

Bob Scott's

2022 VAR STARS

Help Wanted:
The Search
for Talent



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Help Wanted

The Search for Talent

A lot of resellers experienced a good year as the country began emerging for the COVID-19 pandemic. After all, pandemic-induced remote work accelerated the move of clients to the cloud.

But that made an already tight market for ERP consultants even more competitive.

In terms of recruiting, “IT is hard,” according to George Mackiewicz, owner of Cal Business Solutions, which handles Dynamics GP and Acumatica. He says older consultants know the business but have a hard time shifting to a more technical product such as Acumatica while “Experienced Acumatica resources are limited; they want more money than they are worth.”

While consultants can charge more than \$200 an hour in a larger market, “I can’t do that in a smaller practice based in Connecticut.”

Mackiewicz has not taken advantage of the Acumatica training offered through Twenty AI but continues to look for “people who are looking to make a change and hungry.” That includes those attending night school for technology and those who have worked in accounting or front lines in warehouse or customer service, order processing, inventory and purchasing.

The firm has candidates work in Acumatica University to gain a baseline understanding of Acumatica. They are shadowed for months by senior team member and are given small tasks to build experience. In all cases, Mackiewicz watches for warning signs the candidate is in the wrong job.

While firms continue to pursue their own methods of recruiting, the shortage is severe enough that the problem has landed in the laps of vendors. After all, even though business has been good, if more consultants were available, it could probably be better.

Vendors including Acumatica, Epicor, NetSuite and Sage have responded with formal programs that are attempting to bring more resources in the market, instead of having firms trying to hire consultants from each other. Sage with its Intacct product turned to Dynexus Recruiting and Acumatica to Twenty AI.

Alex Solomon, president and co-founder of Net

at Work, said the firm has hired 22 employees via Dynexus. “Overall, we have had very good hiring experiences,” Solomon says.

Net at Work has multiple recruiting strategies, including a full-time, internal, recruiting team and working with several swlwrw industry-focused recruiting firms, which provide training to candidates. It also has a First-Year Associates program for giving college graduates a one-year rotation of training and mentoring and a leadership development program for filling positions from within the company.

“We offer a generous bonus for employees that refer a friend to Net at Work,” says co-president and co-founder Eddie Solomon. “We have been adding nearshore and off-shore talent to Net at Work as well and will continue to consider this as an additional strategy if appropriate.”

The outside recruiting effort is helping, but it is not solving the consultant shortage. “It is having some impact. It is not going as fast as we need it to go,” according to C.J. Boguszewski, Acumatica’s VP of partner services and strategy

Through October 28 members of the channel listed 45 jobs that drew 172 candidates. Out of that group, there were 63 offers with 52 accepted, Boguszewski says.

Epicor has put together bootcamps to provide an expedited training program along with investing in local college programs. The company is providing software for intern programs and that “has been very helpful as well,” says Brenda Nobleza, Epicor’s regional VP for the America’s channel

Similarly this year, Oracle NetSuite has introduced a NetSuite SuiteLife Campus, a six-week instructor-led course to help bring more consultant talent into the market.

The vendor is working with partners who hire college graduates and do some of the onboarding. NetSuite holds a six-week onboarding course, which includes consulting and accounting training.

“We have had first cohort already attend,” says Craig West, VP of alliances and channels. “We are getting borderline sold out through the first half of the year.” NetSuite had planned to begin one session per month but now is planning for two a month in some cases.

There are two weeks of self-study with four weeks of instructor-led virtual sessions. Resellers pay for the courses in which “we do much of the heavy lifting,” says West.

Designed for new graduates or those with less than two-year’s experience who are career re-entrants, the program was initially introduced in North America and Europe, with plans to roll out other regions. Price at about \$4,000 per student, the course utilizes gamification, workshops and hands-on case studies.

Students learn industry fundamentals such as basic accounting principles and best practice approaches to KPIs, along with soft skills including presentation and conflict resolution and NetSuite product functionality, features, migration techniques, and configuration. They are also taught NetSuite’s SuiteSuccess deployment methodology.

“The feedback is that it is absolutely working,” West says. He cites the case of accounting firm Sikich, a reseller that has utilized the program. West notes that with that training “time to billability is dramatically better than when they do their own.”

And that time to billability is critical as resellers “want someone who is going to be billable from day one,” says Nancy Teixeira, channel chief or Sage North America.

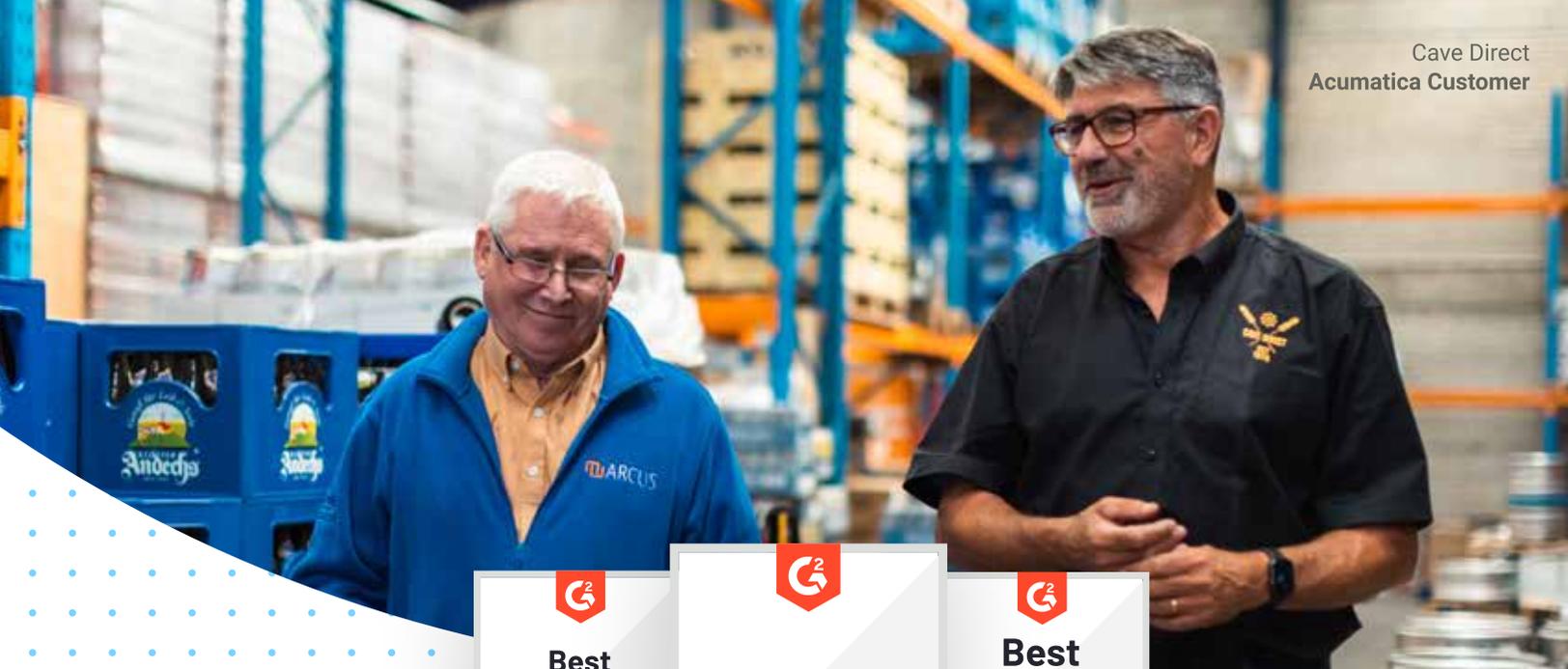
Sage’s training program is designed to accelerate time for consultants to from beginning to full certification. It involves four weeks of hard skills training, including learning how the software works, and one week of soft skills learning how to be the consultant. Sage trained 175 individuals through the program that had a soft launch in the first quarter of 2022

In terms of helping the channel, “I think this

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George Mackiewicz,
CAL Business
Solutions



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FALL 2022

G2
Best Usability
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Our Cloud ERP system is flexible, our promises aren't.

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business
functionality

Customer-friendly
business practices

Leading-edge
technology

 **Acumatica**
The Cloud ERP



Company	Headquarters	Product Line	Employees	Revenue \$M
Accelrynt	Plano, Texas	Dynamics BC	19	10
Accordant Co.	Florham Park, N.J.	Acumatica, Sage 100, Contractor/300 CRE, Intacct	57	12
Baker Tilly Digital	Houston, Texas	IFS, Intacct, Oracle	450	68.4
Ace Microtechnology	Atlanta, Ga.	Dynamics BC/GP	34	7.4
Acumen Information Systems	Orlando, Fla.	Sage Intacct, 300	19	4.1
ADSS Global	Miami, Fla.; Exton, Pa.	Sage Intacct, 100c/300c	192	43.2
Aktion Associates	Maumee, Ohio	Acumatica C/D/M; Infor CloudSuite Distribution, SXe, FACTS; A+; Intacct, Deltek Vantagepoint	215	54
Algorithm	Columbus, Ohio	Acumatica, Epicor, Exact, Globe/Synergy	25	6.2
Alithya	Montreal, Que.	Dynamics 365	2000	189
Alta Vista Technology	Southfield, Mich.	Dynamics BC/GP, Intacct	32	11.1
Answer Company	New Westminster, B.C.	Acumatica, Sage Intacct, 100/300/500, X3	120	25C
Archerpoint	Atlanta, Ga.	Dynamics BC/NAV	140	26
Armanino	San Ramon, Calif.	Dynamics AX/BC/F&SCM/GP, Sage Intacct, Workday	653	192
ASWI	Houston, Texas	Acumatica	11	2
BAASS Business Solutions	Toronto, Ont.	Dynamics BC, Sage Intacct, 300, X3	140	30C
Bam Boom Cloud	Liberty Hill, Texas	Dynamics BC	130	12
BCS/ProSoft	San Antonio, Texas	DeltekVantagepoint NetSuite, Sage Intacct, 100	34	8.1
Bennett Porter & Associates	Tigard, Ore.	Acumatica, Sage 100c	26	5.9
Blytheco	Laguna Hills, Calif	Acumatica, Sage Intacct, 100	95	38.1
Boyer & Associates	Minneapolis, Minn.	Dynamics BC/GP/NAV/SL	35	7.9
BrainSell Technologies	Topsfield, Mass.	QBE, Sage Intacct, 100c/300c	60	11.2
Business Technology Partners	Deerfield, Ill.	Infor CloudSuite Industrial, Sage Intacct, Syspro	56	15
CAL Business Solutions	Harwinton, Conn.	Acumatica, Dynamics GP	25	6.9
Cargas Systems	Lancaster, Pa.	Dynamics GP/BC, Sage Intacct	182	30.4
Cherry Bekaert	Raleigh, N.C.	Sage Intacct	5	1

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Company	Headquarters	Product Line	Employees	Revenue \$M
CliftonLarsonAllen	None	Acumatica, QB, Sage Intacct, 100	NA	50
CompuData	Philadelphia, Pa.	Sage Intacct, 100	55	13
ComTec Solutions	Rochester, N.Y.	Epicor	55	7.2
Copley Consulting Group A Judge Consulting Company	Woburn, Mass.	Infor CloudSuite Industrial/Distribution	200	60
Cre8tive Technology and Design	San Diego, Calif.	Epicor	75	15
Crestwood Associates	Mount Prospect, Ill.	Acumatica, Dynamics BC/GP/SL	60	20
Crowe	Chicago, Ill.	Dynamics AX/BC/F&SCM, NetSuite	743	101.9
CS3 Technology	Tulsa, Okla.	Acumatica, Sage 100	16	3
Dean Dorton	Lexington, Ky.	Dynamics GP/BC, Sage Intacct, QB	54	18.3
DSD Business Systems	San Diego, Calif.	Acumatica, Dynamics 365, Intacct Sage 50/100/300/500	150	16.5
DWSi	Houston, Texas	Dynamics BC, NetSuite	24	5
DWD Technology Group	Fort Wayne, Ind.	MIP, Sage BW, 50/100, Intacct	28	6.8
EC Solutions	Laval, Que.	Epicor	50	8.6C
Equation Technologies	Encinito, Calif.	Sage300, Intacct	14	5.1
Eide Bailly	Fargo, N.D.	Dynamics GP, NetSuite	225	50
Enavate	Denver, Colo.	Dynamics AX/BC/F&SCM/GP/NAV/SL, NetSuite	400	63.5
Encore Business Solutions	Winnepeg, Man.	Dynamics AX/BC/F&SCM/GP/NAV	115	31C
EthoSystems	Scottsdale, Ariz., Chicago, Ill.	Sage 100 CRE/300 CRE, Intacct CRE	28	8
Express Information Systems	San Antonio, Texas	Dynamics BC/GP; Sage Intacct	15	8
FMT Consultants	Carlsbad, Calif.	Dynamics BC/GP, NetSuite	72	18.4
Fourlane	Austin, Texas	Acumatica, NetSuite, QBE, Xero	90	16
Godlan	Clinton Township, Mich.	Infor CloudSuite Industrial	80	19.2
govirtualoffice	Waunakee, Wis.	NetSuite	52	6.3
Guide Technologies	Cincinnati, Ohio	Infor CloudSuite Field Service, CloudSuite Industrial, CPQ EAM, OS, XA	40	11
HSO (North America only)	New York, N.Y.	Dynamics FUYSM	500	155E



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is going to be the needle mover,” says Teixeira, **Hot Business**

Reseller numbers show the kind of demand that is driving the need for more personnel in the midmarket channel

Goldan, which sells Infor CloudSuite Industrial (Syteline) has had a strong year. In its VAR submission this year, the Clinton Twp., Mich.-based reseller reported revenue of \$19.2 million, an increase of 17.1 percent over the \$16.4 million reported in its 2021 VAR Star submission.

Bobby Rudder, EVP of marketing and communications, attributes part of the success long-term planning to the leadership organization. Ten years ago,

Ed Lanko, who founded the company in 1984, established an executive leadership team over each area of the business. That includes sales, marketing and professional services.

“In that decade, we have grown to be the largest implementation provider for our product in the world,” says Rudder. That not only includes implementations for Godlan’s deals but for those of the Infor direct sales force.

Rudder notes a couple of years before the COVID-19 outbreak, Godlan began studying how to deliver services remotely. Travel cost and time were difficult for employees and for the customer who was paying for the travel time and that ability to deliver services came as the market’s need was critical.

In addition, many observers says that the web-era means customers have performed a great deal of research before calling a vendor about a purchase. That means have good content available is critical, and Godlan emphasizes having a great deal of content available.

Rudder says the company has several digital properties—both blogs and web sites. “We put quality content out there,” he says. While many

channel firms “may have one or two resources, we have five,” he says.

The company also emphasizes responding to web inquiries quickly. “When a customer touches us on the website, they fill out a form to get content, we respond within minutes,” Rudder says.

“We were just in a position to do it,” he says. While employees are now going on site, Godlan is still performing ‘a good bit of remote installations.’”

Picking Up Awards

The big kid on the block, RSM US, continued its growth and continued to score awards from all three vendors whose cloud ERP products it carries—Microsoft, Sage and NetSuite.

It continued its streak as NetSuite Solutions Provider of the Year and was selected for the Microsoft Inner Circle. This year, the accounting firm added the title Growth Partner of the Year for Sage Intacct.

Over the last year, the unit’s revenue grew to \$504.4 million, according to its submission for the VAR Stars 2022 selection, an increase of 8.6 percent from \$464.5 million for its 2021 submissions.

While the move to the cloud has dominated the market, the problems business seeks to solve largely have not changed. The main concern is still “How do we increase and accelerate revenue,” says Matt Kenney, business applications leader for RSM.

And despite the rapid growth in cloud installations, there are still a lot of sales to be made.

“The reality is that a lot of the middle market has not moved to the cloud,” Kenney says.

In that category is RSM’s “huge base” of Dynamics GP clients. “A lot of them are going to Dynamics BC,” the path set by Microsoft, but others “want to step back and assess their options. Both Intacct and NetSuite have had some success with the GP clients.



Alex Solomon, Net at Work



Bobby Rudder, Godlan



Craig West, Oracle NetSuite

But many of these GP users have complex systems that they have been using for 20 years. “It’s not a quick migration,” Kenney says.

Oracle NetSuite continues in the areas in which it has historically been strong—particularly with software companies. It also performs well in multi-currency and multi-languages environment.

Although the Oracle name has benefited sales of NetSuite, NetSuite “has built a good brand around speed and ease of use,” Kenney says. Whatever the appeal, Oracle has reported NetSuite sales have risen by 25 percent or more for ten consecutive quarters.

Wide-ranging Business

Net at Work continues to expand on a number of fronts. It has been acquiring legacy practices from other Sage VARs, including purchasing the Sage practice of accounting firm Eide Bailly in November. In November, it acquired the Sage X-3 business from SWK Technologies.

In the last year, it also purchased the Sage 100 business of Velosio and Blytheco’s X-3 practice. In addition, Net at Work continues to purchase other resellers—in 2022, acquiring one Sage 300 reseller and an Acumatica VAR.

It has also brought back Tom Miller, who headed the Net at Work Alliance program, to help with merger & acquisitions.

On top of that, the firm’s managed services business continues to expand rapidly, Alex Solomon says, and there are more than 600 Sage customers hosted by its Cloud at Work sister company.

That kind of growth boosted Net at Work to \$73.5 million in revenue and made it No. 11 on Bob Scott’s Top 100 VAR list for 2022

A historical Sage reseller, Net at Work also carries Acumatica and NetSuite.

NetSuite has been fruitful in more than own way. Sales have been brisk. “NetSuite did an amazing job seeding the marketplace,” says Solomon. Besides making new sales, Net at Work has also been successful at implementing the cloud-based product for customer sold by other resellers and by NetSuite’s direct sales force.

“A lot of accounting firms will call us and ask, “Can you take over this customer?” Solomon says.

Out Recruiting

Epicor has increased recruiting activity although it is not seeking dramatic rise in the number of dealers. In the spring, there were 20 resellers and 25 service partners, and the software company is being very selective about which businesses it signs.

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Selecting the 2022 VAR Stars

The selection of mid-market accounting software resellers for Bob Scott’s VAR Stars rests on 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 for the honor.

Criteria for selection include vendor resellers have received, such as the Microsoft Dynamics Inner Circle and the Sage Intacct President’s Circle, 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. In some cases, numbers submitted for Bob Scott’s Top 100 VARs were used.

Company	Headquarters	Product Line	Employees	Revenue \$M
Innovia Consulting	Onalaska, Wis.	Dynamics BC/NAV	92	17.9
Intellitec Solutions	Wilmington, Del.	Dynamics BC/GP/SL, Sage Intacct	28	7.6
I-tech Support	Ocoee, Fla.	Acumatica	34	8.8
JMT Consulting	Nashville, Tenn.	MIP, Sage Intacct, 300	45	11.2
K&R Consulting Group	Johnston, Iowa	Acumatica, Sage 100	14	4.2
JourneyTeam	South Jordan, Utah	Dynamics BC/F&SCM/GP	155	27.3
Kerr Consulting & Support	The Woodlands, Texas	Sage Intacct, Construction, Sage 100 Cont/300 CRE, Sage 100/300/500, X3	110	14.8
LBMC Technologies	Brentwood, Tenn.	Dynamics BC/GP/SL Intacct	105	33
Logan Consulting	Chicago, Ill.	Acumatica, Dynamics AX/BC/F&SCM/GP/NAV, QAD	45	20.2
Marcum Technology	Melville, N.Y.	Acumatica, Dynamics GP/SL, Jamis Prime, Sage Intacct	75	39
Martin & Associates	Cincinnati, Ohio	Acumatica, Dynamic GP, Sage 100/500	24	5.6
Mendelson Consulting	Ft Lauderdale, Fla.	QBE, QBO Advanced, Dynamics BC	17	2.3
Mibar.net	New York, N.Y.	Acumatica, Dynamics GP/365, NetSuite	28	10.5
Microaccounting	Dallas, Texas	Sage Intacct, 100	29	9
Navigator Business Solutions	Salt Lake City, Utah	SAP Business 1, Business 1 Cloud, Business ByDesign	40	19
Net at Work	New York, N.Y.	Acumatica, MIP, NetSuite, Sage 100/300/500, X3, Intacct	190	53
NexLan	Danville, Ill.	AccountMate, Acumatica	12	2.6
NexTec Group	Seattle, Wash.	Acumatica, Dynamics GP/SL, Sage 500, X-3	124	22
Oasis Solutions	Louisville, Ky.	NetSuite, Sage 100, Intacct	28	8.8
Out of the Box Technology	Tigard, Ore.	QB Enterprise, Online, Pro, Premier	63	7
Paradigm Technology Consulting	Allentown, N.J.	Dynamics BC/GP	70	10
PC Bennett Solutions	Spokane, Wash.	Acumatica	26	4.3
Postlethwaite & Netterville	Baton Rouge, La.	Sage Intacct, 100	NA	0.818
Protelo	Folsom, Calif.	NetSuite	47	10
Queue Associates	New York, N.Y.	Dynamics BC/F&SCM	72	8.1

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Now there are 18 resellers and 35 service partners as Epicor purchased the Evron reselling business in November and one reseller switched to a service role. But recruiting continues for both categories.

"We are certainly looking for people who have skill in the industry. It is a difficult thing to take on a new product," says Epicor's Nobleza. "It is a fairly long runway to revenue."



Matt Kenney,
RSM US

It is looking for resellers with experience, for example, this year picking up Algorithm, which had taken on Acumatica, joined the Epicor channel this year. Epicor also added two resellers and three services partners in Latin America in 2022.

"That is definitely an area where we are continuing to grow," Nobleza says.

During the year, Epicor shifted its payment model, which Nobleza says had not changed in several years, meaning it still rewarded license sales.

"We shifted the model to incentive SaaS," says Nobleza. "Seventy-five percent of our business is now SaaS." That increases the rewards for resellers as Epicor is offering margin on the terms of contract, not just on the initial contract.

Epicor has begun painting a public picture that it is growing. In November, the privately held company reported revenue for fiscal 2022 topped \$1 billion for the first time, an increase of 9 percent over fiscal 2021 with annual recurring revenue "north of \$800 million" and SaaS comprising 30 percent of that amount.

Channel Growth

Business has been good for the Sage channel

with Teixeira reporting resellers produced "high double-digit year-over-year growth" and that came after a prior good fiscal year.

In fact, Sage has continued to improve its over-all performance since acquiring Intacct in 2017 and the market for the cloud product has expanded geographically and in the number of vertical markets addressed.

In the last two years, Sage introduced Intacct in the United Kingdom, Australia, New Zealand and South Africa with other countries to come. In October, Dan Miller, the EVP who leads Intacct, said at the Sage Transform conference, "We are going to go where Sage has great presence." That would include countries such as France, Germany and Spain.



Brenda Nobleza,
Epicor

Sage Intacct Manufacturing debuted in France and was scheduled to enter the United States and United Kingdom during Sage's year ending September 30.

That product joins X-3, the manufacturing product Sage has had on the market for several years. X-3 will continue to be the product of choice in process manufacturing while the Intacct package will focus on discrete manufacturing in areas such as mixed, repetitive and make to stock. In addition, X-3 is targeted at the upper midmarket, while Intacct Manufacturing is designed for the middle and lower sections of the mid-market.

"X-3 has had a fantastic year," says Robert Sinfield, global head of products for both manufacturing products.

Net at Work's Solomon agrees with that sentiment, and says his firm's X-3 sales have more than doubled. "Our X-3 business is more than a

\$20-million business," he says.

In fact, new features and capabilities are being added to X-3, including the same capabilities coming to Intacct manufacturing, which Sinfield says is made possible by Sage's development framework.

Sage appears to have stabilized its channel. It signed most of the larger Sage VARs who had picked up competing products for Sage Intacct and while Acumatica had quickly signed on Sage Construction resellers, Sage appears to be faring well in its recruitment effort in having more than 40 them pick up the Intacct entry, according to Dustin Stephens, VP of construction and real estate.

Thinning the Herd

Acumatica gave its channel a bit of shock at its Summit in January, at least to smaller resellers, when it announced VARs were required to attain the company's Gold reseller level, eliminating the prior Silver level.

It's not that the channel had a bad year, VAR revenue grew by 42 percent year-over-year with 58 percent of that from new licenses and there were 50 new VARs added in that time.

But Acumatica saw the need to raise the bar. While smaller resellers worried about meet-



C.J. Boguszewski,
Acumatica

ing the requirements which some had trouble meeting because their staffs were too small, others said Acumatica had too many dealers.

However, the company introduced a services program this fall that may give some of the small fry an option that can keep them in the channel without actually needing to resell Acumatica.

"The services program is designed for folks who don't have the full set of VAR skills," says CJ Boguszewski, VP of partner services and strategy for Acumatica, who acknowledges the changed requirements are probably too stiff for small VARs.

The program offers members of the new segment the opportunity to obtain badges and work with the resellers. "Ultimately, it's a supplemental program," he says. Moreover, the services partners can play an important role at a time the industry has a severe labor squeeze.

The most aggressive recruitment is in Canada and the United States. In the United States, "historically we have looked at acquiring people who have had other ERP businesses," he says.

Acumatica is also looking for larger resellers. In Bob Scott's Top 100 VARs, 16 of the top 25 resellers carry Microsoft's Dynamics line, but only four sell Acumatica while five of that group sell only Dynamics, while the only reseller on the 2022 list to carry Acumatica exclusively was No. 79,

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Silver Edge: Putting Employees First

There is one simple rule at Silver Edge Solutions, a Deltek reseller. "Put your employees first and they will take care of the clients," says Maria Vedral, the VAR's president.

Vedral, who has an English degree, founded Silver Edge in 1988, founded the company so she would have flexibility with her children. She has built the firm with no "real marketing. Everything is word of mouth."

Silver Edge markets to professional services firms, including architects and engineers who have been the core of Deltek's business. But it also serves HR and financial consultants who need to manage projects.

"We have annual awards for client for excellence and innovation," she says. Before the Covid-19 Pandemic, "We would send a singing telegram

they would make up a song with words about what a client did."

"I don't compensate people based on how much billable dollars they bring in," says Vedral. The real measure of success is building relationships with clients.

Vedral eliminated the sales teams. Different consultants are leads on deals. "Every consultant is their own brand," she says.

She encourages workers to take breaks to refresh mentally and physically. If a worker says, "I'll have 40 hours by the end of the Thursday can I take Friday off? Do I need to take PTO?" "I say, 'No,'" Vedral says. And if an employee decides to have an occasional lobster dinner on the road, whether that is an approved expense "depends on how long they have been on the road."

Company	Headquarters	Product Line	Employees	Revenue \$M
Quisitive Technology Solutions	Toronto, Canada	Dynamics BC/F&SCM/GP/SL, Sage Intacct, Unanet	850	96.7
RKL eSolutions	Lancaster, Pa.	Sage 100/300/500, Intacct, X3	96	28
RSM	Minneapolis, Minn.	Microsoft Dynamics BC/F&SCM/GP/NAV/SL, NetSuite, Intacct	2300	504.4
ScaleNorth	Walnut, Calif	NetSuite	194	21E
Sikich	Naperville, Ill.	Dynamics AX/BC/F&SCM/GP/NAV, NetSuite, OpenAir	320	123
Silver Edge Systems	Schaumburg, Ill.	Deltek VantagePoint	10	5.2
SIS	Duluth, Ga.	Dynamics F&SCM	240	25.5
Sockeye Consulting	Anchorage, Alaska	Sage Intacct, 100CRE, 300CRE	47	8.2
Stambaugh Ness Business Solutions	York, Pa.	Deltek Vantagepoint, Vision	42	15.4
Stoneridge Software	Barnesville, Minn.	Dynamics AX/BC/F&SCM/GP/NAV	298	51.6
SuiteCentric	Carlsbad, Calif.	NetSuite	15	3.8
Sunrise Technologies	Winston-Salem, N.C.	Dynamics F&SCM	NA	65
SWK Technologies	East Hanover, N.J.	Acumatica, Sage Intacct, 100c	170	41.7
Synergy Resources	Central Islip, N.Y.	Acumatica, Infor Industrial Suite, Visual	100	22
Technology Management Concepts	Los Angeles, Calif.	Dynamics BC/GP/SL	46	10.5
TM Group	Farmington Hills, Mich.	Dynamics BC/GP/SL, Tangicloud	38	8.4
Turnkey Technologies	St. Charles, Mo.	Dynamics BC/F&SCM	44	11
VARC Solutions	Friendswood, Texas	QuickBooks	16	3.2
Velosio	Dublin, Ohio	Dynamics BC/F&SCM/GP/NAV/SL, NetSuite	450	123.4
Vested Group	Plano, Texas	NetSuite	80	13
Vision33	Irvine, Calif.	Business One, ByD, Intacct	400	52.8
Warren Averett Technology Group	Montgomery, Ala.	Dynamics BC/GP, QBS, Sage 100/100c	39	13.5
WebSan Solutions	Toronto, Ont.	Dynamics BC/GP	50	12C
Western Computer	Oxnard, Calif.	Dynamics BC/F&SCM	180	35
Wipfli	Milwaukee, Wis.	Dynamics BC/GP/SL, Intacct, NetSuite, QB	348	69.6

Notes: **C** Canadian \$; **E** BSI Estimate; **T**, Translated from Canadian dollars



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I-Tech Support. Boguszewski is looking to crack that larger Microsoft contingent.



Nancy Teixeira, Sage

Along with the services partners, there are industry certifications for the various editions—construction, manufacturing, e-commerce and distribution. As announced at Summit, VARs who want those designations need 15 badges for industry certificates and the completion of two implementations.

Remote Work Remains

While the issue of candidate supply is still in a work in process, the other major issue from the pandemic—remote work—has largely been settled. A hybrid-work environment has become the norm in mid-market reselling.

Many firms were already virtual before the Covid-19 pandemic. More have become virtual and the desire for flexibility was evident in comments by firms whose submissions provides information about their experiences

This isn't Elon Musk's Twitter with all employees ordered back to the office. Only one firm, NexLan, based in Danville, Ill., reported its employees had to return to the office

"Those employees hesitant to do so were gently encouraged to find new employment that would accommodate their preferred lifestyle, and they conveniently did so," the company wrote.

But NexLan has a single office in a city away from major metropolitan areas. Companies with more offices that employ consultants allowed some kind of remote work before the shutdown and VARs are more likely to have technology enabling remote work than other businesses their size. There are exceptions—administrative staff is more likely to continue working in an office.

With fewer employees out of offices, the need for real estate has come under unprecedented scrutiny.

Boyer & Associates has rented out half its space; PC Bennett closed an office; RKL eSolutions is consolidating smaller offices; Nextec has less office space than before; BaaS Business Solutions is not renewing expiring leases and Intellitec, no 100-percent remote, is "not going back to the office,"



Maria Vedral, Silver Edge Solutions

An extreme change impacted FMT Consultants, which had moved into "beautiful new office space" in Carlsbad, Calif., in March 2020. Two weeks later, employees were sent home and most remain there. "The office is still pristine (although all the plants have died.), the firm commented.

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.

AccountMate

Acumatica

Community Brands: MIP

Delttek: Vantagepoint, Vision

Epicor: Epicor Kinetic

FinancialForce

Infor: Infor Distribution SX.e Infor CloudSuite Industrial

Intuit: QBES (QuickBooks Enterprise Solutions) Pro (QuickBooks Pro), Advanced

Microsoft: Dynamics AX, Dynamics GP, Dynamics NAV, Dynamics SL, Dynamics 365 BC (Business Central) and

365 F&SCM (Finance and Supply Chain Management)

Oracle NetSuite: NetSuite

Rootstock

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

Sage North America: BWorks (BusinessWorks) Intacct, Sage 50, Sage 100, Sage 300, Sage 500, Sage 100 Contractor, Sage 300 CRE (Construction & Real Estate); X-3

Syspro

Unanet

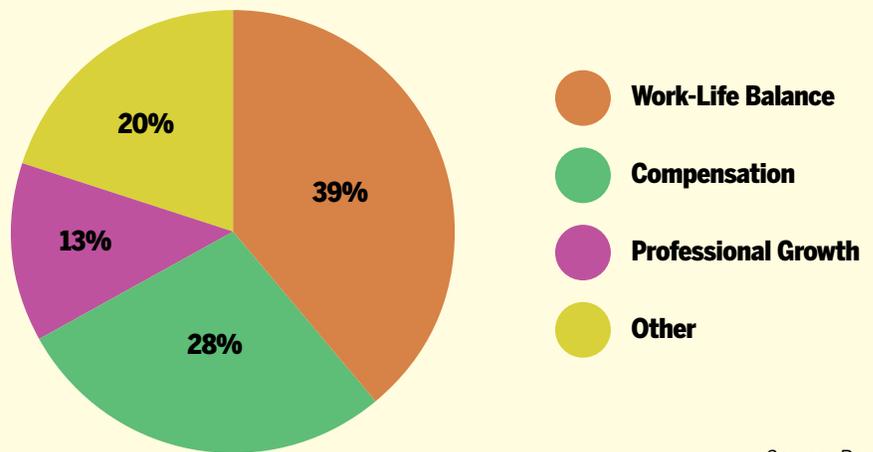
Work-Life Balance Tops Compensation

More workers responding to a poll by Paro in the second half of December 2021 said work-life balance was their most important issue than those who cited compensation.

The survey drew on a sample of 2,042 over the age of 18 in the United States who were interviewed online.

Work-life balance was chosen by 39 percent of knowledge workers as the most important element of their jobs in 2022; 28 percent compensation and 13 percent opportunities for professional growth.

Paro provides outsourced staff for accounting firms and many other kinds of financial organizations.



Source: Paro

A full return to the office is unlikely. "That will likely mean down-sizing our office space and focusing on providing hotel stations, briefing centers and meeting rooms," FMT reported.

Other common benefits reported for remote work were improved work-life balance for workers, and the ability of firm to hire qualified employees regardless of employees.

The biggest drawback cited is impact of remote employees on teamwork. Many VARs are countering this by offering month or quarterly get-togethers such as luncheons.

Bob Scott has been informing and entertaining the mid-market financial software community for more than 30 years, including more than 21 years through email newsletters. His covered started with print publications first as technology editor of Accounting Today and then as the Editor of the former 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.

