

# Finding a Partner Who Empowers



## The Challenge

Too often, companies ready to migrate to a new mid- or enterprise-level accounting solution focus so much on searching for the right product at a price that fits their budget, that they overlook how crucial it is to find the right implementing partner. They get so mired in the details of product features and upfront costs they miss the big picture of partner expertise and long-term support. They can't see the forest for the trees.

Finding the right product is important, but what good is a product with great features when your partner can't effectively implement, configure, support and/or customize it to fit your needs?

Likewise, initial price of software may be an important consideration but more critical is its long-term cost, potential savings and ROI, and whether it and the partner you choose can deliver strategic value to your organization.

## A Partner with the Required Expertise

Project-driven organizations first and foremost need a partner who knows sound accounting practices and the characteristics and idiosyncrasies of a project-based business. Synergy Business Solutions is a Microsoft Dynamics SL partner with the credentials that fit the bill precisely. As project-accounting experts focused on project-driven organizations, with a staff of highly-trained professionals certified in Microsoft Dynamics SL, as well as CPAs and CMAs, Synergy has an impeccable track record of empowering companies to get the most out of their Microsoft software:

## CollinsWoerman Architects

CollinsWoerman Architects needed to integrate their accounting with their project management to effectively manage budgets, timelines, staffing, fluctuating cash flow, and their communication process.

*"Synergy was exemplary in planning our solution and then proving it works before we purchased. They were extremely thorough in their needs assessment of our firm, interviewing fifteen staff members. What sold us was the prototype they developed with our accounts, which confirmed the system actually did the critical functions we required. For us this included a high level of integration between Microsoft Dynamics SL and Microsoft Project. Finally, they expertly managed the implementation making the transition all the easier. Every single person at Synergy does exactly what they say they are going to do, exactly when they said they would do it."*

- John Bartelink, IT Director

## Gillespie, Prudhon & Associates Engineers

With consultants with backgrounds as certified public accountants, auditors, and corporate financial executives, Synergy conducted a needs analysis and created a prototype--with GP&A's data--that proved Microsoft Dynamics SL could perform the critical functions they required.

*"We would not be as successful today without Microsoft Dynamics SL*

*and Synergy. Their integrated solution vastly improved our job costing, invoicing process, cash flow, and exchange of real-time data. [In addition,] the support that the Synergy staff provides to GP&A is indispensable. Service is very quick and they are very responsive."*

- Robin Smyth, President

## Trubion Pharmaceuticals

*"With a portfolio of ongoing projects developing and commercializing pharmaceuticals, we needed a new accounting solution to streamline the management of project and financial data. Following a needs analysis, Synergy recommended Microsoft Dynamics SL, which provided the effective control, reconciliation, and creation of financial reports necessary to run our business. Synergy empowered us to become more efficient, improve customer service, and make more insightful business decisions."*

- Susan Wyrick, Controller

***"Because Synergy consultants are familiar with Alpha's business and implementation, they can easily diagnose problems when needed."***

- Microsoft Case Study on Alpha Development

## Synergy Business Solutions

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