



The Napkin Guys: ERP Sales Commitment

Bryan Bechtoldt: Hey, Tim. It's a great day out here on this Sprecher patio. Man, this is awesome.

Tim Hanson: This beer is incredible today.

Bryan: It's fantastic. Beautiful Wisconsin day. We got corn in the background....

Tim: Yeah, you know the only thing I was worried about? You've seen Children of the Corn?

Bryan: Yeah.

Tim: Someone comes flying out of that thing!

Bryan: Hey, listen, you got time for one more business question for me?

Tim: Yeah, let's do it. Let's go.

Bryan: I got a buddy that's got a company that's growing like crazy and he's looking at software-as-a-service - SaaS to kind of put some of his business applications kind of not in their internal center. We've talked about this stuff in the past and he's looking at the NetSuites and the Intacct, but when you take ERP kind of out of your business, that's a pretty big deal. And you know I'm going to give him some good advice to make sure that he's making a real good purchasing decision.

Tim: Right.

Bryan: And that he's making a decision that's just not kind of short term, but like medium and long range, too.

Tim: Yeah. Well, and we've talked a little bit in the past about this, but as you look at what I call the buying criteria. Those players, NetSuite, Intacct, there's differentiators especially when you compare them to some of the products we work with. While we have experience with all of those in Acumatica solution, for example, we really have a lot of differentiators. One would be choice of deployment.

Bryan: Okay.

Tim: So, we've talked, as organizations try to make that decision to move to the cloud in a software-as-a-service model. Sometimes you may want to adopt more of a crawl, walk, run approach.

Bryan: Right on.



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Tim: So, we've tried to remain objective in the products we work with. Meaning, choice of deployment within Acumatica, if cloud's appropriate, and SaaS and license is appropriate, Acumatica offers that but could also fit well into a private data center or on-premise and installed locally and license traditionally compared to a NetSuite or an Intacct. SaaS soft models only.

Bryan: And that's really about control, right? I mean when you move, what you do, how you do it - all of that's about control.

Tim: Yeah. So control would be another big differentiator. Control from a couple of perspectives. One, your data. So do you control your data?

Bryan: Yeah.

Tim: You know, Acumatica being in the sequel server database and if you decide that you don't want it deployed from a SaaS perspective, or you want to perhaps move in a different direction, your data is delivered in sequel server as opposed to in an Excel flat file.

Bryan: Oh, excellent. So I can actually deal with it.

Tim: Second would be, as you know in a SaaS model particularly, the service is upgrading your software on a frequency. With Acumatica, choices of when that upgrade actually happens so you can schedule it within your time frame. As opposed to it simply showing up on day one of a real busy season with an Intacct.

Bryan: I can schedule my natural rhythm on my business and that's not some schedule that a provider has got.

Tim: Exactly. And then, you know, control. Being flexible to be able to control your business logic so that if you need to tailor that application, you have that flexibility within Acumatica. To be able to control your business rules and your business logic a bit more than you do with the other solutions.

Bryan: Yeah, because no business, no two businesses, are exactly alike. So sometimes you want to have that ability.

Tim: Right. One other big key differentiator, Bryan, is pricing structure. You know NetSuite, Intacct, classic models per user pricing, Acumatica, that we've talked about this before pay the price, enable the organization unlimited user pricing essentially.



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Bryan: And so that basically makes that line of business application now can be exposed to a lot of people as my business grows and as needs dictate. Without really handcuffing me financially.

Tim: Yeah. The last one I would just say is there's a big difference between a direct go-to-market strategy that a NetSuite or an Intacct deploy. They have hybrid models, Acumatica - one of the only channel lead go-to-market strategies in the industry, which means, and how that equates to your customer typically local support. Partner led models. So Acumatica being a channel only go-to-market strategy compared to a NetSuite or Intacct, it's a hybrid model. So you could be dealing with corporate from a sales perspective and then you don't know where your implementation team is going to come out of.

Bryan: And we know partnership with our clients is a big deal and understanding their businesses and how the nuances the software can help them. That kind of intimacy just may not be there in a SaaS model.

Tim: Exactly.

Bryan: Excellent. Well, fantastic. So what we got is a choice of deployment. We got control over upgrades and data. We've got good pricing structure and local support.

Tim: Perfect.

Bryan: Hey, thank you.

Tim: Hey, while it's still in the glass.

Bryan: Yeah.