ACUMATICA CONTINUES ITS MOMENTUM AT SUMMIT 2017

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THE BOTTOM LINE

At Acumatica Summit 2017, Acumatica gave customers and partners a glimpse into where the company is and where it is going. Positioning itself as the hub in a multi-cloud world, Acumatica looks to remain one of the fastest growing mid-market cloud enterprise resource planning companies in the market. Key partnerships that extend the functionality of the product were center stage, as Acumatica looks to ensure that it continues to deliver value to customers.

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THE ANNOUNCEMENTS

At its user conference in San Diego, California, Acumatica CEO Jon Roskill discussed the state of Acumatica Cloud enterprise resource planning (ERP) and moves the company plans to make in order to continue growing. With “Innovate, Collaborate, Accelerate” as the overarching theme of the conference, some key announcements included:

- Channel partner growth. Because its ERP is sold exclusively through channel partners, Acumatica must continue to develop its partnerships with value-added resellers (VARs). Acumatica announced that it has over 250 VAR partners reselling its products, with plans to continue to add more. Acumatica is now in the advantageous position where it can be selective about what channel partners with whom it chooses to work.

- Original equipment manufacturer (OEM) expansion. Just prior to the start of Summit 2017, Acumatica announced it had reached an agreement with Senior Software, a Romanian-based OEM software retailer that serves clients.
throughout Eastern Europe. Senior Software joins ACCEO, Visma, MYOB, Lexware, and Censof as Acumatica OEM partners, giving Acumatica market penetration in geographies it wouldn’t otherwise be able to reach.

- Acumatica 6.1. Following on from its release last autumn, Acumatica gave a glimpse to the Summit audience of what they are working on for Acumatica 6.1. With Release 6, Acumatica leveraged its partnership with Microsoft to build an Outlook add-in and deliver embedded business intelligence capabilities as well as make its application programming interfaces (APIs) more accessible (Nucleus Research, Q174 – Acumatica release 6, September 2016). With 6.1, Acumatica is bringing two vertical solutions to market with Field Service and Commerce Editions. Acumatica is also positioning itself to be the connective tissue in a multi-cloud technology ecosystem. To that end, Acumatica has put many open source resources on GitHub for partners and independent software vendors (ISVs) to access. Additional enhancements included in the 6.1 release include changes to dashboards to make them more interactive and customizable, mobile smart data capture capabilities for easy expense reporting, and performance enhancements to help companies continue to scale with the solution.


- Kensium Magento/Acumatica Connector. As part of its Commerce Edition, Acumatica has partnered with Kensium Solutions, which has developed Kensium E-commerce Management Solution (KEMS), to connect Acumatica ERP to Magento eCommerce. The connector synchronizes data between the ERP and e-commerce product. Customers can also benefit from capabilities such as inventory management, sales order processing, and fulfillment. Early adopters are using the solution to develop better production forecasts and increase sales.

Nucleus is encouraged by the announcements made by Acumatica, which demonstrate how it intends to grow and develop product enhancements for its customers. Acumatica realizes that it can leverage its xRP Cloud Platform to build
real-time connectors to point solutions from other vendors far more easily and cost-effectively than building those solutions itself (Nucleus Research, R11 – Acumatica xRP Cloud Platform delivers value, January 2017). A primary challenge for Acumatica moving forward will be making the products built by partner developers easy for the end-customer to implement and use.

CUSTOMER REACTIONS

There were hundreds of customers and partners from around the world in attendance at Acumatica Summit 2017. Nucleus spoke with a number of customers and partners during the conference to get their views on their experience working with Acumatica, what product announcements interest them, and what sort of value they’ve gotten from their deployment.

MANUFACTURING CUSTOMER

One customer from a small manufacturing company has been live with their deployment for just under one year. They had opted for a big-bang deployment, moving off an old custom-built system to Acumatica’s public cloud, while implementing Magento’s e-commerce integrated solution simultaneously. Due to their business needs as both reseller and manufacturer, the Magento e-commerce extension to the ERP system was a key reason why they had selected Acumatica. The customer stressed how Acumatica gave them a blank slate with which they could tailor fit their business, setting it apart from other ERP systems they have considered. Through internal change management and technology upgrades, the company has fundamentally changed their business model from just-in-time production, where they were barely keeping up, to a more strategic approach based on customer data.

The customer said: “We’ve done implementations at other companies with other vendors like Sage and Oracle, Acumatica went way smoother for us. Our biggest benefit is we now have visibility of our operational data so we can make better decisions that lead to more sales. We’ve also cut our financial close from 20 days to just five days.”

RETAIL CUSTOMER

A second customer is a retailer that picked Acumatica because of the flexibility the solution granted them and for the warehouse management solution. Their initial deployment did not go as planned due to issues within their own company and the implementation partner. Acumatica stepped in to support them and get the implementation back on track. The customer continued to work with Acumatica
because they believed in the technology behind the solution and that it could fulfill their needs when implemented correctly. With Acumatica’s help, the customer worked with a new partner to restructure their data and implement a new warehouse management solution. They also leveraged the Magento connector to integrate their e-commerce with Acumatica ERP.

The customer said: “We doubled-down on Acumatica because we saw the potential in the product. We just needed to thoroughly plan our implementation and leave enough time to do it in a logical way. Since we got it right, we’re on track to grow exponentially. For example, we just had our most successful holiday season in our history by far last year. We’re excited about the speed enhancements that Acumatica is bringing to its product, which will allow us to continue to grow aggressively.”

PROSPECTIVE CUSTOMER
A prospective customer was attending the Summit to learn more about Acumatica Cloud ERP. They were early in their due diligence process for finding a new ERP solution and hadn’t looked at other systems yet. They currently run on an unsupported solution with a lot of customizations that works reasonably well for a company their size. However, if they had any aspirations to grow, they knew they needed a new solution that could grow with them.

The prospect said: “This is the first ERP we’ve looked at so far. We tried to implement Epicor before, but that was a big failure. We’ve been able to talk to a number of current Acumatica customers so far and heard good things about the benefits they’ve gotten.”

IMPLEMENTATION PARTNER
An implementation partner was attending Acumatica Summit to meet with Acumatica employees and other partners to knowledge share and network. The partner had been an implementer of other ERP systems before finding Acumatica. They saw Acumatica as the future due to the flexibility of the platform. The partner reinforced how responsive they have found Acumatica to be to any issues that arise, which is vastly different from other vendors with which they’ve worked.

The customer said: “I’ve found Acumatica to be very focused on their partner channel. It is a totally different dynamic than what I’ve experienced with other vendors that are clunky and not responsive. Even though we like the flexibility of the platform we still often see 80 percent of the customer’s requirements met out-of-the-box. It makes my life easier and is a testament to the capabilities that Acumatica is bringing to market.”
ACUMATICA’S STRATEGY

Acumatica’s unique model seems to be working well as it scales. It is able to focus on product improvements and overall business strategy, leaving the sales process to a growing list of VARs and OEMs. Nucleus spoke with many partners that were relatively new to the platform and were attending the conference to learn and network with other partners. Their enthusiasm was palpable and permeated the entire conference.

Looking ahead, Acumatica indicated that will be bringing the latest technologies to its products, such as additional mobile features, a new streamlined user interface, real-time synchronization with Salesforce customer relationship management products, and bot automation of menial, repetitive tasks.

Acumatica’s focus on facilitating a multi-cloud technology environment for mid-market companies continues to be one of its strategic strengths, ensuring that it doesn’t deviate away from its core product competencies. Based on what was on display at Summit 2017, Acumatica remains an ERP vendor to watch as it looks to deliver additional capabilities to customers that are already achieving significant value from their solutions.