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A drive to optimize and automate

This year's VAR 100 are reporting an urgency among clients in the face of a changing business environment

By Chris Gaetano

Businesses have been in "survive" mode for the past two years as they attempted to weather an unprecedented economic crisis. Now, however, the value-added resellers in our 2022 VAR 100 list are seeing their clients shift to "thrive" mode, making major investments in digital infrastructure to meet the challenges of a dramatically changed business environment.

Many of these investments center around automation, for several reasons. One is that hiring new staff has become more difficult. This has been problematic for firms that have seen increased service demand but lack the people to fulfill it.

Andrea Deaver, national marketing director for the technology consulting practice at Top 10 Firm RSM US, said that this has led companies to look elsewhere: "[We are] seeing an increased desire to automate as many functions as possible within the business. Clients are prioritizing automation of services to internal and external customers by extending traditional ERP functionality."

Beyond staffing, Carla Alarcon, a senior recruiter for Texas-based VAR Quisitive, said companies are also looking to automate to increase efficiency and keep up with the rest of the market. "The market is demanding complete automation of business processes, easy and secure access to data and tools, and up-to-date reporting and insights on business, client, and operational data," she said.

Focusing on the right fix

They are not, however, seeking just any automation solution. With developments in technology for communication and collaboration, even small businesses can develop an international presence. RSM's Deaver noted that, increasingly, companies have "global operations or at least

global aspirations" and so have been seeking out solutions that can account for things like multiple currencies or multiple accounting standards at once.

Automation is but one way companies are seeking to address another major concern that came up again and again in the survey: supply chain disruptions. The pandemic created major gaps in the logistics of many industries, leading to widespread shortages. Rather than try to bring things back the way they were, Darren Stodahl, vice president of marketing with FMT Consultants, said businesses are trying to bypass them with software.

"We've seen a significant effort to revitalize supply chains and distribution channels. ... Our clients have been

'Sharp and sudden market shocks are forcing businesses to be more responsive.'

working hard to address shortfalls in e-commerce infrastructure, 3PL insight, demand planning, sales tax/certifications, and core financials ... informed by what's happening in near real time," he said.

Cath Brands, chief innovation and marketing officer for Flintfox, noted that even deciding how to price is becoming a challenge, given record inflation across the world. Many businesses, she said, are unable to keep up with the scale of real-time price fluctuations within the market and have difficulty adjusting their own prices as a result: "When pricing might at one time have been reviewed on a quarter- or month-end basis, the sharp and sudden market shocks are forcing

businesses to be more responsive, but it's a challenge with the legacy systems and unreliable data many businesses are still working with."

Cloudier and cloudier

Increasingly, many of the solutions offered for these challenges are cloud-based.

Businesses, even those that have been slow to tech up, have become more aware that if they want to optimize their technology, they have to be set up for the cloud first. While this trend is a number of years old already, Brett Hensley, a Microsoft Solutions expert with Technology Management Concepts, said last year saw a major investment in cloud-based applications. Much of this, he said, was due to the rise of remote work. But interest in the cloud goes well beyond communications or business intelligence. "Customers are also continuing to invest heavily in moving the rest of their infrastructure other than ERP to the cloud (Microsoft Azure) as they require disaster recovery, backups, security and more to relieve their internal IT, infrastructure and hardware. Lastly, companies really want all their solutions to be integrated with workflows and automations so all their teams are sharing and viewing the same data," he said.

Reid Sandelands, co-managing partner at Accordant, also reported an increased interest in cloud-based services, especially those under the SaaS model. With this, however, has come a higher standard from customers. "Prospects and clients have become increasingly acclimated to subscription-based pricing for software and services, but they also come into these engagements with higher expectations around the quality and sophistication of the offerings," he said. "In the transition from license-based 'perpetual' accounting/ERP software to next-generation SaaS solutions like Sage Intacct and Acumatica, the entire ecosystem has had to raise the bar, and that certainly includes the reselling/consulting community. Many legacy VARs have been and will continue to be challenged in their ability to evolve with the times and this is certainly contributing to the increased consolidation activity in the space."

This mass migration to the cloud has

been accompanied by a strong emphasis on cybersecurity.

Suzanne Scanlan, director of marketing operations and digital experience with ArcherPoint, said clients want to move to the cloud, and her company educates them on how to do so safely. "Cyberattacks and cybersecurity have continued to be a burden for our clients. We are assisting them with securing their systems, educating them on how to qualify and obtain cyber insurance, and providing tools and services to ensure they are best prepared for cyberattacks," she said.

This is part of another major trend reported among VARs: a new emphasis on customer service. All of these solutions, especially if they're new to a company, tend to require support, not just in the initial implementation but over the longer term. Rebecca Easton, marketing content specialist with Cargas, noted that while exceptional customer service has always been appreciated, it has become more specifically sought out by clients.

"VAR customers are increasingly dependent on long-term solutions and support. Customers seek software partners who will be there every step of the way, from the selection of a solution to ongoing support and training," she said.

Overall, the events of the last few years have created a sense of urgency among many businesses to adapt to changing circumstances and essentially catch up with the rest of the world, according to Marcus Wagner, principal at Baker Tilly Digital.

"The pandemic and more recent economic turmoil caused by the war in Ukraine have polarized companies into two extremes in terms of their sense of urgency to move to the cloud and accelerate digital transformation. ... For those who want to act quickly, they are driven by an increased sense of urgency to automate processes due to the need to continue to support remote work and the ongoing shortage of skilled resources, coupled in many cases with an extremely active M&A market where both buyers and sellers are trying to accelerate digital transformation as quickly as possible to maximize enterprise value and integrate new acquisitions," she said. [AT](#)

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THE 2022 VAR 100

	Company / Location	Revenue (\$ mns)	Offices	Staff	Accounting software
1	RSM US / New York City	\$634.00	820	13,000	MS F&SC, MS 365 BC, GP, NAV, SL; Oracle NetSuite; Sage Intacct
2	Alithya / Montreal *	\$395.90	15	3,000	Microsoft Dynamics AX, 365; Oracle Cloud
3	HSO / New York City	\$260.00	30	1,800	Microsoft Dynamics 365, Dynamics 365 Enterprise
4	Columbus / Copenhagen, Denmark*	\$209.80	NA	2,000	Microsoft Dynamics AX, GP, NAV, 365; INFOR M3
5	Armanino / San Ramon, Calif.	\$192.00	24	641	MS F&SC, GP, MS 365 BC; Sage Intacct; Workday Financial Management
6	Velosio / Columbus, Ohio	\$123.40	12	425	Microsoft Dynamics 365, GP, AX, NAV, SL; NetSuite
7	Sikich / Chicago	\$123.00	16	301	Microsoft Dynamics 365, 365 BC, 365 CRM, AX, GP, NAV; NetSuite; OpenAir; Salesforce
8	Crowe / Chicago	\$101.90	41	743	Microsoft Dynamics; Netsuite
9	Quisitive / Irving, Texas	\$96.70	9	800	Microsoft Dynamics 365, MS 365 BC, GP, SL; Sage Intacct; Unanet
10	Net at Work / New York City	\$73.50	18	365	Acuamtica; NetSuite; Sage Intacct, X3, 500, 300, 100; Community Brands MIP
11	Sunrise Technologies / Winston-Salem, N.C.	\$64.90	4	300	Microsoft Dynamics 365 Finance
12	Enavate / Denver	\$63.50	4	425	MS 365 BC, Dynamics 365 BC, MS F&SC, AX, GP, NAV, SL; NetSuite
13	Wipfli / Milwaukee*	\$62.20	50	318	Planful; Microsoft Dynamics 365, GP, SL; Oracle NetSuite, Sage Intacct; Martus Tools
14	mcaConnect / Denver*	\$60.00	2	200	MS F&SC
15	Vision33 / Irvine, Calif.	\$54.50	40	400	SAP Business One, Business ByDesign; Sage Intacct
16	Aktion Associates / Maumee, Ohio	\$54.00	4	205	Infor CloudSuite Distribution; Sage 100 Contractor, 300 CRE; Acumatica
17	Stoneridge Software / Barnesville, Minn.	\$52.40	4	290	Microsoft Dynamics 365
18	Eide Bailly / Fargo, N.D.*	\$50.00	43	225	NetSuite; Sage
19	Cohn Reznick / New York City*	\$48.00	NA	200	Microsoft Dyamics 365; IFS; Infor; NetSuite
20	CLA / NA	\$42.00	NA	120	QuickBooks; Sage Intacct, 100, 500, X3
21	SWK Technologies / East Hanover, N.J.*	\$41.70	10	170	Sage X3, Sage 100cloud; Acumatica
22	ADSS Global / Exton, Pa., and Miami	\$41.50	55	190	Sage Intacct, Sage 300cloud, 100cloud,
23	Consero Global / Austin, Texas	\$40.20	2	1,157	Sage Intacct
24	Marcum Technology / Melville, N.Y.	\$39.00	37	85	Vena Solutions; Planful; Sage Intacct, Dynamics GP; Martus; Acumatica; Data Basics
25	Blytheco / Laguna Hills, Calif.	\$38.00	3	107	Acumatica; Sage Intacct, Sage 100, X3
26	LBMC Technology Solutions / Charlotte, N.C.	\$37.10	3	110	Sage Intacct; MS 365 BC, 365 Finance, GP, SL
27	Western Computer / Oxnard, Calif.	\$35.00	1	180+	Microsoft Dynamics 365 Finance, MS 365 BC
28	Cargas Systems / Lancaster, Pa.	\$30.30	1	174	Microsoft Dynamics GP, MS 365 BC; Sage Intacct
29	Flintfox International / Auckland, N.Z.	\$30.00	5	150	Flintfox Intelligent Pricing Platform
30	BAASS Business Solutions / Vaughan, Ont.	\$30.00	25	140	Sage 300, Sage Intacct, X3; MS 365 BC
31	Arctic IT / Anchorage, Alaska*	\$30.00	NA	120	MS 365 BC, Financial; Sparkrock
32	Baker Tilly US / Chicago	\$30.00	65	110	Sage Intacct
33	Encore Business Solutions / Winnipeg, Manitoba	\$28.50	4	110	MS 365 BC, MS F&SC, GP, NAV, AX
34	Clients First Business Solutions / Holmdel, N.J.	\$28.50	6	104	Acumatica; MS F&SC, MS 365 BC; SAP B1
35	RKL eSolutions / Lancaster, Pa.	\$28.00	5	99	Sage Intacct, Sage 100, X3
36	JourneyTeam / Draper, Utah	\$27.10	5	132	Microsoft Dynamics 365 Finance, MS F&SC, MS 365 BC
37	ArcherPoint / Atlanta	\$26.00	3	143	MS 365 BC, LS Retail
38	SIS / Duluth, Ga.	\$24.00	4	230	Microsoft Dynamics 365 Finance, SCM
39	NexTec Group / Seattle	\$22.00	11	124	Sage X3, 500; Acumatica Cloud ERP; Microsoft Dynamics GP, SL
40	Alliance Solutions Group / Independence, Ohio	\$20.00	5	47	Sage Intacct Construction, 300 CRE, 100 Contractor; Acumatica Construction Edition
41	Logan Consulting / Chicago*	\$19.40	NA	50	Acumatica; Microsoft Dynamics AX, BC, MS F&SC, GP, NAV, QAD
42	Godlan / Clinton Township, Mich.	\$19.20	2	80	Infor SyteLine ERP
43	Crestwood Associates / Schaumburg, Ill.	\$19.00	3	65	Acumatica Cloud ERP; MS 365 BC, GP, SL
44	Navigator Business Solutions / Pleasant Grove, Utah*	\$19.00	20	40	SAP B1, BD
45	FMT Consultants / Carlsbad, Calif.	\$18.40	1	74	Oracle NetSuite; MS 365 BC, GP
46	Bam Boom Cloud / Liberty Hill, Texas*	\$18.00	NA	120	Microsoft Dynamics BC
47	DSD Business Systems / San Diego	\$16.50	48	150	Sage 50, 100, 300, 500, Sage Intacct; Acumatica; Microsoft Dynamics
48	Faye Business Systems Group / Woodland Hills, Calif.	\$16.20	6	115	Zendesk; SugarCRM; Salesforce; HubSpot; Asana; NetSuite, Sage Intacct, 100; Acumatica
49	Stambaugh Ness TechSolutions / York, Pa.	\$15.40	1	43	Deltek Vantagepoint, Vision
50	Unify Dots / Seattle	\$15.30	12	260	MS F&SC

Key: All revenues are FY 2021, in U.S. dollars Ties in revenue are broken by number of staff Revenue figures for Top 100 Firms include only VAR-related business

* Data from published reports. MS F&SC — Microsoft Dynamics 365 Finance and Supply Chain MS 365 BC — Microsoft Dynamics 365 Business Central

THE 2022 VAR 100

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51	Collins Computing / Mission Viejo, Calif.	\$14.80	1	34	Acumatica; Microsoft Dynamics GP
52	Business Technology Partners / Deerfield, Ill.	\$14.30	3	55	Sage Intacct; Infor CloudSuite Industrial; SYSPRO
53	Fourlane / Austin, Texas	\$14.10	1	67	QuickBooks; Acumatica
54	Kerr Consulting / Houston	\$13.90	5	105	Sage X3, 100 Cloud, 300 Cloud, 300 CRE, Sage Intacct, Intacct Construction
55	Dean Dorton / Lexington, Ky.	\$13.80	3	49	Sage Intacct; Microsoft Dynamics 365, GP
56	Gurus Solutions / Montreal	\$13.50	1	82	NetSuite; Dell Boomii; Mavenlink
57	Vested Group / Plano, Texas	\$13.00	1	70	Oracle NetSuite
58	CompuData / Philadelphia	\$13.00	1	56	Sage Intacct, 100
59	Big Bang / Montreal	\$12.50	4	140	Oracle NetSuite; Microsoft Dynamics 365; Sage
60	Full Sail Partners / Steamboat Springs, Colo.	\$12.30	4	35	Deltak Vision, Vantagepoint
61	Accordant / Florham Park, N.J.	\$12.00	1	50	Sage Intacct, Sage 300 CRE, 100 Contractor; Acumatica
62	Brainsell / Topsfield, Mass.	\$11.20	1	42	Sage Intacct, Sage 100, 300
63	Alta Vista Technology / Royal Oak, Mich.	\$11.10	3	25	Sage Intacct; MS 365 BC, GP
64	Business Solution Partners / Great Neck, N.Y.	\$10.90	6	41	Oracle NetSuite; Workday Adaptive; Avalara; Floqast; AvidExhchange; Bill.com; HubSpot
65	Technology Management Concepts / El Segundo, Calif.	\$10.50	1	46	MS 365 BC, GP
66	Paradigm Technology Consulting / Allentown, N.J.	\$10.00	2	68	MS 365 BC, GP
67	Websan Solutions / Toronto	\$10.00	2	45	MS 365 BC, GP
68	MicroAccounting / Richardson, Texas	\$10.00	2	29	Sage Intacct, Sage 100, 500
69	MIBAR.net / New York City	\$9.67	1	28	NetSuite; Acumatica; Microsoft Dynamics GP
70	Kopis / Greenville, S.C.	\$9.30	1	53	MS 365 BC
71	Boyer & Associates / Minneapolis	\$8.80	1	35	MS 365 BC, GP, SL, NAV
72	I-tech Support / Ocoee, Fla.	\$8.80	1	34	Acumatica Cloud ERP
73	Oasis Solutions / Louisville, Ky.	\$8.80	5	26	NetSuite, Sage 100, Sage Intacct, Sage Fixed Assets, CRM, HRMS
74	The TM Group / Farmington Hills, Mich.	\$8.20	3	39	Microsoft Dynamics GP, SL, 365 Business Essentials
75	e2b teknologies / Mentor, Ohio	\$7.40	1	20	Sage 100, Sage Intacct, Anytime Assets, HRMS, FAS; Avalara; Altec; Scanforce
76	ACE Microtechnology / Vero Beach, Fla.	\$7.10	6	32	MS 365 BC, GP
77	Intellitec Solutions / Newark, Del.	\$7.10	NA	1	Sage Intacct; MS 365 BC, GP, SL, CRM; Solver
78	Queue Associates / New York City	\$7.00	5	71	Microsoft Dynamics 365
79	EthoSystems / Chicago	\$7.00	2	28	Sage 100 CRE, 300 CRE, Estimating, Sage Intacct Construction, Real Estate
80	CAL Business Solutions / Harwinton, Conn.	\$6.90	1	25	Microsoft Dynamics GP; Acumatica
81	DWD Technology Group / Fort Wayne, Ind.	\$6.80	2	27	Sage Intacct, Sage 100, 50; BusinessWorks; MIP Fund Accounting
82	AccountNet / New York City	\$6.60	3	16	MS 365 BC, GP, SL
83	goVirtualOffice / Waunakee, Wis.	\$6.30	2	50	NetSuite
84	PracticePro 365 / West Palm Beach, Fla.	\$6.20	2	32	PracticePro 365; CRM for Professionals; Microsoft Dynamics CRM, GP, SL, Power BI; TIBCO
85	Express Information Systems / San Antonio	\$6.20	1	17	Sage Intacct; Microsoft Dynamics GP, MS 365 BC
86	Acumen Information Systems / Clermont, Fla.	\$5.80	4	21	Sage Intacct, Sage 300, HRMS, People, Fixed Asset
87	Practical Software / Concord, N.C.	\$5.60	1	27	Sage Intacct, Sage X3
88	JOVACO / Montreal	\$5.40	1	48	JOVACO Project; MS 365 BC, GP
89	Sererra / Newport Beach, Calif.	\$5.20	3	60	NetSuite; Rental Series, Repair Series, Event Series
90	Equation Technologies / Encinitas, Calif.	\$5.00	4	12	Sage Intacct, Sage 300, CRM, HRMS
91	DSWi / Houston	\$4.51	8	26	MS 365 BC; Oracle NetSuite
92	SuiteCentric / Carlsbad, Calif.	\$3.70	1	15	NetSuite
93	VARC Solutions / Friendswood, Texas	\$3.20	1	15	QuickBooks
94	TrinSoft / Lexington, Ky.	\$3.10	1	27	MS 365 BC, Dynamics
95	NexLAN / Danville, Ill.	\$2.40	1	12	Microsoft Dynamics 365, GP
96	Mendelson Consulting / Pembroke Pines, Fla.	\$2.30	6	17	QuickBooks; MS 365 BC
97	DeRosa Mangold Consulting / Waco, Texas	\$2.05	0	9	Sage Intacct, Sage 100, 50
98	WAC Solutions Partners / New York City	\$2.00	7	30	Sage 100, 300, X3, Fixed Assets; Alere Software; Acumatica
99	Beene Garter / Grand Rapids, Mich.	\$2.00	7	9	Sage Intacct
100	Rhodium Digital / Calgary, Canada	\$1.40	2	6	Deltak Vantagepoint, Vision

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