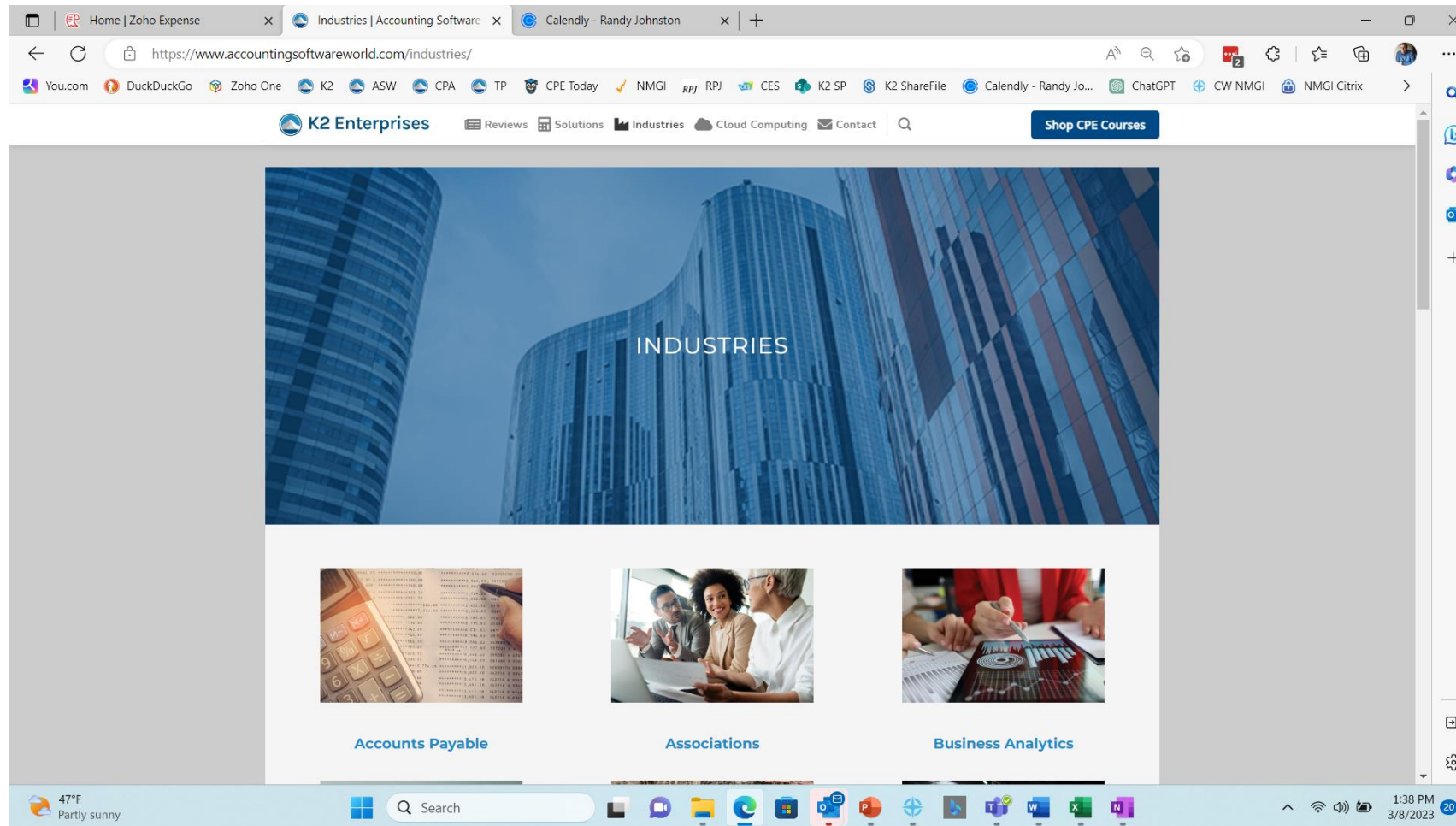# K2's Accounting Solutions: Mid-Market

Major Topics

- Overview of mid-market solutions

- Probable third-party solutions required

- Accounting solutions for specific industries

- Specific strategies to use in selecting a system

- Guidance on preparatory steps and conversions

Learning Objectives

- List the top five products in the mid-market

- Identify standard third-party solutions needed

- Differentiate between a nice-to-have upgrade and a genuine business need

- Create an implementation plan for your business

Accounting Software World

OVERVIEW OF MID-MARKET ACCOUNTING SOLUTIONS

Current Mid-Market Technology

SaaS	Hosted
• Acumatica Cloud ERP	• Aptean Industrial Manufacturing ERP Traverse Edition
• Dynamics 365	• Deltek
• FinancialForce	• ECI Macola
• NetSuite	• Exact Globe+
• Sage Intacct	• Epicor
• Sage Business Cloud X3	• Infor CloudSuite Financials
	• SAP Business One
	• SYSPRO ERP
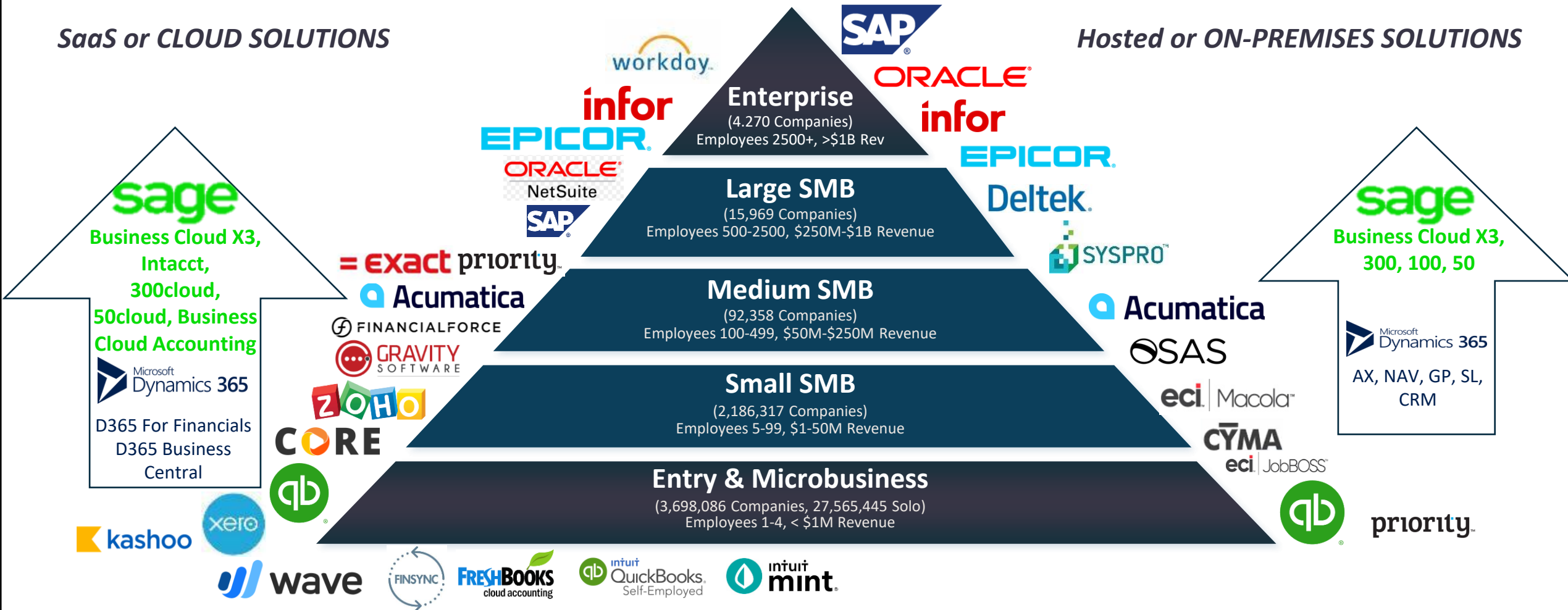
Grid Comparing Solutions

Feature	Mid-MarketAccounting Software								NetSuite	Sage Intacct	Sage Business Cloud X3
	Acumatica Cloud ERP	Dynamics 365 Business Central	Dynamics 365 SC	ECI Macola	Epicor	Exact Globe+	FinancialForce	Infor CloudSuite Financials			
Mid-Market											
ERP	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
Module completeness	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Implementor	✓	✓	✓				✓	✓		✓	✓
Personalization Options	✓	✓	✓		✓	✓	✓	✓		✓	✓
RPA	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
OmniChannel POS	✓		✓				✓	✓			✓
WMS	✓	✓	✓				✓	✓	✓	✓	✓
Subassembly	✓	✓	✓				✓	✓	✓	✓	✓
Third Party	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
Treasury			✓					✓			✓
Fixed Asset	✓		✓				✓	✓			✓
Lease Accounting			✓					✓			✓
Rapid Close			✓					✓			✓

Top Features And Modules Needed

- General Ledger
- Accounts Payable (AP)
- Accounts Receivable (AR)
- Bank Reconciliation
- Financial Reporting
- Budgeting and Forecasting

- Multi-Currency Support
- Tax Compliance
- Payroll Management
- Access Controls and Security
- Integration Capabilities
- Customization and Scalability

Top Features For Differentiation

- Module completeness
- Implementor
- Personalization Options
- RPA
- Omnichannel POS
- WMS

- Subassembly
- Third-Party
- Treasury
- Fixed Asset
- Lease Accounting
- Rapid Close

Manufacturing

- Acumatica
- Dynamics 365
- Epicor
- Infor
- SYSPRO ERP

Distribution

- Acumatica
- Aptean Industrial Manufacturing ERP Traverse Edition
- Epicor
- Exact
- Infor
- NetSuite
- SYSPRO

NFP

- Blackbaud
- Gravity Software
- MIP (Community Funds, was Abila)
- Sage Intacct
- Serenic

Construction/Job Costing

- Acumatica

- Foundation

- Sage Intacct Construction

- Spectrum

- Viewpoint

Field Service

- Acumatica

- DoMore

- FieldEdge

- Housecall Pro

- Jobber

- Service Fusion

OVERVIEW OF THIRD-PARTY ACCOUNTING SOLUTIONS

Technology Choices - Third-Party

- Sales and Use Tax
- Third-party reporting
- Rapid close
- Integration of any system not included (one throat to choke)
  - Payroll/HR
  - Fixed Assets
  - AP approval
  - Credit card/bank integration
  - CRM, if not included

Accounts Payable

- AvidXchange
- BILL
- Corpay One
- SAP Concur
- More

Sales Tax

- Avalara
- Sovos (was ADP Taxware, now owned by HG Capital)
- Thomson ONESOURCE (was Sabrix)
- Vertex (was at Jack Henry, now public)
- [More](#)

Dashboards

- Actian Avalanche

- Domo

- Power BI

- Qlik

- Tableau

- [More](#)

Reporting

- Hana

- MicroStrategy

- Paris Technologies

- PROPHIX

- TIBCO WebFOCUS Cloud

- SAS

- More

FP&A - Budgeting And Forecasting

- Adaptive Insights (caution...Workday)
- Alight Planning
- Centage Planning Maestro
- Planful
- PROPHIX
- More

Rapid Close

- Blackline
- FloQast
- Trintech Adra Suite
- More

Less Well-Built Functions

- Payments
- Point of Sale/Omnichannel
- CRM
- Payroll
- HR/benefits administration

IMPLEMENTATION CONSIDERATIONS

Technology Choices Future Proofing

- Growth expected in 5-7 years
- Setting up workflows correctly (separate session on this)
- Set expectations of review and selection in about ten years
- Ask for road maps recently completed and for the future

Setting Expectations

- Some problems won't be solved
- Things will work differently in the new system
- Extra effort on selection and training will be needed
- Diligence on testing, conversion and integrations minimizes issues
- Demonstrations frequently don't portray reality
- Contracts require careful review
- Project management is mandatory

Overview Of Selection Process

- Create project team

- Map processes

- Assemble requirements documents for RFQ/RFP

- Manage RFQ responses and contract for system

- Create implementation plan

Typical Project Team
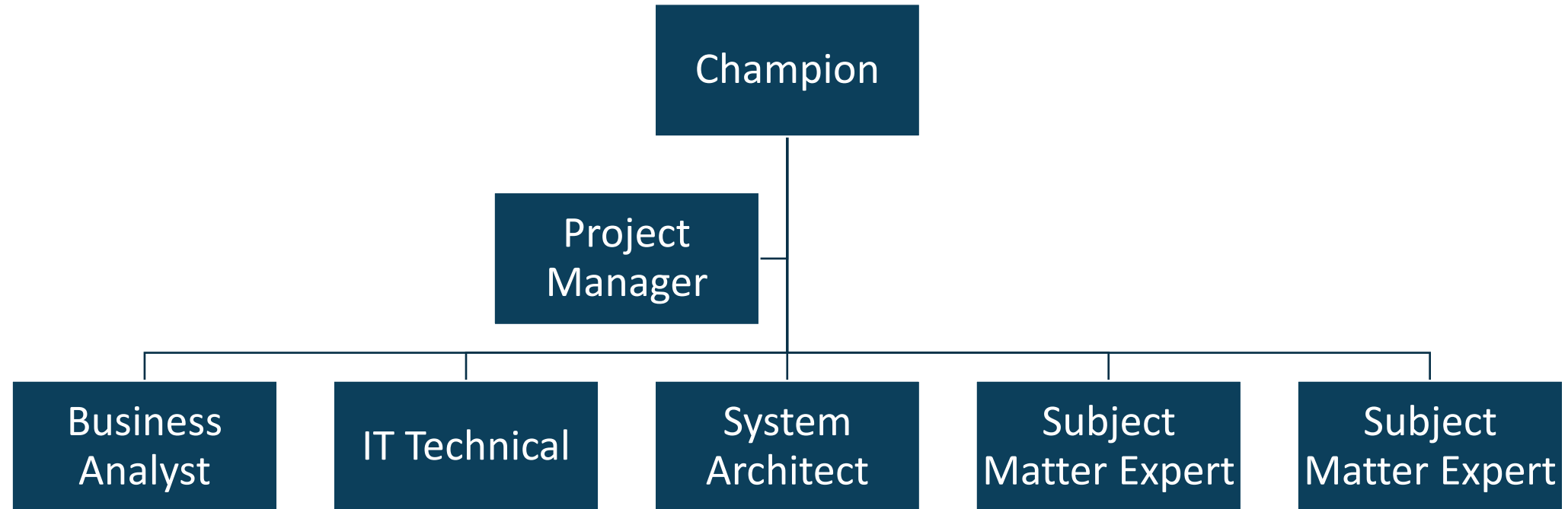
Selection Process

- Establish a Technology Advisory Group (TAG)
- Prepare your Needs Analysis
- Talk with your current vendor
- Define your budget and projected milestones
- Consider an independent consultant (there are few)
- Become Knowledgeable (including process mapping)

- Prepare a formal Request for Proposal (RFP) or Quote (RFQ)
- Demonstrations of product solutions
- Prototype testing
- Legal Considerations
- VAR or Vendor Due Diligence
- Contact and/or visit references

Selection Decision

- Business needs are still paramount
- Create lists:
  - 10-15 features desired
  - Five to seven things not to lose
  - Initial budget and timeline
- Requirements definition and an RFQ/RFP process still needed
- Project management skills paramount to success
- Workflow process mapping ***should be done in advance***

What Should We Avoid?

- Going immediately to vendors

- Working with a supplier just because they are local

- Only choosing big brand names because they are "safe"
  - Does anyone get fired for buying IBM/Microsoft/SAP?

- Doing what "everyone else" is doing – because the best way to make a bad decision is to follow the herd without diligence

- Not developing your own numbers and budget

- Avoid cloud solutions where exit costs are not understood

Risks

System	People
• Change from your existing platform	• Organizational politics
• Not understanding the interfaces and capabilities of your current system	• Management buy-in
• Integration into third-party products	• Retraining in the organization
• Underestimating the switching costs and time	• Employee buy-in for tools or processes
• Not understanding the impact of new systems on your operational processes and the related internal controls	• Trying to move too fast or slow
• Trying to do it on the "cheap"	• Not having the right people involved

General Installer Qualifying

- What is your experience in my vertical industry?

- How many other clients do you have of similar size?

- Why do you want our business?

- How do you expect to retain us as a client for the next 10 years?

- What does our engagement with your organization look like after the implementation is completed? Who provides support?

- How many third-party products are you certified to work with, and where can I learn more about those add-ons?

- Describe your implementation methodology

Installer Qualifying

VAR/Partner	Direct
• How do you keep current?	• Who is assigned?
• How deep is your support team?	• Where are the consultants located?
• How long in the business?	• How many implementations in your vertical industry overall?
• How many implementations have you done for this product?	• How many for your assigned team?
• How many implementations in your vertical industry?	• What is the expected scope of the implementation engagement?
• Do you have a succession plan?	• How do you handle overruns?
• What are your support hours?	• How do we resolve issues?
	• Where are your support offices?

Product Fit Assessment

- Why is your product the best fit for our organization/industry?
- How can we be assured that your product fits our needs?
- How do you map to our requirements definitions?
- Who was your product originally designed to serve?
- How long has your software supported your industry?
- What are your target vertical markets?
- Do you have a wheel of your ecosystem and third-parties?
- Do you expect that our implementation will require custom code?

Approach Questions

Premise/Hosted	SaaS/Cloud
• Scalability?	• Solves problem?
• Is the cost of ownership OK?	• Ability to export data in future and cost for obtaining exported data?
• Initial	• Escrow capability?
• On-going maintenance	• Data center redundancy?
• Upgrades	• Connections to other systems?
• Other licenses (databases, BI, etc.)	
• Internal or contracted IT costs	
• Integrations	

RFQ Requirements Documents

- Background on organization
- Product requirements
- Introduction
- Technology profile
- Module checklist
- Create demonstration agenda with timeline

- Differentiators
- Ability-to-execute
- Preliminary solutions cost worksheet
- Create a list of demonstration scenarios

RFQ Responses And Contracting

- Phone briefing/virtual meeting

- On-site visits

- Written questions and responses

- Short demonstrations

- RFQ/RFP documents review

- Long demonstrations

- Notify candidates of contract award

K2 Enterprises

Create Implementation Plan

- Break project up into phases
- Create implementation schedule
- Configure system
- Convert data for testing
- Train users

- Test system and dry run
- Go live
- Debrief
- Plan for next phases

Summary

- There are fewer major competitors in the mid-market today led by Acumatica, Dynamics 365, Exact, NetSuite, and Sage Intacct
- For a complete solution, third-party solutions are typically needed for FP&A, sales tax, and budgeting
- The size and type of business determines the needs, but the base system should satisfy genuine business needs
- An implementation plan for your business should have a budget, timeline, and responsible parties