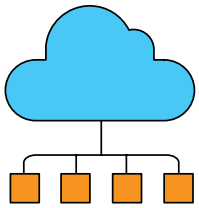
Acumatica
The Cloud ERP

Delivering Lasting Value: How to Choose an ERP Platform that Facilitates Long-Term Growth



eBook

In this eBook, you will discover how Acumatica's dynamic scalability and advanced security provide ongoing benefits to today's growth-oriented organizations.



INTRODUCTION

Building a Future-Proof Platform on a Cloud

Few organizations can afford to invest heavily in a technology platform without the assurance it can fuel long-term growth. Companies that cannot quickly extend their infrastructure to exploit emerging applications will lose business to those that can.

On-premises ERP platforms become obsolete in a few years due to their limited scalability and inability to integrate technologies without extensive software development.

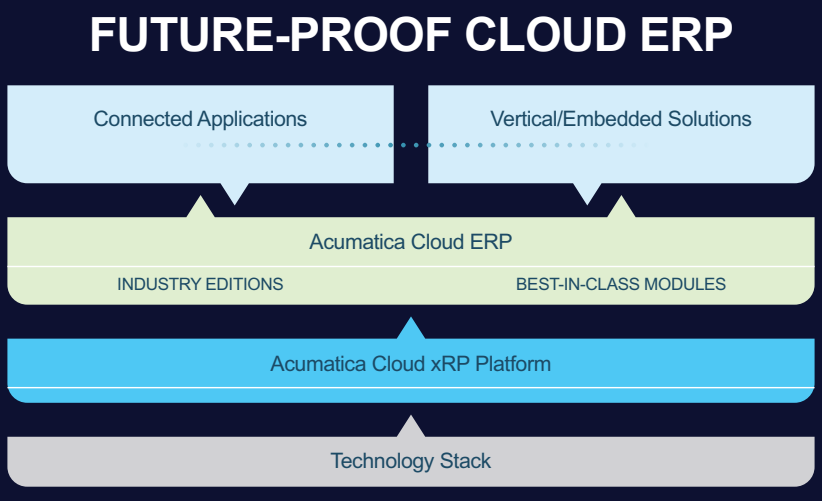
Although cloud platforms are more scalable, not all cloud ERP systems are equal. Long-term growth hinges on the platform's ability to rapidly integrate new business entities and applications with enhanced security.

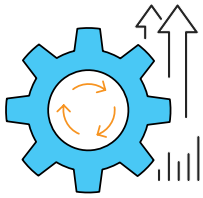
Acumatica delivers the strong foundation businesses need to support the advanced financial applications and web applications that can fuel growth now and into the future. The integrated development environment enables developers to easily extend the platform to encompass various systems from modern technologies to legacy systems. In addition, low-code/no-code tools allow users to configure workflows to match their business needs without programming.

Open application programming interfaces (APIs) enable data to flow in and out of Acumatica's centralized database from multiple sources and make a single version of truth accessible to all users.

Scalability problems disappear. Companies can add as many users as they want without incurring additional charges. Acumatica empowers a growing global footprint by supporting multiple tenants and instances while securing each tenant's data.

Organizations can tailor Acumatica to meet their unique needs. Personalized settings promote an intuitive experience for each user, while automatic alerts ensure they meet deadlines. Embedded mobile support keeps operations humming along by giving users access to real-time information and equipping them to execute tasks from any browser-equipped device.





The Keys to Creating a Growth-Oriented Infrastructure

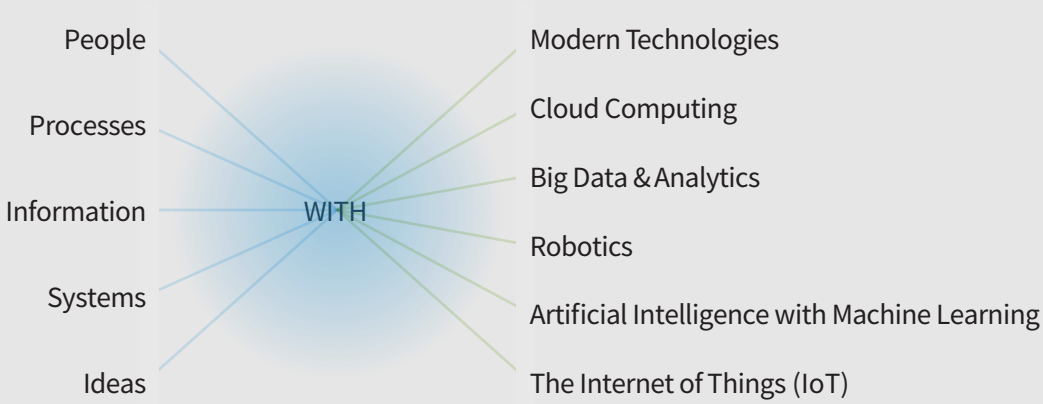
Many small and midsized businesses (SMBs) struggle to maintain ongoing success. Inadequate infrastructures thwart growth as many SMBs lack the technological foundation to turn their vision into a reality.

The Acumatica xRP platform delivers the flexibility SMBs need to fuel long-term success and support its best-in-class ERP solution. The future-proof platform provides the building blocks for developing web-based applications with an open architecture for integrating external systems.

In addition to fueling upper-layer applications, the platform's lower layers empower digital transformation by enabling organizations to develop a diverse array of web-based applications and integrations with minimal programming. As a result, companies can capitalize on the applications to support new markets and deploy emerging technologies without affecting the operations running on upper layers.

CONNECTING SYSTEMS WITH INTEGRATED WEB SERVICES AND TOOLS

At the foundational layer, integrated web services facilitate ongoing connectivity with external applications and devices from legacy systems to emerging technologies. Organizations can use Open APIs, such as SOAP and REST, to connect:



POWERING MERGERS AND ACQUISITIONS WITH EASE

Data exchange services support mergers and acquisitions by allowing companies to utilize information stored on legacy systems and transfer it into the ERP in batches or scheduled migrations. Web tools also support multiple file formats, such as Excel.

BUILDING APPS WITH MOBILE FRAMEWORK

Acumatica's mobile framework enables companies to create mobile apps that allow users to access and work with applications on the centralized ERP platform on their mobile devices. The responsive system provides the same intuitive experience on the mobile app as it does on a PC.

Acumatica xRP platform delivers the open architecture organizations need to rapidly merge new applications, devices, and organizations into their business management software without disrupting core operations.

"Acumatica is enabling our growth. We are able to bring a new organization on board, show them our tools, and have them integrated with Acumatica within 30 to 60 days of closing a deal, which is phenomenal."

– BRYAN MULLEN, SENIOR VICE PRESIDENT SHARED SERVICES
LIFEWAY MOBILITY

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HEAR WHAT OUR CUSTOMERS HAVE TO SAY:

"As software developers, we found Acumatica's technology to be elegant, adaptable, and stable. In the era of cloud computing, you do not want to select technology that is decades old."

– AURI KOSTAMA, HEAD OF FINANCE & ADMINISTRATION
SMARTTRADE TECHNOLOGIES

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How to Use Your ERP Platform to Expand Profitability, Advance Financial Operations

Many organizations fail to reach their potential because their platform cannot seamlessly connect diverse systems. Without transparency into end-to-end operations, they cannot visualize company health, identify trends, and seize opportunities. Acumatica empowers companies with the interoperability to capture market share from new product lines and international markets.

START WITH A STRONG FOUNDATION

With built-in accounting, sales, project, and financial management, Acumatica establishes a scalable foundation. The holistic system delivers advanced financial features for deferred and recurring revenue, project accounting, contract or policy management, billing, asset depreciation, and payroll. Companies can capture expenses and employee time entries while tracking project timelines.

SECURE DATA IN AN INSECURE WORLD

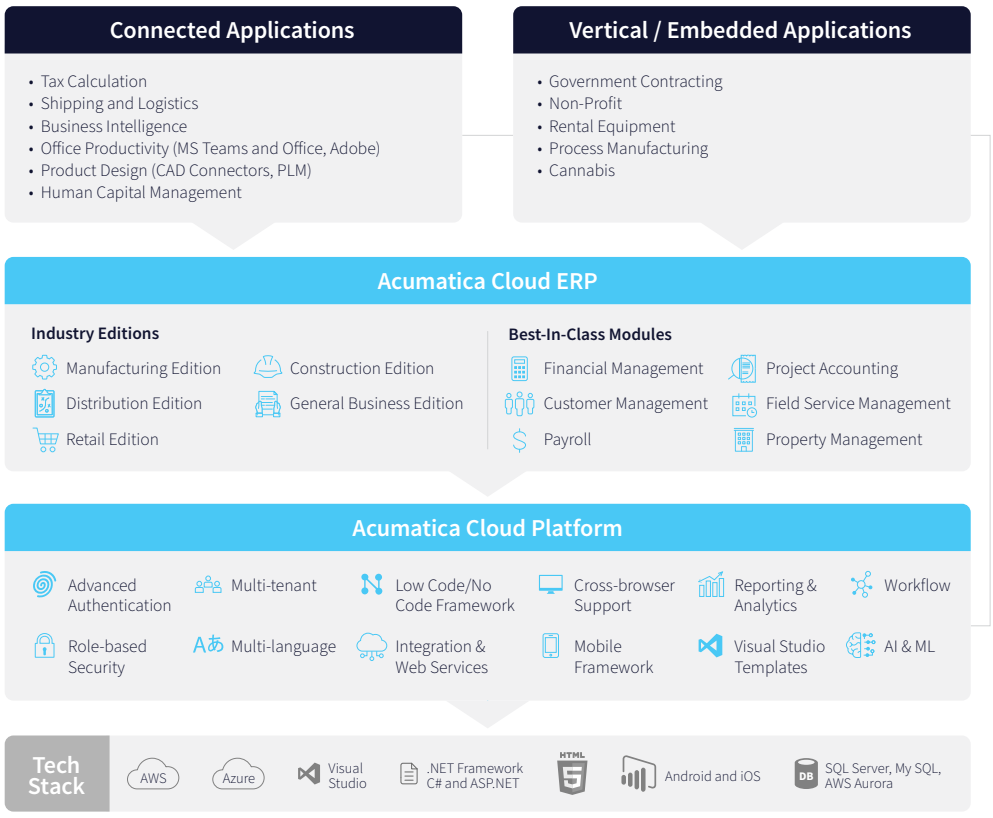
Acumatica's enhanced security protects against external and internal threats. Advanced authentication and single sign-on procedures limit access to authorized users. Role-based security ensures users only access the data they need. Government and related public sector organizations can host part or all of their solution on a private cloud.

PUT CUSTOMER NEEDS FIRST

Case Management automatically assigns tasks as soon as service requests occur and attaches all relevant customer data. It tracks the case history and moves tasks to completion. **Customer Self-Service Portal** lets customers view their account history, get fixes, and report problems anytime.

OPTIMIZE MARKETING AND SALES

Siloed marketing and sales cannot fuel growth. Acumatica accelerates growth by revolutionizing marketing, sales, and support with embedded **Customer Relationship Management (CRM)**. Metrics-based marketing and targeted sales help attract customers and close deals faster. Companies can visualize real-time campaign activity, align programs with revenue targets, and empower sales.



Acumatica's robust ERP platform, open APIs, and integrated workflows streamline everyday operations to decrease costs and increase profitability.



"A typical workflow prior to Acumatica meant we were checking multiple spreadsheets, software systems, and tools. It went from five or six systems to two. Anyone knows when they have multiple systems; the more you can reduce that, the faster you are and the more accurate you are. In today's society, consumers have come to expect small retailers to behave like large retailers; a tool like Acumatica enables clients to behave that way."

– AMANDA DATTE, CHIEF FINANCIAL OFFICER
CLIVE COFFEE



Leveraging Your ERP Platform to Conquer New Territories

Breaking into new markets across the globe requires complying with a complex array of legal, cultural, and technological requirements. From its core general business applications to its extensive integrations and development environment, Acumatica delivers comprehensive features for successfully penetrating new markets.

"The fact that Acumatica offers an unlimited user license was important to us as a company that's looking to grow because it allows us to expand without having to contact the vendor and renegotiate for new users. We can just keep the business moving."

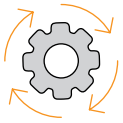
– STEVE CATES, FORMER PRESIDENT, RAY ALLEN MANUFACTURING

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SUPPORT INTERNATIONAL MARKETS

Going global requires advanced applications that support complex international business and accounting requirements. Acumatica supports **Multiple Currencies and Localizations** that enable companies to conduct business in new markets in their native currency and automatically translate the finances into the organization's base currency.



DEVELOP NEW APPLICATIONS AND WORKFLOWS WITH EASE

Integrated workflows and templates automate standard processes. Acumatica enables organizations to design new workflows to support evolving demands. The **Visual Workflow Engine** lets them define workflows and update fields by simply dragging and dropping elements. Artificial Intelligence and Machine Learning optimize business processes by automatically populating forms and automating document processing, such as bills.



INFORM DECISIONS WITH REAL-TIME INSIGHTS

Acumatica delivers the information companies need to grow revenue, control expenses, and make innovative decisions every day. Built-in Reporting, Dashboards, and Business Intelligence give real-time insight into company operations and key performance indicators (KPIs) on the user's homepage. Users can pull data at any time from hundreds of out-of-the-box reports and or create custom reports without programming. Personalized dashboards equip individuals with vital information while automatic alerts keep operations moving along. Users can quickly ascertain KPIs and drill down for details.

MOVE INTO DIFFERENT VERTICAL MARKETS WITH PRE-BUILT INDUSTRY EDITIONS

Specialized ERP solutions can help companies quickly support core industries with out-of-the-box applications, functions, targeted reports, and workflows. Acumatica provides the following editions:



Acumatica Construction Edition



Acumatica Distribution Edition



Acumatica Manufacturing Edition



Acumatica Retail Edition

Enhance Profitability with a Flexible, Scalable Platform

Many tech companies lure customers with promises of unlimited scalability only to raise prices when they add new users or integrate new systems.

Companies need a platform that will not tap out when they grow. If they cannot easily incorporate new divisions into their infrastructure, costs will rise while productivity, customer service, and employee satisfaction wane. Acumatica scales to meet evolving needs without added user fees or expensive integrations.



FLEXIBLE DEPLOYMENT OPTIONS

SMBs can reap benefits at any stage with Acumatica's native cloud and deployment options. They can install Acumatica on-premises and migrate to a public or private cloud or adopt a hybrid implementation.



UNLIMITED USERS

Growing organizations can give Acumatica ERP access to as many users as they choose without paying for additional licenses. The consumption-based license ensures all employees use accurate, real-time data when making decisions and performing tasks.



ONE SOURCE OF CUSTOMER TRUTH

Acumatica maintains one source of customer truth and makes it available in real-time. For example, when salespeople call a customer via Acumatica, they instantly see all open support cases, notes, and even open invoices to inform their decisions.



GROWTH WITHOUT LIMITS

Acumatica provides the flexibility businesses need to incorporate new divisions and expand into global markets, supporting different languages, base currencies, and country localizations. In addition to quickly supporting new instances to enhance productivity, Acumatica can support multiple tenants on one instance while securing each tenant's data.



CROSS-BROWSER SUPPORT

Organizations can deliver a consistent user experience to employees, customers, and partners regardless, thanks to Acumatica's cross-browser support. Employees can use their favorite browser to extend ERP capabilities by creating settings, adding fields to forms, and transferring data between systems.

"We can scale without extra costs because the fee structure isn't prohibitive. With other software, every time you want to add a new user or feature, they charge you huge amounts of money. Acumatica has extra modules that only cost a few thousand dollars, and you can be up and running in a few hours. It doesn't take weeks to train multiple parties."

– ANDREW BLACK, VICE PRESIDENT OF FINANCE, PAYWITH

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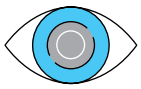
Intuitive Platform Boosts Profitability with Optimal User Experience

Usability drives results. Employees will neglect the powerful ERP intelligence residing at their fingertips if it proves difficult to navigate, no matter how robust it is.

"Acumatica is easy to learn and very intuitive. You can do a simple key word search and the results are automatically categorized. It's a one-stop-shop. I can see everything I need all in one dashboard in about 15 seconds."

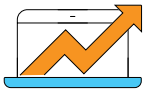
– CRAIG MATUSINSKI, E-COMMERCE AND SOCIAL MEDIA DIRECTOR KEVINS WORLDWIDE

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INTUITIVE INTERFACE

Intuitive interface and single sign-on let users navigate between embedded applications and integrated external systems. It reflows content to fit various screen sizes, orientations, and resolutions so users can work anywhere.



HASSLE-FREE UPGRADES

Acumatica enables hassle-free enhancements with contract-based APIs that will not change or break during upgrades. Companies will not lose changes and customizations during upgrades because changes are maintained on top of the core logic.



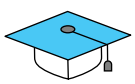
ANYTIME, ANYWHERE SUPPORT

Acumatica's mobile framework lets companies extend ERP capabilities to Android/iOS devices. Because it connects users in real-time, the platform reflects changes instantaneously throughout the system.



EMBEDDED DOCUMENT MANAGEMENT

Employees can use the document manager to manage file attachments, maintain version integrity, and create wikis and wiki articles.



FREE TRAINING

Acumatica University courses helps users configure processes and personalize their system.

Acumatica xRP Hailed for Integration, Innovation, and Usability

Customers, analysts, peers, and IT executives all award the Acumatica xRP platform with top honors for its ability to empower growth by easily integrating disparate systems.

Leader in Midmarket Cloud ERP

IDC
ANALYZE THE FUTURE

LEADING ERP PLATFORM IN 2021

Acumatica consistently earns top marks as an ERP Platform. In 2021, G2 named Acumatica the leader in Enterprise and Mid-Market ERP platforms. IDC MarketScape concurred, awarding Acumatica the leader in Worldwide SaaS and Cloud-Enabled Midmarket Business ERP Applications. SIIA CODiE rated Acumatica Best ERP Solution based on peer reviews. Business Intelligence Group presented Acumatica with the 2021 Stratus Award for Cloud Computing and Cloud Integrator.







//CODiE//
2021 SIIA CODiE AWARDS

TOP HONORS FOR USABILITY





The flexible Acumatica platform receives ongoing recognition for its usability with customers and analysts praising its intuitive nature and open architecture. In 2021, Acumatica earned top marks from G2, which presented with the Best Usability Award and Easiest to Use Award.

Nucleus Research also selected Acumatica as the market usability leader in its ERP Technology Value Matrix.

Leader in Usability, ERP Technology Value Matrix

NUCLEUS RESEARCH

"Acumatica is easy to use, very user-friendly, and flexible. When we run financial statements and produce them on the screen, if we have a question about a certain line item, we can drill down to the detail, which is fast and convenient."

– CLIFF TIMMERMANS, CFO, CESAR CHAVEZ FOUNDATION

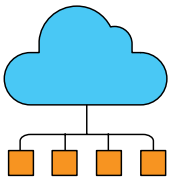
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"If you are a midsized business that desires to grow and has the need to unify your locations, Acumatica brings this amazing gain; it connects people. In today's world, we need communication, and Acumatica provides the ability to have information at your fingertips that's unified and delivered fast."

– ELENA MHEIDZE, CFO, ERICKSON INTERNATIONAL

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Conclusion: Transforming Your Organization with a Future-Proof Platform



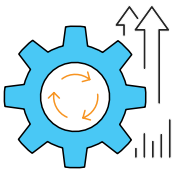
Acumatica's future-proof cloud platform revolutionizes how organizations approach change. The open architecture enables companies to rapidly integrate new business units and technologies into their infrastructure without requiring changes to core technology.

The unified platform features flexible configuration options with open APIs and low-code or no-code development tools that let organizations easily incorporate third-party applications and modern technologies into their ecosystem.



Integrated workflows streamline operations across the business, while artificial intelligence and machine learning further increase efficiency by automating key processes. Mobile support enables users to complete their work wherever they are and enjoy the same intuitive experience regardless of the device.

Companies can continue to glean meaningful insights and leverage modern technologies, from big data and analytics to robotics and the Internet of Things (IoT), by connecting them to Acumatica. The unified platform optimizes operations and expands business capabilities for years to come.



With Acumatica's proven ability to advance business goals, organizations gain a competitive edge along with an extensible and scalable infrastructure that can carry their success into the future.

Acumatica
The Cloud ERP

Acumatica Cloud ERP is a comprehensive business management solution that was born in the cloud and built for more connected, collaborative ways of working. Designed explicitly to enable small and mid-market companies to thrive in today's digital economy, Acumatica's flexible solution, customer-friendly business practices, and industry-specific functionality help growing businesses adapt to fast-moving markets and take control of their future.

For more information on Acumatica, visit www.acumatica.com or follow us on LinkedIn.