ACUMATICA CLOUD XRP PLATFORM DELIVERS VALUE

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THE BOTTOM LINE

Acumatica Cloud xRP Platform, Acumatica's platform-as-a-service offering, delivers value due to its ease of use and flexibility. Nucleus found that the platform is a key differentiator for both customers and partners as Acumatica continues to expand its cloud and mobile capabilities. With a lower learning curve and lower development cost, Acumatica Cloud xRP Platform provides the foundation for growth with flexibility and usability that set it apart.

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OVERVIEW

Acumatica has developed a platform that is designed to provide flexibility to customers and partners. Able to be tailored by both line-of-business users and advanced developers, Acumatica's Cloud xRP Platform is delivered as an application-platform-as-a-service product where users can build key pieces of their business information technology. The platform can be deployed on any cloud or database and works with many developer languages, giving it expanded usability and helping it provide value. As a key differentiator from other vendors, Acumatica has used its platform to establish important partnerships with independent software vendors and enter new markets.

PLATFORM CAPABILITIES

Acumatica's technology is sold as either a white-labeled enterprise resource planning (ERP) or under the Acumatica brand through original equipment manufacturers (OEMs), independent software vendors (ISVs), and re-sellers. As a

result, its products must deliver value via out-of-the-box capabilities that stand on their own while also allowing ISVs to easily and cost-effectively build their own value-adding pieces. As the technology layer underpinning Acumatica Cloud ERP, Acumatica Cloud xRP Platform has the out-of-the-box capabilities that establish its baseline value proposition (Nucleus Research, *P189 - Guidebook - The Acumatica Platform*, November 2015). The platform's capabilities include:

▪ Role-based security. The platform provides built-in access controls helping administrators easily establish an initial security layer.

▪ Multi-tenancy. A single instance of the platform can serve multiple customers, allowing ISVs to offer services to multiple customers in a shared environment and use resources more efficiently.

▪ Mobile framework. Delivered with tools to build mobile applications, Acumatica Cloud xRP Platform makes it easy for users to leverage the mobile capabilities inherent in the cloud with built-in business logic.

▪ Versioned application protocol interfaces (APIs). Extending the life cycle of applications and making them able to better handle changes without breaking code, versioned APIs help developers adjust to unforeseen future uses for APIs.

▪ Cross-browser support. The platform is browser agnostic, giving developers the flexibility to work in the environment of their choosing.

▪ Developer tools. A suite of tools allows developers to build in a number of languages, including Visual Studio, .NET, C#, ASP.NET, and HTML5.

VALUE FOR CUSTOMERS & PARTNERS

Based on the experience of customers and partners, Acumatica Cloud xRP Platform is frequently a differentiating factor in the decision to select Acumatica. The ISV ecosystem has steadily grown and delivers capabilities tailored to specific industry verticals. In addition to the ISVs, customers report that the ability to build modular add-ons to the platform is a positive for them to ensure the system fits their business needs (Nucleus Research, *Q148 - Acumatica ROI Case Study - Ergoresearch*, August 2016). Because the platform is built on industry standard and leading technologies such as .NET and HTML5, customers and ISVs can tap into a large pool of developers that have expertise in these areas. Additionally, the breadth of programming languages means that users do not need to develop application-specific language expertise.

Acumatica allows its customers and partners the same tool set that its own internal developers use, ensuring that users can take full advantage of the flexibility of the platform. Some partners take advantage of the capabilities to build deep-level customizations, allowing them to lift-and-shift legacy products to the cloud. For customers that want to extend the pre-built cloud ERP, Acumatica delivers more than the standard business frameworks with reusable pieces, allowing customers to make the system their own. Customers, who wish to extend capabilities in the mobile application beyond what partners or ISVs deliver, can save their extensions as .xml files rather than interfering with the base code.

Both customers and partners get value from the ease with which they can adapt software built on the platform to their specifications. Deploying to the cloud means shorter deployment time and lower consulting costs. Additionally, ISVs can bring their white-labeled or value-adding components more quickly to their customers. The built-in mobile frameworks allow both customers and ISVs to deliver those capabilities to their users, further leveraging a capability of the cloud. The flexibility of the platform translates into better future-proofed applications and services, ensuring better customer retention.

CONTINUAL IMPROVEMENT

As a competitive differentiator from its peer vendors, Acumatica Platform has been a source of continued innovation for the company. In its latest product update, Release 6, Acumatica introduced a new contract-based representational state transfer (REST) API which helps users create and test requests without building special wrappers or custom libraries (Nucleus Research, *Q174 - Acumatica Release 6*, September 2016). The support for REST endpoint in addition to existing Simple Object Access Protocol (SOAP) APIs demonstrates how Acumatica is modernizing its approach to web services and reducing the learning curve for users. The adaptability of the platform to changing industry and technology standards helps Acumatica stay ahead of its competition and differentiate how it delivers value.

CONCLUSION

Whether a company is looking for a solution out-of-the-box or one that is highly tailored to its business needs, Acumatica Cloud xRP Platform can deliver both. With shorter time to market for ISVs and more tools for customers to leverage internal resources without deep specialization, the value proposition of the ERP software is enhanced by the capabilities inherent in the platform on which it is built. Customers and partners see the platform as a differentiator that Acumatica continues to

improve, with features that make it easier to use and future-proof the applications built on it. Further, Acumatica has leveraged the platform as a vehicle for new partnerships, building strategic OEM relationships around the world with companies like MYOB, Visma, and ACCEO. As a result, Nucleus expects that Acumatica Cloud xRP Platform will continue to be a strong driver of ROI for Acumatica customers and differentiator from other ERP vendors.