Product Brief: Acumatica 5.3

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What is it?
Acumatica is a cloud-based enterprise resource planning (ERP) system.

Who makes it?
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What does it do?
At its core is a set of financial modules, along distribution, accounting and CRM. Acumatica’s modern architecture and solid APIs permit a variety of vertical and functional integrations, including manufacturing, field service and retail management.

Competitors
Competitors include:
• Microsoft Dynamics
• Netsuite
• Sage
• Intacct

Why is it important?
Acumatica is the fastest growing of all of the small-to-medium business (SMB) ERP vendors. Its well-architected cloud-based services have encouraged the migration of not only customers, but of many independent software vendors (ISVs) that provide additional features like manufacturing, retail and enhanced business intelligence. Their browser-based client approach and .Net development model is designed for high performance and low latency, as well as cross-platform compatibility.

Where can I get it?
Various systems integrators (SIs) and value-added resellers (VARs) that align with various verticals can be located on Acumatica.com.

When it is available?
Acumatica 5.3 is available now.

How much does it cost?
SaaS pricing runs between about $1K and $11K per month.

Where in the world is it available?
Supported countries include: Asia, Australia, Canada, China, Europe, India, Latin America, Middle-East, Africa, United Kingdom & United States.

Languages available: Arabic, English, French, Japanese, Russian & Spanish.

Analysis
For the first time, Acumatica invited customers to their annual Acumatica Summit. After several interviews, Serious Insights found that customers generally expressed high satisfaction with their products. Customer meetings focused primarily on buyer-side implementation issues.

One vertical frustration was the lack of awareness of Acumatica within the larger ISV community, leading to lengthy negotiations, or a lack of interest, for migration to Acumatica’s platform for some vendors currently servicing Acumatica customers. In meetings with senior leadership, and the new marketing team, 2016 appears to be a year in which the company will strive to become a much more recognized name, and a viable partner, to an increasing number of functional and vertical partners.

Acumatica 5.3 includes several new features including:
• Enhanced mobile app for order entry, review and approval, as well as CRM and project time capture.
• Improved web services API makes it easier and more efficient to use. Reduces dozens of lines
Simplification tends to result in more reliable interfaces between apps.

- New sales order that supports the analysis of sales, including profitability by customer, salesperson, order, item class, customer class and date.
- General ledger reclassification supports the reclassify transactions during month-end closing with full auditing and history tracking.
- Support for Amazon Aurora RDS offers expanded database choice. With AWS Aurora Remote DB Service, Acumatica customers can leverage multi-zone availability and redundancy.
- Deeper integration with Microsoft Exchange makes it possible to synchronize data and records including email, contacts, tasks and appointments with Microsoft Exchange and Office 365 accounts. Acumatica 5.3 now supports synchronization of all-day events and tracking of email messages that contain references to cases or opportunities. It also includes direct hyperlinked CRM records from smartphones and improved app performance.

Two deals revealed with the 5.3 release point to Acumatica’s growing connectivity and internal capabilities. The acquisition of M5 Software intellectual property and customer base will accelerate the release of an Acumatica Field Services Edition during the next fiscal year. The existing version of M5 will remain available in the meantime.

Perhaps more interesting is the Hubspot partnership that will bring marketing automation synchronization between Acumatica and HubSpot to connect outbound marketing activities with CRM lead flow and processes.

This partnership model has worked well in other areas such as manufacturing where Acumatica relies on JaaS Systems Advanced Manufacturing Software (JAMS) for manufacturing customers, and the Fusion Retail Management System, FusionRMS, for enhanced functionality within retail.

Acumatica will benefit from continuing to improve market awareness of its unique development and deployment models, as well as its browser-based user interface philosophy. The company’s strong customer-first strategy should be noted by potential customers, despite the arm-length relationship that often characterizes traditional SI and VAR distribution models. Acumatica’s vibrant communities help guide the product, and its excellent training materials help deliver solid implementations.