Bob Scott's Insights

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Winter 2016

2016 VAR STARS
Building a Cloud Practice

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Moving to the cloud represents a challenge for mid-market accounting software resellers. Some make it more challenging by making the switch from marketing desktop applications to relying on subscription sales of online products very quickly. Patricia Bennett, owner of PC Bennett, made that decision not too long ago.

Bennett sold off the Dynamics practice of her North Bend, Wash.-based firm in 2014 and went from 100 customers to only 16 very quickly

"It was scary," she says. "I probably had more employees than customers at one point."

However, Bennett says the market dictated her action. "I could see revenue from Acumatica on a steep incline, while the revenue from Dynamics was on a decline."

Microsoft showed less and less interest in smaller VARs and it got to the point that Bennett, whose firm is based in North Bend, Wash., was unable to provide customers with the level of service she believed they deserved because Microsoft no longer had personnel assigned to support smaller resellers.

Since then, she has built up the Acumatica base to 31 customers. The product, she says is very similar to the Dynamics line, bringing together the best features of all the products. "To me, Acumatica was the 'Project Green' that never existed," she says. Project Green was a plan by Microsoft to unify the four financial applications that was talked about from as early as 2000 until 2007 and was not accomplished.

But with Acumatica being a relatively new product, compared to the veteran desktop packages, resources remain a challenge.

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Company	Headquarters	Product Line	Employees	Revenue $M
360 Cloud Solutions	Scottsdale, Ariz.	NetSuite	23	3.8
Accordant	Morristown, N.J.	Sage 100, Contractor/300 CRE	30	10.2
Ace Microtechnology	Atlanta, Ga.	Dynamics GP	22	3.4
Accountnet	New York, N.Y.	Acumatica, Dynamics GP/SL	22	6.3
AcctTwo Shared Services	Houston, Texas	Intacct	48	9
ADSS Global	Miami, Fla.	Sage 100/300	152	28.9
Aim Solutions	Dallas, Texas	Acumatica, Dynamics GP/SL	18	5.3
AKA Enterprise Solutions	New York, N.Y.	Dynamics AX/GP	125	26
AMR Group	Toronto, Ont.	Deltek Vision	8	2.8[c]
Archerpoint	Atlanta, Ga.	Dynamics NAV	100	20
Armanino	San Ramon, Calif.	Dynamics AX/GP, Intacct	270	69
Arxis Technology	Simi Valley, Calif.	Intacct, Sage 100/300/500	27	6.4
BAASS Business Solutions	Thornhill, Ont.	Deltek Vision, Intacct, Sage 300, X3	127	25[c]
BCS/ProSystem	San Antonio, Texas	Deltek Vision, NetSuite, Sage 100/500	39	7.6
Bennett Porter	Tigard, Ore.	Acumatica, QuickBooks, Sage 100	21	3.7
BDO Solutions	Toronto, Ont.	Dynamics AX/GP/NAV, Pronto	215	36[c]
BKD Technologies	Springfield, Mo.	Dynamics AX/GP, eoStar, Intacct, Sage 100/500, X3	54	19.3
Blytheco	Laguna Hills, Calif.	NetSuite, Sage 100/500, X3	110	27
Boyer & Associates	Minneapolis, Minn.	Dynamics GP/NAV/SL/365	20	5.4
Brainsell Technologies	Topsfield, Mass.	NetSuite, Sage Live,100/300/500, X3	62	6.2
Bredet Services	Oakville, Ont.	Dynamics AX, Sage 300	10	.96[c]
CAL Business Solutions	Harwinton, Conn.	Dynamics GP	28	5.6
Cargas Systems	Lancaster, Pa.	Dynamics GP, Intacct	90	13.2
Central Consulting Group	St. Paul, Minn.	Deltek Vision, Intacct	40	14
Central Data Systems	Farmington Hills, Mich.	Acumatica, Infor Distribution SX.e	35	5

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Company	Headquarters	Product Line	Employees	Revenue $M
Clients First Business Solutions	Holmdel, N.J.	Acumatica, Business 1, Dynamics AX/NAV, Epicor	105	24.5
CliftonLarsonAllen	Peoria, Ill.	Intacct	80	25
Collins Computing	Mission Viejo, Calif.	Acumatica, Dynamics GP	38	11.9[E]
CompuData	Philadelphia, Pa.	Epicor, Intacct, Sage 100/500	32	7.2
Copley Consulting	East Greenwich, R.I.	Infor CloudSuite Industrial	53	11
Cre8tive Technology and Design	San Diego, Calif.	Epicor	75	6
Crestwood Associates	Mount Prospect, Ill.	Acumatica, Dynamics GP/SL, Greentree	61	12.2
Crowe Horwath	Chicago, Ill.	Dynamics AX/GP	393	82.1
CS3 Technology	Tulsa, Okla.	Acumatica, Intacct, Sage 100, 500	19	3
DFC Consultants	Fargo, N.D.	Dynamics GP	18	3.6
DSD Business Systems	San Diego, Calif.	Acumatica, Sage 100/300/500	130	10
DWD Technologies	Fort Wayne, Ind.	Abila Mip, Sage 50/100 ERP	25	5.1
e2b Teknologies	Chardon, Ohio	Epicor, Sage 100/500, X3	46	6.9
Eide Bailly	Fargo, N.D.	NetSuite, Sage 100/500	125	17.7
Encore Business Solutions	Winnipeg, Manitoba	Dynamics GP/NAV/AX/365	84	14.9[c]
Faye Business Systems Group	Woodland Hills, Calif.	NetSuite, QuickBooks, Sage 100	25	4.9
Kennedy Vomberg	Toronto, Ont.	Deltek Vision	3	1.3
Finley-Cook	Shawnee , Okla.	Dynamics AX/NAV, Serenic Navigator	23	1.5
Fourlane	Austin, Texas	QB Online, Pro, QBES	24	4.5
Godlan	Clinton Township, Mich.	Infor Industrial Cloud Suite	53	8.7
Guru Solutions	Montreal, Quebec	NetSuite	90	9.3[c]
Integrated Business Systems	Totowa, N.J.	Acumatica	20	3.8
Information Systems Management	Portland, Ore.	Acumatica, Sage 100/500, X3	21	5.1
Innovia Consulting	Onalaska, Wis.	Dynamics NAV	50	7.9
Intellitec Solutions	Wilmington, Del.	Dynamics GP/SL, Intacct	30	6
Interdyn Artis	Charlotte, N.C.	Dynamics GP/NAV/365,	21	5.5

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Company	Headquarters	Product Line	Employees	Revenue $M
Interdyn Business MicroVar	Roseville, Minn.	Dynamics AX/GP, NAV, Intacct, Open Systems, Traverse	169	39.5
JMT Consulting Group	Patterson, N.Y.	Abila MIP, Intacct	30	6
The Knaster Technology Group	Lone Tree, Colo.	Dynamics GP	11	2.6
Leap the Pond	Milford, Conn.	Intacct	14	3^E
LBMC Technologies	Nashville, Tenn.	Dynamics GP/SL, Intacct	50	12.4
Logan Consulting	Chicago, Ill.	Acumatica, Dynamics AX/GP/365, QAD	50	12.7
Maner Costerisan	Lansing, Mich.	Dynamics GP/365, Intacct	15	3.5
Martin & Associates	Cincinnati, Ohio	Acumatica, Dynamics GP, Sage 100/500	22	5
Massey Consulting	Raleigh, N.C.	Dynamics GP, Intacct	7	1.5
mcaConnect	Greenwood Village, Colo.	Dynamics GP/SL, Intacct	150	40
Merit Solutions	Wheaton, Ill.	Dynamics AX	60	10
MIBAR.net	New York, N.Y.	AccountMate, Dynamics GP, NetSuite	28	7.9
MicroAccounting/xkz	Dallas; Chicago, Texas, Illinois	Acumatica, Intacct, Sage 100/500, X3	39	10
Navigator Business Solutions	Sale Lake City, Utah	SAP Business ByDesign, SAP Business One Cloud, SAP Anywhere	70	17.5
Net@Work	New York, N.Y.	Abila, NetSuite, Sage 100/300/500, X3	200	40.8
Nexlan	Danville, Ill.	AccountMate	10	1.5
NexVue Information Systems	Stamford, Conn.	Acumatica, Dynamics SL	15	5.1
NexTec Group	Seattle, Wash.	Acumatica, Dynamics GP/SL, Sage 500, X3	84	21
PC Bennett	North Bend, Wash.	Acumatica	17	2.1
Paradigm Technology Consulting	Allentown, N.J.	Dynamics GP	15	3.8
Raffa	Washington, D.C.	Dynamics GP/SL, Intacct	28	6.5
Rand Group	Houston, Texas	Dynamics AX/GP/NAV/365	87	19
Resource Group	Renton, Wash.	Intacct, Dynamics GP	26	5.9
RKL eSolutions	Lancaster, Pa.	Sage 100/500, X3	71	12
RSM (formerly McGladrey)	Minneapolis, Minn.	Dynamics AX/GP/NAV/SL, NetSuite	900	229.4

Company	Headquarters	Product Line	Employees	Revenue $M
SBS Group	Edison, N.J.	Acumatica, Dynamics AX/GP/NAV/SL/365	109	40.4
Sererra Consulting Group	Irvine, Calif.	NetSuite	28	5.5
Sikich	Naperville, Ill.	Dynamics AX/GP/NAV/SL/365, NetSuite	265	56
Silver Edge Systems Solutions	Schaumburg, Ill.	Deltek Vision	5	2.7
Six S Partners	Waterloo, Ont.	Epicor	32	4.3[c]
Socius	Dublin, Ohio	Dynamics AX/GP/NAV/SL/365, NetSuite Sage 100/500, Syspro	150	29
SSI Consulting	Vienna, Va.	Dynamics GP/SL/365, Intacct, Unanet	22	6.2
Stambaugh Ness Business Solutions	York, Pa.	Deltek GCS, Vision	25	9.6
Stoneridge Software	Barnesville, Minn.	Dynamics AX/NAV	87	11.4
Sunrise Technologies	Winston-Salem, N.C.	Dynamics AX/365	125	33.6
SWK Technologies	Livingston, N.J.	Acumatica, NetSuite, Sage 100/500, X3	140	27.6
Synergy Business Solutions	Portland, Ore.	Dynamics SL, Intacct	31	6
Tamlin Software	Dallas, Texas	AccountMate	16	4.4[E]
Technology Management Group	El Segundo, Calif.	Dynamics GP/NAV/SL/365	26	6.4
TM Group	Farmington Hills, Mich.	Dynamics GP/SLNAV/365, NetSuite	46	9.5
Third Wave Business Systems,	Wayne, N.J.	Business One, Business One Cloud, Dynamics GP	37	6.6
Tribridge	Tampa, Fla.	Dynamics AX/GP/NAV/SL/365; NetSuite	750	140
VARC Solutions	Friendswood, Texas	QuickBooks	10	1.5
Vision33	Irvine, Calif.	SAP Business One, B1 Cloud, B1 Hana	167	34.8
WAC Consulting	Northborough, Mass.	Abila MIP, Acumatica, NetSuite, Sage 50/100/300/500, X3, QBES	40	6.5
Warren Averett Technology Group	Montgomery, Ala.	Dynamics GP, Intacct, QuickBooks, Sage 100	58	5
WebSan Solutions	Toronto, Ont.	Dynamics GP/NAV/365	21	3.8[c]
Western Computer	Oxnard, Calif.	Dynamics AX/NAV	160	35
Wipfli	Milwaukee, Wis.	Abila MIP, Dynamics AX/GP/SL/365, Intacct, NetSuite	300	34.9

Notes: *Canadian dollars; E, Estimate

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"My biggest challenge has been finding the biggest sales people," Bennett says. "I do very well when I do the sales. But I cannot be the only sales person in the company."

Bennett also followed a practice that has been seen elsewhere when companies start selling cloud products. She sold to new customers, not the installed base. Besides, Bennett felt it would be unethical to pitch Acumatica to Dynamics customers after selling them on the Microsoft product.

"If I knew they were looking at something else, I did bring up Acumatica," she says. "I did convert a few of them."

But first cloud sales are usually to new customers, not to the installed base. For example, Intuit built its 1.6 million subscriber base of QuickBooks Online largely by selling to businesses that did not use the desktop version of the vendor's market-dominating small business accounting software.

Another reseller new to cloud computing reselling, Leap the Pond, was named Intacct's Rookie of the Year in 2015. Okay, so Leap the Pond was new to reselling—but it was not new to Intacct. David Furth's organization spent the first seven years of its existence providing consulting services for Intacct dealers.

"We did a lot of implementation work, walking beside the sales team through the sales process" says Furth, who founded the Milford, Conn.-based firm in 2007.

That experience gave the reseller a big advantage in one area that Furth considers critical: knowing the product.

"The hardest part of selling software is hav-

Taylor Macdonald,
Intacct

ing the qualifications and credentials," says Furth. "We had implemented Intacct for nearly 200 companies before we became a reseller. "Now, it's close to 300."

Furth says selling Intacct makes a difference in the skills of staff hired. Leap the Pond is not largely hiring the technical personnel that have been the staple of desktop VARs."The people we hire have experience in accounting operations," he says. "They are out of CPA operations or have been in accounting operations in a corporation."

According to Furth, Intacct's administrative console reduces the amount of technical knowledge most employees needed. The firm has been using partners to develop custom applications on top of the platform. But now that Leap the Pond has matured, it will take on more of that work internally. "In the next to 12 to 18 months, we will have resources like that as part of our team," Furth says.

Furth believes one error firms make is failing to commit to cloud products. Used to have the chunks of money coming in from license sales, they turn back to sales when the pace of subscription seems low.

"It's easy for them to put resources back into where they know they can get the revenue," says Furth. "They have one foot in the water with the legacy products."

Leap the Pond made a different choice. When the pace seemed slow, the firm made sure employees "were working on the products, learning how to use them," he says. "It forced us to find work for them whether that work was with another VAR or with IT."

Alex Solomon, co-CEO of New York-based Net@Work notes the impact of the cloud on compensation plans. "How

Ali Jani,
Acumatica

do you compensate a sales team on a solution that is not sold on-premise?" he says

Actually, it has more to do with the subscription sales model used for cloud products, compared with the license model, than with the technology. Solomon says with license sales compensation is usually based on gross margins and cash receipts. But subscriptions push the receipt of cash over 30- or 60-month periods, "That requires a more creative plan," Solomon says

That is sometimes addressed via leasing, including both the hosted programs Net@Work sells, including Sage applications, and the pure cloud NetSuite. With leasing programs, the cash comes in upfront and sales people don't have to wait.

Patricia Bennett,
PC Bennett

Sage has been late with true cloud applications, so Net@Work has been offering hosted versions of that software for several years, including Sage X-3, and is also hosting Abila's MIP nonprofit accounting software. Those programs are sold on a subscription basis and customers are "paying for it as if they are buying a cloud solution," he says.

The question of how much savings the cloud brings in terms of infrastructure produces a split answer.

Using a cloud product, such as NetSuite—sold by Net@Work—means resellers don't need to employ "SQL services back-up experts and people who know big switches and routes. All of that is taken care of," says Seth Ellertson, the VAR's VP of sales.

However, technologists are still needed when firms are running hosted software. And there are many applications to be integrated in an environment in which some applications are in the cloud but others are not and to integrate NetSuite with other applications.

Solomon says the cloud-based application has been very good for business. "NetSuite has gotten us in to so many new opportunities," he says. That stems in part from influences that have been widely described as driving cloud adoption. Solomon continues that "Some of it is clients from a younger generation that want to embrace the cloud." Also, newly formed business are more inclined to buy cloud products. "They don't want to be in the business of managing their infrastructure," Solomon says.

Cloud Momentum

So as a new class of VAR Stars debuts, the issues they deal with are getting more complex. In particular, the push to move customers to cloud products is gaining speed.

One publicly held reseller recently described the channel as in turmoil because Mi-

Selecting the 2016 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.

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crosoft is pushing customers and resellers to Dynamics 365, the cloud version of Dynamics AX. The turmoil stems from Microsoft's lack of an announced migration path for desktop AX users.

The turmoil affects a lot more than Microsoft. Oracle this month successfully acquired NetSuite—employees, resellers and customers were already wondering how the cloud product would fit into the larger software company. NetSuite is now an Oracle subsidiary

Net@Work's Ellertson says his firm tells customers not to worry: NetSuite already used Oracle-based technology and the company's founder, Larry Ellison, also founded Oracle.

Then there's Sage, struggling with an aging desktop product line and trying to move its market to a very new set of cloud products such as the cloud-based Sage One on the low-end and the newer Sage Live, which is believed to be the SaaS product Sage will scale into the mid-market.

Younger companies are moving in on older software companies in more specialized markets. So Deltek, which has dominant in the architectural and engineering market and strong in project accounting general faces a number of cloud-based competitors, among them Beyond Software, KeyedIn Solutions and Unanet.

And it seems clear, for example, that with the introduction of Dynamics 365—that some resellers who picked up SaaS software from other vendors are going to drop them in favor of the Microsoft offerings.

Interdyn BMI has followed that route and has dropped Intacct. "We don't feel there is a place for Intacct in our product line now with 365 out," says Bryan Wilton, president of the Minneapolis, Minn., area-based Dynamics reseller.

Alex Solomon,
Net@Work

It should be noted that Taylor Macdonald, Intacct's VP of channels, said that company's recent Advantage conference that it trims about 10 percent of resellers annually. So, not all who no longer carry Intacct do so of their own choosing.

Market Opportunities

But, turmoil to one is opportunity to another. When Sage backed away from Sage 500 a few years ago, RKL eSolutions began stocking up on resources for that product. In 2013, it acquired the Sage 500 practice of Information Systems Management and has continued to add personnel for that application, although it is not pushing heavily for sales to new customers.

RKL has also beefed up on Sage 100, in January buying Northborough, Mass.-based Baesis for that practice and for the acquired firm's JobOps business.

"We're focused only on selling new Sage X3 and Sage 100c Manufacturing [JobOps] deals, says Walter Goodfield, VP of sales and marketing for the Lancaster, Pa.-based VAR. "Sage 500 is stable and many of our customers are happy with the commitment to support VB6 from Microsoft and the 'no forced migration' strategy from Sage. We are carefully entering dialogues with our Sage 500 customers about replacement strategies as their business conditions dictate the evaluation."

RKL has boomed over the last two years. In its 2015 VAR Star submission, the firm reported revenue of $9.1 million with 62 employees. This year's entry lists annual revenue of $12.3 million and 72 employees.

Goodfield says the acquisitions have produced only a small part of growth.

"Our growth can really be attributed to new customer and installed-based sales revenue," he says. "The acquisitions have provided a strong regional base to expand our marketing and sales territories beyond central Pennsylvania. We also focused our efforts on industry specialization, which is yielding much higher returns on our marketing and referral efforts."

Choosing a different route in taking advantage of change, accounting firm Crowe Horwath early in October introduced a suite for the Dynamics AX that incorporates five add-on applications for users of the Microsoft desktop product.

The company's press release stated the purpose of the release was to "further enhance this platform for existing Dynamics AX users."

"Microsoft continues to push the envelope on business productivity with its Dynamics 365 platform, and our new apps help Dynamics users maximize the platform's innovative benefits," Crowe principal Simon Riley said in prepared statement. The new applications include a leased asset calculator, batch process manager, financial close workbench, notes optimizer and journal optimizer.

Vendors continue to push for resellers to specialize and many are responding and report carrying products that have not been represented previously in the VAR Stars and Top 100 rankings.

Craig West, VP of channels sales for NetSuite, has no doubt about the important element needed to be successful in selling cloud products.

"You have to commit to building a cloud practice," he says. "That is first and foremost

David Furth,
Leap the Pond

the No. 1 step."

The larger number of deals that VARs are involved in is another difference. West says generally "We see a higher cadence; a lot more transactions, a lot more deals in the pipeline and resellers are closing more deals more frequently.

"The processes are different. The personalities are different," says West.

He also sees significant differences in buyers who are more in tune "to buying virtually. Folks who are buying cloud don't think of the local partner; they want to know who understands their business." That includes touching base with "people who look like them" in terms of not only kind of business, but size of business

West says this trend paves the path to verticalization and his company is more than a year into a microvertical program that seeks to help resellers who want to build a practice in highly specialized markets. Markets being considered are narrow enough that NetSuite does not expect entrants to have little or no competition and to have products that have high gross margins.

A Changing Business

Building a cloud practice requires significant changes from what it takes to accomplish the same with desktop products. For example, the cloud alters how revenue hits the profit-and-loss statements of companies that mark cloud products

Intuit signaled that in the last three years when it changed its revenue recognition policies. It decided to recognize all revenue ratably, a move that shifted $150 million in professional tax revenue into the future. That is the kind of impact resellers face on a smaller scale in the shift from license fees to subscription.

There are other impacts on operations.

Acumatica's Ali Jani says there's a major change from relying on service revenue to building the practice around new sales.

"You are migrating from a 'farmer business' to a 'hunter business'," says Jani, the company's VP of partner strategy, product management, and services.

Craig West,
NetSuite

There has long been discussion about the impact of the business metamorphosis on cash flow as they migrate from relying on large chunks of cash coming from license sales to revenue coming from subscription sales and the cash arriving over a longer period.

Jani says there is also an impact on employment practices. "People will change employees from full-time staff to contract employees,"

Jani says. Contract employees can develop their own businesses by freelancing, but he also expects that maturing resellers will likely transition the part-time contractors into full-time contractor roles.

Intacct's Macdonald says the cloud also has changed user behavior

Bryan Wilton,
Interdyn BMI

When making a buying decision, "Years ago, people might look at six to eight products. Today, they might examine two to three products," he says.

The Intacct executive agrees with Jani's description of a highly evolved sales process.

"Selling on-premise software is so much different than selling cloud applications," Macdonald says. Channel members, he continues, must learn and follow the cloud vendor's sales process. Overall, resellers must "be incredibly engaged with the publisher from a sales standpoint or marketing standpoint," Macdonald says.

Product knowledge is important. But it is also important to learn client needs before embarking on the selling process. Macdonald points to Intacct reseller AccTwo Shared Services which studies the client's needs and issues a summary of findings, much like an audit document.

Macdonald says that process can be a competitive advantage. "I might be the only guy that does summary of findings," he says.

One trend continuing to develop is the return of CPA firms to the technology market.

"Five out of our 10 top VAR partners are CPA firms.," says Macdonald, the VP who heads Intacct's channel program "They are making a wider bet on technology."

Macdonald has repeatedly given his view that cloud products remove the need for accounting firms to build organizations with deep technical skills. They can concentrate on the financials and providing business advice. And many of the larger firms are already organized along industry lines, which fits perfectly with the movement of VARs into specialized markets.

In the Top 100 VAR report published in the spring, CPA firms were visible by where they ranked, more than b y their numbers. There were 12 CPA firms on the list; all but three of those were in the top 50. Seven were in the top 25; four in the top 10.

One way the firms have heightened involvement in the reselling market is by purchasing traditional resellers. Wpfil purchased Brittenford System while Sikich has acquired BCG Systems, Altico Advisors and SCS Dynamics. In 2015, accounting firm Warren Averett acquired L. Kianoff & Co.

There are a lot of things these acquired firms have been, and except for Kianoff, there's one thing they were not—Sage resellers.

BCG and Altico both sold Dynamics GP and NetSuite. Brittenford handled Dynamics GP and SL. SCS, which was always a Dynamics- only shop, marketed Dynamics NAV. Only Kianoff did not fit the mold—it carried Dynamics GP, Intacct and Sage 100/500.

New Faces

This year marks the first time a VAR has included Sage Live, the very new online application, as part of its product portfolio for either ranking. Unanet, which first appeared in this year's Top 100 VAR ranking, shows up again here. As mentioned, Unanet is one of the cloud-based project management applications targeting the same market as Deltek.

Walter Goodfield,
RKL eSolutions

And there are new cloud products coming into the market that are not reflected with this group, yet. For example, Sage introduced Sage Live Not-for-Profit last month, calling it the "first industry-specific packaging for Sage Live." Sage has made no statements about channel plans for that product.

VARs are also showing a tendency to list more specialized products they carry, such as eoStar, Plex and QAD, although that still involves small portion of those selected.

Also new is Tangicloud Technologies, a cloud-based nonprofit from Jay and Leisa Malik, who founded Serenic. Leisa Malik said recently the company is talking to "three or four" resellers, but the company had nothing official to announce. ∎

Bob Scott has been informing and entertaining the mid-market financial software community with his email newsletters for 17 years. And he has been covering this market through print publications for more than 25 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

Abila: *Abila MIP*
AccountMate
Acumatica
BrightPearl
Cyma Systems: *Cyma*
Deltek: *GCS, Premier, Vision*
eoStar
Epicor
Financialforce
Greentree
Infor: *Infor Distribution SX.e Infor CloudSuite Industrial*
Intacct
Intuit: *QBES (QuickBooks Enterprise Solutions)*
Microsoft: Dynamics AX, Dynamics GP, Dynamics NAV, Dynamics SL, Dynamics 365

NetSuite
Open Systems: *OSAS (Open Systems Accounting Software), Traverse*
QAD
SAP: *B1 (Business One), ByD (Business ByDesign) B1 Hana*
Sage North America: *Live, Sage 50, Sage 100, Sage 300, Sage 500, Sage 100 Contractor, Sage 300 CRE (Construction & Real Estate); X3*
Plex
Pronto
Serenic: *Serenic Navigator*
Syspro
Unanet