

Grow Your Sage MAS 90 Revenue

Working with a JobOps Solution Provider

CRI BUSINESS SOLUTIONS

A premier Sage Authorized Partner and Microsoft Gold Certified Partner serving clients up and down the West Coast. Much of their success comes from the ability to understand the market space, and pursue the opportunities they know they have the skills and toolset to win.

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Certified Public Accountants and Consultants

A Certified JobOps Solution Provider and Sage Authorized Partner with more than 30 implementations to their credit. The Certified Public Accountants and Consultants provide business and technology consulting services to help clients make more effective use of technology and optimize information management.

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To succeed during tough economic times, firms are casting their nets wider and pursuing opportunities in previously untried industries. However, acquiring the expertise required to win in those new market spaces can be expensive. It's safer to compete where you can prevail and leverage your firm's core competencies.

A partnership with a Certified JobOps Solution Provider can be your foot in the door to a variety of new markets. This provides an additional way to win new sales without a costly investment—while continuing to provide the products and services you've built your reputation on.

We spoke with a JobOps Solution Provider, John Hoyt, and a Sage Authorized Partner, Jason Mills, to see how their partnership is delivering wins all around. Jason Mills is a senior sales representative with CRI Business Solutions. John Hoyt is a Consulting Group Partner specializing in job management at Hutchinson and Bloodgood LLP.

What are the benefits of partnering with a JobOps Solution Provider?

Jason Mills: With JobOps, we're successfully competing in industries that we might otherwise avoid. It gives us the confidence to pursue these opportunities with little additional investment on our part. We don't have to invest the time and resources becoming experts in all industries. When we first meet with a client and determine that JobOps could be a good fit, we involve our JobOps Solution Provider.

When we can present an established solution like JobOps to our prospects, we



build instant credibility and we spend less time in the pre-sales process.

A surprising benefit of our relationship is that we've wisely walked away from some opportunities after brainstorming with our JobOps Solution Partner. When you can determine early in the sales process that you aren't able to make the client happy, you save countless hours, dollars, and headaches later on.

John Hoyt: I'd echo what Jason says. It takes time and commitment to become an expert with the JobOps solution. By becoming partners with a JobOps Solution Provider, Sage Authorized Partners can leverage our expertise to win more sales.

How is the partnership structured?

John Hoyt: We have a very successful partnership with defined roles and responsibilities. As professionals, we both want the same outcome—a satisfied client. Jason, as the Sage Authorized Partner

“We’re winning new sales without having to make a large investment in specialized training and personnel.”

About JobOps

JobOps Job Management is a comprehensive solution for automating job management functions for make-to-order, installation, and field service and repair companies. It is the preferred choice for hundreds of North America’s small and mid-sized businesses. JobOps is published by Synergistic Software Solutions, LLC, a wholly-owned subsidiary of BDO Seidman, LLP. For more information visit the JobOps Web site at www.jobops.com.

handles the Sage MAS 90 sales, consulting, and support in their entirety. My role as the JobOps Solution Provider is limited to JobOps—we’re not competitors, we’re partners.

Jason Mills: We established the terms of our partnership prior to our first deal together. It’s clear that both firms share the same set of values, which is important. We would both walk away from an opportunity rather than sell a client something that’s not a good fit. During the implementation process, John is a member of the CRI Business Solutions team. We communicate regularly to ensure the project moves forward on schedule. CRI Business Solutions receives the revenue from the Sage MAS 90 sales, maintenance, and all associated services, plus we receive a referral fee directly from JobOps.

When is JobOps a good fit?

Jason Mills: Sage MAS 90 is a powerful product and meets the needs of many organizations out-of-the-box. For other clients, often we are able to customize an area of the software to meet a specific need. However, when a client makes, assembles, installs, or services products, JobOps is an ideal solution.

John Hoyt: About half of the opportunities we have closed together were existing Sage MAS 90 clients. Through growth or

acquisition, those clients’ needs changed and Jason proposed JobOps as a solution. Without JobOps as an option, these companies might have migrated to another software system. The other half of our deals were new wins—businesses that had specific needs that fell within the feature set of JobOps. It’s fair to say that the features of JobOps helped clinch those deals.

Would you recommend that other Sage Authorized Partners work with a JobOps Solution Provider?

Jason Mills: Yes, the ability to confidently pursue leads that you might otherwise pass up is a tremendous benefit to a firm. Partnering with a JobOps Solution Provider allows you to win sales in new markets without having to make a large investment in specialized training or personnel. It’s a win for all involved.

Learn More

There are more than 50 Certified JobOps Solution Providers across the county. By forming an alliance with one of these professionals, you can increase your firm’s competitiveness and win new business.

For information about forming a partnership with a Certified JobOps Solution Provider, call (800) 815-8483, e-mail info@jobops.com, or visit www.jobops.com.



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