



# ABC E BUSINESS drives SMB success with Dynamics 365 Business Central

## Standardization of cloud ERP helps small businesses transform

ABC E BUSINESS is a long-time Microsoft partner focused on driving business success for SMB customers. It was founded by Emile Peels, who discovered an on-premises accounting solution called Navision during a university project that required him to evaluate ERP vendors for a real-world customer. He was so impressed with the product that upon graduation he decided to start a company focused on selling and implementing it to help SMBs streamline their finance and operations. When Navision was acquired by Microsoft, becoming at first Dynamics NAV on-premises and then Dynamics 365 Business Central in the cloud, demand for the solution continued to increase.

Fast forward to today, and ABC E BUSINESS has grown to 30 employees serving more than 250 customers in The Netherlands and the surrounding region. The secret to the company's success is its ability to address SMB business challenges with the standard, out-of-the-box capabilities of Dynamics 365 Business Central. "We are convinced that the standard solution is perfectly suited for use by any SMB customer, so we don't do customizations that require additional upkeep that smaller businesses don't have the time or skillset to maintain," said Lars Hoving, Chief Commercial Officer of ABC E BUSINESS. "This approach lets customers better control their time and costs. If additional functionality is needed, there are hundreds of pre-built, easy-to-use partner solutions on AppSource that will likely fill in any gaps."



### About ABC E BUSINESS

ABC E BUSINESS is a Microsoft Gold Partner that helps SMB companies implement Dynamics 365 Business Central to drive operational efficiency and to achieve more.

### Microsoft solutions

Dynamics 365 Business Central

### Industries

Manufacturing, Wholesale, Retail

### Headquarters

The Netherlands

### Microsoft partner since

2009

### Growth

Adding three customers every month

Increased staff by 4X

Moved 100 customers to cloud in two years

### Customer outcomes

Eliminated manual processes, reducing potential costly errors

Moved from separate systems to an integrated solution

Improved worker efficiency

Increased business insights



"It was really a strategic decision for [a manufacturing customer] to move forward with Dynamics 365 Business Central. They are now seeing lower costs, their 30 users are more efficient at their day jobs, and they get real-time business insights for all departments within their organization."

**Lars Hoving**  
Chief Commercial Officer, ABC E BUSINESS

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The simplicity of this approach allows ABC E BUSINESS to provide very economical, fixed-price deployments that can get an organization up and running in as little as one month. For SMBs looking at ERP systems to replace manual, Excel-based processes, that's very attractive.

That was certainly the case for [Triple Dutch](#), a contract manufacturing services firm based in The Netherlands. The company was growing large enough that it needed a better solution for managing its financial and supply chain components. Within two months, ABC E BUSINESS had the company up and running on Dynamics 365 Business Central, which provides it with centralized financial and operations data across the business and eliminates manual processes that use separate systems, reducing potential costly errors. Triple Dutch was able to get even more value from the solution by adding Power BI to provide business insights and a document management app selected from AppSource to manage document flows.

"Since deploying the Dynamics 365 Business Central solution, we have better visibility into our financial and operational workflows, which is helping us not only save time but make better business decisions," said Erik Bockweg, CCO at Triple Dutch. "Using the solution out of the box and adding apps as necessary for additional functionality is a straightforward, easy-to-use approach for our business users."

## Surge of customers migrating from on-premises Dynamics NAV

ABC E BUSINESS saw the benefit of cloud for the SMB segment from the beginning, even launching a cloud-hosted version of Dynamics NAV early on. So when Microsoft Dynamics 365 Business Central was released, the company jumped in with two feet to help its existing clients understand the value of transitioning to the new SaaS solution. To accelerate adoption, the ABC E BUSINESS team built a migration tool that enabled all 100 of its on-premises customers to move to Dynamics 365 Business Central within two years.

With its existing customer base transitioned to the cloud, ABC E BUSINESS is now fielding inquiries for migration services from other Dynamics NAV customers. To meet demand, the company developed an [offer that migrates customers to a standard Dynamics 365 Business Central without customizations for just € 250](#), and that currently accounts for 20% of its customer engagements. "NAV customers are finding us because they need to move to the cloud," said Hoving. "The value they see in a SaaS offering delivered through a standardized implementation model more than outweighs their concerns with customization. Plus, the efficiency of not having to maintain customizations moving forward is considered an added benefit."



**"There are so many companies in The Netherlands in the SMB market that need help. The opportunity is huge not only for us, but for other partners as well."**

**Lars Hoving  
Chief Commercial Officer  
ABC E BUSINESS**

This was the case with a recent manufacturing customer whose business is focused on building display cases for museums and retail venues. The customer reached out to ABC E BUSINESS after it found the migration offer online.

In addition to assuring the customer it could complete the transition to Dynamics 365 Business Central, ABC E BUSINESS was able to leverage Microsoft's [Bridge to the Cloud promotion](#) to offer the client a further 60% discount on licenses. "It was really a strategic decision for them to move forward with Dynamics 365 Business Central," said Hoving. "They are now seeing lower costs, their 30 users are more efficient at their day jobs, and they get real-time business insights for all departments within their organization."

## Doubling down on Dynamics 365 Business Central for growth

With its implementation and migration services bringing in three customers every month, ABC E BUSINESS sees the value Dynamics 365 Business Central brings to SMBs as it continues to evolve and grow. "We believe Microsoft has a strong solution and it's getting stronger with every update," said Hoving. "Microsoft is clearly listening to customers to understand the features they want to see next, which is so important."

Hoving doesn't see demand slowing down any time soon. "We are getting more and more leads from customers looking for this type of solution. There are so many companies in The Netherlands in the SMB market that need help. The opportunity is huge not only for us, but for other partners as well."