AXUG

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HOT TOPICS

WITHIN MICROSOFT DYNAMICS AX

DEGREES OF READINESS

The New Microsoft Dynamics AX

INCREASE YOUR EXPERTISE

Power BI
Center of Excellence
Tax Optimization

SAGlobal

COMPANY
SAGlobal

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SAGlobal is a global provider of Microsoft Dynamics AX solutions and services for project-based organizations. SAGlobal has nearly 500 employees in 15 countries around the world and has successfully delivered hundreds of Microsoft Dynamics AX implementations in more than 50 countries.

AXUG: *SAGlobal was featured in AXUG Magazine in 2014 right after your big merger with Greenlight BTS. What has SAGlobal been up to since then?*

Andy Yeomans (AY): We have been busy, growing a lot over the past two years. The demand for Microsoft Dynamics AX has been solid. It's been a hectic year with the release of the new Microsoft Dynamics AX. That transition of Microsoft Dynamics AX to the public cloud has been a major shift for Partners.

We are also participating in the development of Microsoft Dynamics CRM to offer Project Service Automation. As Microsoft builds operational workloads for service automation in Microsoft Dynamics CRM, it directly impacts our target market of professional services organizations, and therefore, it was critical that we be a part of this development.

AXUG: *One of your key differentiators is your industry focus. In fact, you were recently announced as a finalist for Industry Partner of the Year 2016. Tell us more about that focus on industry and how that especially benefits the Microsoft Dynamics AX Users who work with you.*

AY: Microsoft started the industry conversation back in 2008, and we made a point to get fully on board, following their prescribed industry strategy to a "t". At the time, we saw the other Microsoft Dynamics AX Partners start focusing on distribution and manufacturing, so we decided to target the white space of the professional services industries. We've been focused there now for the past eight years. We've built our own IP of extensions to Microsoft Dynamics AX, including ProjAX-BI, were part of the Microsoft pilot for building LCS solutions for Microsoft Dynamics AX7, and of course have built out best practices for our clients to follow. And as a result, we've won industry Partner of the Year awards in 2012 and 2015, and we are a finalist again this year.

AXUG: *Tell us more about the industry best practices you've built for Users.*

AY: As part of what Partners are creating with their lifecycle services (LCS) solutions, and the business process modeler tool that provides the ability to document and preconfigure best practices for a target market, we have built out more than 200 best practices for professional services firms that they can deploy out of the box and benefit from immediately. This includes using them as task guides where Microsoft Dynamics AX can provide Users with a guided User experience for executing key business processes.

AXUG: *What functionality does SAGlobal offer project-based organizations using Microsoft Dynamics AX?*

AY: The major goal in any ERP system is to run as much of your business in a single integrated platform as possible. We strive to do just that: Help Users manage finances, projects, clients, and people, all in one single integrated system.

Our pre-built business intelligence (BI) solution publishes many of the key metrics used by professional services firms so that Users can drop it in and use it right away, and at a fraction of the cost of a custom BI initiative. Some of the metrics are cross industry, such as revenue and net profit, but industry-specific metrics like utilization and

project profitability are among the biggest levers for this industry. A small one percent utilization increase could add seven figures to the bottom line.

AXUG: *What are some hot topics project organizations are especially interested in these days?*

AY: The new Microsoft Dynamics AX, or AX7, is THE hot topic. Our existing Customer base is very curious about what it means for them. Moving their ERP system to the cloud is an entirely different paradigm for our clients, and therefore, a BIG topic of discussion. Questions like, "what does the cost model look like?" or "what will be managed internally?" come up often. We're doing everything we can to educate our Customers on this shift so they can make an informed decision for their businesses.

AXUG: *What seems to be the trend for Microsoft Dynamics AX Users? Are a lot of your clients jumping to the cloud already?*

AY: Not necessarily. From a cost savings perspective, many of our clients have already invested heavily in their on-premise Microsoft Dynamics AX environment and IT skillsets, so it doesn't make sense to drop everything they've built up for the cloud. Net-new Customers, on the other hand, have to consider the cloud more seriously as they could see significant savings over five years.

Then again, cost is just one piece of the puzzle. Users need to plan and analyze their overall IT strategy in the context of this decision. It may be worth it to make the leap to the cloud for a better business continuity or disaster recovery strategy, or for risk mitigation reasons if those are important drivers for the organization.

AXUG: *What does SAGlobal have coming up for Microsoft Dynamics AX Users?*

AY: In addition to our core business of providing Microsoft Dynamics AX implementation and support services, we're taking a closer look at several initiatives. BI and reporting are always big drivers, so we will be working hard to help our Customers get data out of their systems in a meaningful way.

Integrating Microsoft solutions like Office 365 with Microsoft Dynamics AX is another major focus as clients run their projects with collaboration tools like SharePoint or Yammer. Integrating those tools will enable Users to share knowledge, documents, and information more effectively.

AXUG: *October is right around the corner. What is your favorite part about AXUG Summit?*

AY: No other event can compete with the in-depth and focused product information available at AXUG Summit, and that knowledge-sharing platform alone is my favorite part as it brings a ton of value for our Customers. **AXUG**

"Every business is very different, but SAGlobal came in with a knowledge base that, quite frankly, surprised us in terms of how well they actually understood what we do as a project-based engineering services firm. What we're selling is our people and our expertise, not widgets. There was no learning curve necessary for SAGlobal; they put a value-based solution in our hands that addressed our most important requirements."

Tim Cutshaw, Executive Vice President, Mesa Associates, Inc.