



## NEWS RELEASE

For Immediate Release

### **Armanino Consulting Expands Microsoft Dynamics CRM Practice**

**SAN RAMON, CA (February 20, 2012)** – Armanino McKenna<sup>LLP</sup> ([www.amlp.com](http://www.amlp.com)), the largest California-based largest accounting and business consulting firm in the nation, announced it has merged in Gateway Solutions, Inc., a value-added reseller of Microsoft Dynamics Customer Relationship Management (CRM) software solutions based in Portland, Oregon. The merger, effective today, expands and strengthens Armanino McKenna's growing CRM consulting practice.

CRM is a software solution that gives sales, marketing and customer support organizations greater control over their ability to acquire, manage and service their customers. Gateway Solutions is one of the most successful West Coast Microsoft Dynamics CRM solution providers, supporting clients in a number of industries including high technology manufacturing, financial services, wholesale distribution and professional services. The firm helps companies drive sales growth through implementation and training for Microsoft Dynamics CRM.

The merger takes Armanino Consulting “to the next level in the Microsoft Dynamics CRM space” notes Tom Mescall, partner-in-charge of Consulting. He adds that while Armanino Consulting has long been recognized for its expertise in enterprise resource planning, finance support and business process improvement, it is quickly emerging as a powerful front-end provider in CRM, business intelligence, and other client-facing solutions.

“Our consulting practice is focused on providing end-to-end business technology solutions for our clients that help them anticipate trends, opportunities and challenges,” he says. “The more we can bring leading business technology solutions to our clients and integrate them, the more competitive our clients will be in their markets.”

All Gateway Solutions employees have joined Armanino Consulting's CRM practice, making the merger seamless for Gateway clients, who will experience no changes in processes, contacts or support. Gateway's headquarters in Portland will become an office of Armanino McKenna, adding to the firm's geographic expansion in the Pacific Northwest.

Gateway Solutions President Larry Betz joins Armanino Consulting as Managing Director, CRM. He says Gateway clients will benefit from the depth of experience and intellectual resources at Armanino Consulting.

“Armanino McKenna is a brain trust that our clients will appreciate,” he says. “We’re excited to join one of Microsoft’s biggest U.S. partners.”

He says the consulting practice will focus on implementation of Microsoft Dynamics CRM because the product is “secure, customizable, scalable and affordable.” Betz adds that a unique benefit of Dynamics CRM is that it is fully-integrated with Microsoft Outlook and Microsoft Office. “This is really exciting for clients that use Outlook because they don’t have to learn a new interface.”

“Our CRM practice has added significant depth and talent with this merger,” says Scott Mangelson, CRM practice leader for Armanino Consulting. “Our clients can count on us to deliver leading CRM solutions that are fully integrated with their back office Enterprise Resource Planning applications and that leverage information across their enterprises via smartphones, tablet devices and desktops.”

Mangelson adds that in addition to senior sales and marketing decision makers, the CFO organization will also value the Microsoft Dynamics CRM platform because it creates greater process efficiencies while supporting revenue growth.

### **About Armanino Consulting**

Armanino Consulting is one of the largest Microsoft Dynamics partners in the nation as a value-added reseller (VAR) and implementation partner for Microsoft Dynamics CRM, Dynamics AX, and Dynamics GP. Additionally, the firm offers the [Microsoft Dynamics AX for High Tech Industries](#)™ Certified for Microsoft Dynamics (CfMD) solution. This product helps technology companies, including software & internet, semiconductor, medical device, pharmaceutical and electronics manufacturers, to empower their sales forces, cut costs and time-to-market, improve forecast accuracy, and manage distributor relationships and supply chains. As a Microsoft President’s Club partner, Armanino Consulting is among the top 5% of partners in the country.

Armanino Consulting provides comprehensive services to the CFO organization, including IT systems and strategy; outsourcing; governance, risk and compliance; and CFO advisory services. Armanino McKenna is the 37<sup>th</sup> largest public accounting and business consulting firm in the nation. In addition to its San Ramon headquarters, the company has offices in San Francisco and San Jose, California; Portland, Oregon; and Bellevue, Washington. For updates and other Microsoft Dynamics news from Armanino Consulting please visit us at [www.dynamics-software-amllp.com](http://www.dynamics-software-amllp.com).

**Contacts:**      **Lori Colvin**  
                         **Armanino McKenna**  
                         **925.790.2736**  
                         [lori.colvin@amllp.com](mailto:lori.colvin@amllp.com)

**Curt Olsen**  
**AMF Media Group**  
**925.790.2620**  
[curt@amfmediagroup.com](mailto:curt@amfmediagroup.com)