Kevin Cumley away from Abila to run that effort



Kevin Cumley, Intacct

While the VAR business is growing much faster than the accounting side, Cumley notes that enlisting accounting firms can also help resellers as clients of outsourced accounting services often become software purchasers.

"It's not uncommon to have companies using outsourced services to outgrow growth that model and bring accounting operations in-house," he notes. And several accounting firms offer both parts of the Intacct business.

NetSuite promises there are more big names that will join its channel and that it is getting a lot of interest from resellers of other products.

"NetSuite is adding very high-profile (and as-yet not-public) partnerships with some of the largest (and some previously exclusive) partners in the Microsoft and Sage communities," says Craig West, the company's VP of channel sales. "We're also experiencing greater interest from the partners of other niche vendors such as Infor and Epicor."

He says there is also an increase in firms who handle enterprise products and want to add NetSuite to offer a choice of products to enterprise customers while the vendors also gaining "Continued traction with the ERP practices in regional and national accounting firms."

West says the interest stems from the increased demand VARs are seeing "while their legacy business are struggling to maintain growth targets." To meet that interest, NetSuite is investing in "all areas of our partner business, from the teams that run partner relationships, facilitate and support sales, and enable new partners," he says. "Some of our largest investments continue to be in partner enablement, with significant innovations in how we enable partners' solution consultants and professional services practices."

There are new players with ancillary products, such as sales and use tax software. In the last year, Vertex SMB has become active, signing some premier channel members—Socius, Blythe-co and Wipfli. But among the companies with the biggest channel for products that are secondary to the financial packages is that of Avalara, also in the sales-and-use-tax market.

Bainbridge Island, Wash.-based Avalara has about 2,500 resellers. But these include such cat-

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Selecting the 2014 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 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.



Richard Duffy, Acumatica

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egories as ecommerce and payroll VARs, along with those that handle mid-market accounting products.

As with the other vendors “We are always going through partner recruitment,” says Jay Deubler, the company’s VP of sales, who notes that Avalara provides tools that channel members can use to grow their businesses. But Avalara understands its role in this market.

Deubler says, “We are never going to be a driving factor in a partner’s business. The reseller is asking ‘How do I sell more Sage? How do I sell more NetSuite?’ We are part of the stickiness factor. We are part of something that adds value for the customer.”

And while some financial software VARs prohibit their resellers from carrying competing products, Avalara is trying to make as many alliances as possible with vendors that can utilize their software in tandem with ERP and other applications and platforms.

M&A in the Last 12 Months

While businesses often grow by acquiring other companies, there was little in the way of major deals among mid-market VARs in the last year. One exception was the sale of pieces of Tectura, once the world’s No. 1 Dynamics reseller, with UXC, an Australian company, picking up Tectura North America in December 2013.

But growth-hungry dealers are looking to purchase other companies. In a recent investor presentation, UXC says it wants to strengthen its Dynamics business in this country through additional purchases.



Jon Roskill,
Acumatica

BCG Systems of Akron, Ohio, says it is “actively seeking acquisitions to drive further growth” as it ramps up its Azure practice for deploying Dynamics GP and other applications: “In 2015, we will be ramping our Azure practice to deploy Dynamics GP along with other client applications all wrapped up in our managed services offering BCG Systems Network Assurance,” the company wrote in its VAR

Star application.

Similarly, veteran nonprofit reseller Applied Business Services of Gaithersburg, Md., continues to expand, both by enhancing its ABS .Net products and seeking to buy other VARs.

But there has been as much buying and selling of individual product practices as companies acquiring peers. In this arena, Boyer & Associates picked up the Dynamics GP practice of accounting firm BDO Seidman. New York’s Net@Work purchased the not-for-profit Abila practice from fellow Sage reseller, ADSS Global, after buying Blytheco’s Abila operations in September 2013.

Moving into related fields has been another area of growth. For example, Information Systems Management of Portland, Ore., says it went deeper in the Infor CRM market (the old SalesLogix) with

the acquisition of CRMatic of Houston, Texas. While ISM was moving deeper into CRM, it was dropping another practice.

In November 2013, ISM sold the Sage 500 business to RKL eSolutions. That deal enabled Lancaster, Pa.-based RKL to pick up 100 accounts and five employees, including former ISM VP Stuart Blumenthal. Most VARs moved away from Sage 500 after that vendor left the impression it would kill the product, a message the company denies making. RKL viewed this as an opportunity to capitalize on serving the Sage 500 installed base. It made other significant staff hirings, including bringing on Walter Goodfield, who had been director of partner recruiting at Infor. RKL also acquired a stake in JobOps, a manufacturing package that has been owned by BDO Seidman’s subsidiary, Synergistic Software Solutions, for many years.

Following the trend, Marlborough, Mass.-based Altico Advisors purchased the Dynamics GP practice of Ariett of Pembroke, Mass., leaving the latter company to concentrate on selling its cloud-based Purchase and Expense Management Software on the Microsoft Azure platform with plans to release an Intacct version this month. Altico also expanded its GP operations with the purchase of Paradigm Business Solutions, based in Long Island, N.Y.

Getting Proprietary

There is nothing new in the movement of resellers to more verticalized products. That message has been coming from vendors for many years. Before he left Microsoft in 2007, former Great Plains Doug Burgum warned the channel that those that continue to sell horizontal applications would increasingly find themselves in competition with their vendors and they would need to move to products based on their own intellectual property

But the pace has picked up. In its submission for the VAR Star selection, Altico Advisors attributed much of its success to a “laser focus on niche sectors such as Multiple Listing Services where we have developed proprietary IP, and medical device distributors and manufacturers.”

New York’s City’s AKA Enterprises Solutions dove into four key vertical areas—media and entertainment, financial services, life sciences and state and local government—and established websites devoted to each. Duluth, Ga.-based SIS, a Dynamics SL VAR, which took on AX in 2012, is busy with industry-specific enhancements for Dynamics AX for the Project and Construction Industry.

Englewood, Colo.-based mcaConnect, which was the Dynamics Industry Partner of the Year for 2013, also deepened its CRM expertise with the purchase of Houston, Texas-based SalesMetrix, which focuses on the manufacturing and energy markets. That move added 30 CRM employees to the mcaConnect roster.

Among products introduced this year by



Walter Goodfield,
RKL eSolutions

Guide to Software Products Listed

Here are the products listed in this chart by vendor. The company name is given first and its products listed after that. When abbreviated, the abbreviations are listed first and the fuller name is in parenthesis.

Abila: *Abila MIP*

AccountMate: *AccountMate*

Acumatica: *Acumatica*

Advanced Solutions International: *iMis*

Deltek: *Premier, Vision,*

Epicor: *Epicor*

Infor: *Infor Distribution A+, LN, SyteLine, Wholesale Distribution, XA*

Intacct: *Intacct*

Intuit: *QBES (QuickBooks Enterprise Solutions), QuickBooks*

Microsoft: *Dynamics AX, Dynamics GP, Dynamics NAV, Dynamics SL*

NetSuite: *NetSuite*

Open Systems: *OSAS (Open Systems Accounting Software), Traverse*

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

Sage: *BusinessWorks, Sage 50, Sage 100, Sage 300, Sage 500, Sage 100 Contractor, Sage 300*

CRE (Construction & Real Estate); PFW, Sage Pro; X3

Serenic: *Serenic Navigator*

Syspro: *Syspro*

mcaConnect is Areteium. CEO Claude Watson describes the product as “a Lean Planning solution.” He continues, “AX is good a Lean execution, but has some holes in planning.” The company also has AX4Energy, Joint Venture Accounting, AFE and Division of Interest for the upstream oil and gas market.

Laguna Hills, Calif.-based Blytheco, a NetSuite and Sage reseller, approached CRM expansion by hiring Mitchell Cannady, former CEO of Spinnaker Network Solutions, as VP of its CRM practice.

In particular, members of the Dynamics AX channel showed international growth, not unexpected as that package is suited for larger companies that operate in more than one country.

For example, mcaConnect opened AX businesses in Brazil and Canada, and Dynamics CRM operations in Canada and England, adding 14 employees in the three countries.

In November, Atlanta, Ga.-based I.B.I.S. signaled its positional as an international player by holding its well-known Randy & Andy party at Convergence Europe in October in Barcelona, Spain.

I.B.I.S. owner Andy Vabulas notes the move was driven its marketing its Advanced Supply Chain software for Dynamics and its partnership with IBM. “We are gaining more recognition beyond the U.S. for our IP and are looking to meet more people that need it,” he says. ■