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and ultimately out of time. Clients are outgrowing their current software systems and are looking for new, adaptable software that can be customized to their rapidly changing organizations, saving them time and headaches.

## Improving Efficiencies

It was rather evident why MIG & Co. was instantly drawn to Encore's Advanced SmartList (ASL) – a powerful reporting and query tool that analyzes financial data and improves business intelligence, while saving time, effort and costs. ASL gives users the ability to group, sort and filter data quickly and effortlessly. With ASL's built in accelerator, all data is dropped into a Microsoft® Office Excel® spreadsheet at once, whereas with other programs, users must enter data into Office Excel one entry at a time, resulting in a very tedious, mundane process. The ease of ASL's drag and drop feature eliminates confusion, and the customizable headers, dates, time stamps and initials are just the icing on the cake.

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If a client of MIG & Co. wants Key Performance Indicators (KPI's) they instantly combine Advanced SmartList with Microsoft's SmartList Builder and it becomes their 'killer application'. MIG & Co. positions these products as their, 'SmartList Deluxe Package.' ASL is well received by their new clients; however, it's those existing clients who have been working without the program that truly appreciate the functionality and added value it provides. To ensure MIG & Co. is properly positioning Advanced SmartList to their

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clients and showing them how the product improves their business efficiencies, their team frequently participates in webinars hosted by Encore. They also find value in various sales tools Encore provides, such as product brochures and demo movies.

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Currently, over 95% of MIG & Co.'s new sales include Advanced SmartList. They showcase the product on every Microsoft

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Dynamics GP demo because ASL is a huge time saver and improves efficiency immensely.

“Advanced SmartList is a tool that’s absolutely necessary and a must on every one of our quotes,” explains Migirdeyan. “When we showcase the product everyone loves how easy it is to use and how much time it will save their company.”

### Rewarding Results

Working with Encore has helped set MIG & Co. apart from their competitors. It’s rewarding for MIG & Co. to create partnerships with those in the channel that are responsive, who listen to their needs and ultimately care about their relationship, Encore does just that.

“Encore is truly a partner who cares, they have always been there for us,” adds Migirdeyan. “We see Encore as a flexible, adaptable and responsive partner, providing as much help as they can.”

ISV partnerships can be very rewarding. Partners who have different styles of running their organizations can learn to leverage each others strengths and work together as one to create an endless relationship that successfully grows in an ever changing environment. Those ‘New York minutes’ quickly slow down and simply become manageable moments.

“Working with an adaptable partner who delivers innovative products is rewarding to us and Encore is just that,” says Migirdeyan. “What more could we ask for in a partner?”

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## About Encore Business Solutions

Since its inception in 1990, Encore, a Microsoft Gold Certified Partner, has been and remains dedicated to the delivery of Microsoft Dynamics GP, both as an Independent Solution Vendor and a Value Added Reseller. Encore develops and supports world-class, high quality products that extend the functionality of Microsoft Dynamics GP.

Encore helps organizations realize efficiency and enhance their business value with flexible and scalable products tailored for any business model. In addition to Advanced SmartList, Encore also has solutions for Project Tracking with Advanced Analytics, Recurring Contract Billing, Bank Reconciliation and Inventory I/O Control.