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## Disrupt Industry Landscape

Collaboration levels playing field for small- to mid-size enterprises and challenges cloud ERP solution providers to rethink approach to customer-centric service.

Dec. 12, 2019

Acumatica, a provider of cloud ERP, has announced a strategic collaboration with BDO USA, one of the nation's leading accounting and advisory firms. This collaboration will enable efficiencies of scale and growth for the Acumatica Value-Added Reseller (VAR) ecosystem by addressing larger and more global ERP service and integration opportunities.

The Acumatica and BDO initiative was specifically created to meet the needs of an underserved segment of the mid-size enterprise marketplace: customers with exceptionally complex needs, large national or international requirements, and companies that value independence in their ERP selection or implementation process. Shared clients of Acumatica and BDO will also have a relationship with an Acumatica Certified Partner from its international network of experienced resellers.

As an Acumatica service partner, BDO will help clients identify and evaluate the right business management solutions and provide end-to-end support for particularly complex or international implementations, including systems, processes and people integration.

"Together with BDO's consistent delivery of best-in-class service, this collaboration will drive customer satisfaction at scale," said Jon Roskill, CEO of Acumatica. "As a customer-centric company, we recognize businesses of all sizes are grappling with digital transformation. This initiative expands our ability to provide more enterprises with a sophisticated cloud ERP solution to ease that transition while

ultimately improving the experience for the customer as well as the efficiency of

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opportunity for current and future Acumatica clients.”

Acumatica provides business management solutions to small and midmarket organizations, with industry-specific editions of its product for Commerce, Construction, Distribution, Field Services, and Manufacturing. Through leading edge technology and growth-friendly business practices, Acumatica Cloud ERP has earned a reputation among industry analysts and customers for high product usability and satisfaction.

BDO works with midmarket organizations to make the aspirational practical by operationalizing strategic vision and profitable growth. Combining management consulting services with systems engineering and digital enablement, BDO helps clients set a strategic agenda in alignment with value creation opportunities, and then execute against it to realize immediate performance gains and engender agility and insight for the long-term.

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