

5 WAYS CLOUD ERP & THE SUBSCRIPTION ECONOMY ARE MAKING *Microsoft Dynamics* CUSTOMERS MORE COMPETITIVE IN 2015

A Step-by-Step Guide





SMBSUITE ONEVIEW



EVERYTHING AT YOUR FINGERTIPS. **AFFORDABLY.**

1) Move to the Cloud and become more productive (really)

Businesses have traditionally been forced to 'Build' their hosted Dynamics GP solutions from the ground up to get the customized functionality they need: They acquire computing hardware and software, spend money on getting it working just right, and then continue to pay for upgrades and maintenance fees as well as in-house IT support staff. In short, the business 'builds' the technology it needs to conduct business.

If you've ever felt like there just wasn't enough financial and personnel resources to address your most crucial needs, you should start by evaluating what you're spending on your ERP software. Have you accidentally become 'technology driven' in your budgeting and resource allocation?

If you have, a Cloud ERP Solution can help!

Step 1 in our guide requires understanding why a true subscription cloud model like **SMBSuite's OneView** will strategically position your business to realize significant productivity improvements over your dated on-premise Dynamics GP or other ERP solution.

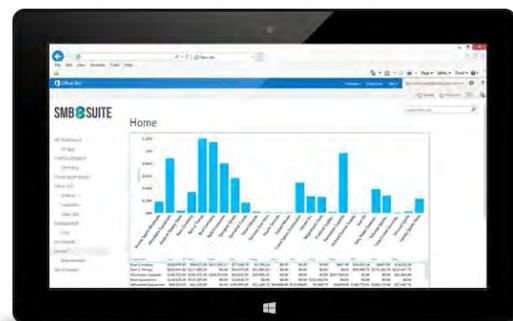
Here's Why:

1. You'll get all the latest productivity advancements like anywhere/mobile access and role-based dashboards unlike anything you've seen in the past.
2. You'll simplify by offloading the expensive hardware investment and the cost to maintain your systems.
3. You'll always be running the best of breed technology—both hardware and software.

For years, big enterprises with huge IT budgets have known the benefits of customized, role-based work spaces that bring the most relevant functions and data front-and-center to make the end user more efficient. Now, Microsoft Dynamics has gone a long way towards providing a solution set that is (basically) pretty simple to customize and bring together the data you need from almost any source. But by leveraging Microsoft's Azure Platform and cloud technology, ERP providers like SMBSuite can deliver new, powerful enhancements much more efficiently than in the past.

Imagine having single sign-on access to your ERP and CRM systems with native integration to Office 365. Now imagine a single, unified dashboard with your most relevant, chosen analytics pulled from anywhere including your industry-specific software. Accessible on any device with an internet connection.

ONEVIEW ROLE-BASED PORTAL



Step 2 will show you how Dynamics GP can make your 2015 a year of investment in your growth, not your technology infrastructure.



TRUE CLOUD SUBSCRIPTION

DRAMATICALLY REDUCE CAPEX



2) Free up capital to accelerate growth with a true cloud subscription

You've hopefully gained a clearer understanding of how the latest cloud-based technology can benefit your business with a host of new advancements that rapidly outpace the traditional hosted software upgrade cycle. Powerful enhancements like SMBSuite's role-based portal and native Office 365 integration, for example.

Step 2 requires understanding how a true cloud subscription can actually *benefit* your balance sheet while bootstrapping you into the 21st century. Read on to learn about how to free up your precious capital with a true cloud subscription model that will complement and enhance all of your 2015 business investment plans

Of course, you need to make certain the subscription model offered is truly all-inclusive. This is an important distinction when so many ERP providers represent themselves as "subscription cloud" only to be backload their low advertised monthly cost with all sorts of additional fees for implementation, training or 24/7 support that a true subscription cloud offer like SMBSuite's already includes.

In short, when you get a quote for the monthly cost of your new ERP solution, if there is any chance that you'll need to pay above-and-beyond that flat rate, it isn't really a true subscription, is it?

Do I have a *True Cloud Subscription*?

A true cloud subscription includes:

- | | |
|--------------------------|--------------------|
| 1. Implementation | 4. Upgrades |
| 2. Licensing | 5. Training |
| 3. Maintenance | 6. Support |

All at a fixed monthly price that isn't subject to annual increases or "time and materials" costs. This model just makes sense to us and it always has. In the days before the cloud, we were pioneers in "fixed-bid" Dynamics GP solutions.

Compare that to the huge upfront investment to do it the old-fashioned way. Do you really want to:

- Pay all lapsed maintenance & fees with Microsoft
- Buy new server equipment to run your software
- Buy new software licenses
- Dedicate IT staff or hire out the implementation (usually both)
- Pay to train your employees on the system
- Secure a 24/7 Help Desk Contract

Even your lapsed maintenance is no problem with SMBSuite. We'll handle everything and you'll know exactly what you'll be spending in monthly operational expenses for years to come.

That makes it easy to confidently reallocate the potentially tens-of-thousands of dollars earmarked for a big ERP upgrade into strategic investments like new hires, marketing spend or other equipment you need to grow.

Of course, you need a partner to bring it all together. That's why step 3 is about choosing the right people to work with.

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UNLIMITED HELP DESK



3) Partner with the experts so you can focus on what you do best

Let's be honest: if you're a small or midsized business you've probably got valuable people that are pulled in too many different directions. Most likely, the same core IT team that you rely on to support your employees are also tasked with maintaining your ERP system. That, or you've got a hefty managed services fee from a contractor.

Either way, your two core resources are under-optimized:

On one hand, your IT team seems to take longer to get anything done because they're project-managing too many simultaneous activities. That loss of productivity bleeds into a loss of productivity for the employees who are relying on IT support to do their jobs. Inevitably you are asked to "add another head in IT."

On the other hand, you've got a service agreement with a partner to manage the software running on the hardware in your building. It just doesn't make sense to convolute the process with your IT team troubleshooting your software with a remote vendor, does it?

And this is when things are going—more or less—according to plan. The point is that just keeping your system up and running is a headache, let alone getting to the point where your solution is so optimized and headache free that you finally feel like your ERP technology is doing what it promised.

What if there was... a big problem? Are you confident that your overtaxed IT team or the service provider monitoring your system health sporadically and remotely have properly managed your backups and have the most current data?

A true cloud solution like ours will manage your data in a state-of-the-art, ultra-secure, super-redundant data center which is constantly upgrading capacity and which our developers and support team know inside and out.

Compared to the false comfort of knowing your machines are in your building and watched by your employees, leveraging the best of breed technology and the best-in-class maintenance and support just makes a lot more sense.

SMBSuite's OneView subscription always includes unlimited 24/7 Help Desk Support

The traditional help desk is fine, if you're OK with paying extra for support that only focuses on break/fix solutions. But a cloud ERP solution allows for a much more in-depth 24/7 support offering like **SMBSuite's Business Success Desk** goes beyond mere ERP software support, offering you success-oriented business guidance:

24/7: unlimited access to our knowledge base and team of business experts who are intimate with your business, your business software implementation and your company goals.

Always Training: leverage help desk experts that are by your side every step of the way, working with your business to help you reap the most return from your business accounting software by training employees, generating reports and providing guidance and "how-to's."

It only takes 3 steps to start affordably leveraging the latest technology. But shouldn't you have a plan for your next upgrade now? on to Step 4.



UPGRADES ON YOUR TERMS



4) Get the latest technology & never pay extra to upgrade

It's an old adage that as soon as you buy the latest and greatest piece of technology something bigger and better will come along. For the average business technology cycle this probably isn't a big deal as long as your solution meets your needs. But as time goes on and you fall further and further behind, the cracks start to show.

You see, upgrading traditionally requires a significant Capital expense including consulting services, hardware, etc for every single upgrade. Usually the customer decides to "Put it off" based on budget or resource availability which then creates a perpetual spiral of being multiple versions behind.

Your productivity is now capped because you're missing out on crucial upgrades and new functionality, while your dated hardware and software are resulting in more support & maintenance costs. In an attempt to avoid a potentially six-figure upgrade investment, business allow these costs to start adding up significantly every year and leaving them nickel & dimed to death.

How long can you afford to wait?

If you're using Dynamics GP you probably love all of the integrations to Microsoft Office and the iron-clad foundation it provides for heavy industry vertical integrations. What you probably don't love is the annual 20% maintenance. If you're like a lot of Dynamics GP users, at some point you just stopped paying it. Now you're looking at lapsed maintenance fees almost equal to the cost of buying the latest licenses outright. It's not a pretty picture.

Or, you're on a one-size-fits-all ERP platform like NetSuite's where you're twice yearly upgrades come whether you're ready or not and before you've had a chance to test it (unless you want to pay—surprise, surprise—extra for that "feature").

A true Cloud solution like SMBSuite's OneView offers you the best of both worlds: no matter how much your lapsed maintenance fees with Microsoft, you'll never need to pay them. You'll start fresh on the latest version of DynamicsGP and you'll always upgrade when and how you want.

Not very long!

Getting current and staying current isn't a "nice to have." It's a necessity if you want to maximize your ERP spend. That's why an all-inclusive cloud subscription is such a strategic investment: it levels out the expense over several years and, since it includes all your future upgrades automatically, you don't have to worry about squirrelling away dollars for the next "big upgrade."

Because when the next version comes out, you'll be ready—assuming it's a good time for you and everything is working in the test environment we include with every subscription.

So that big maintenance bill that's keeping you up at night? Consider it handled. And the fear that you can't afford to upgrade or stay on the latest version? Don't worry about it!

A true cloud solution with a true subscription pricing model should have you feeling a lot more confident about your strategic position.



EMPOWERED
PERSONALIZED



5) Gain confidence in the future knowing you're ERP system is finally working for you

If you've stayed with us this far, you've hopefully gotten a few compelling reasons why you should expect more from your ERP solution. Now that you know how a few painless tweaks to the hosted software or "faux cloud subscription" you currently use can help you to strategically manage your cash flow and minimize your out of pocket investment, The question remains what to do now that you've stopped worrying and started growing your business smarter by leveraging a cloud subscription ERP solution like SMBSuite's OneView Subscription Dynamics GP.

Here's a recap of how Dynamics GP can make you more competitive

- 1) **Cloud ERP technology can make your business more productive by simplifying the investment, deployment and support aspects of your Dynamics GP solution**
- 2) **A true subscription model can transform a significant and sometimes debilitating capital expense to purchase a new ERP solution to a manageable, fixed monthly operating expense**
- 3) **"Leaving it to the experts" can free up hours of resources and tens of thousands of dollars in service expenses while delivering better results than a taxed in-house IT or a managed service provider could ever hope to**
- 4) **A subscription cloud solution like ours will help you skip your past-due maintenance and ensure you never pay extra for maintenance or upgrades again.**

These are strategic avenues you should seriously consider as 2015 draws nearer. If you believe your current ERP solution is leaving something to be desired or is falling flat in any of the above 4 areas then you're missing out on probably the most important benefit a Dynamics GP solution like SMBSuite's can offer:

5) **Better strategic positioning will give you the confidence to handle the risks and challenges of growth**

When you can eliminate uncertainty from your business outlook you eliminate the second-guessing, compensating and delays that keep your business from achieving all that it could.

So What's Next?

If you've followed these steps and implemented a true cloud subscription solution then consider the ERP challenge solved. Now ask yourself what you can do instead and make a plan to do it!

If you haven't yet, then what are you waiting for? When you add it all up, it should be obvious to you whether a subscription cloud solution like SMBSuite OneView can run circles around your current solution.

If it looks like you could benefit from a solution like ours, then you might be interested in our short, one-page data sheet that outlines the [5 Steps to Migrate Dynamics GP to SMBSuite's Cloud](#). Or you can request a free consultation to learn about our amazing industry integrations & role-based solutions [here](#).