



## NEWS RELEASE

### For Immediate Release

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## **Armanino Consulting and Axonom Partner to Launch First Truly Unified Microsoft Dynamics ERP/CRM Solution for the High Tech Electronics Industry**

### ***Comprehensive, Industry-Specific Front- and Back-end Software Applications Interact Seamlessly Within Microsoft Dynamics Platform***

**SAN RAMON, CA and MINNEAPOLIS, MN (July 10, 2012)** – Armanino Consulting, the business consulting division of Armanino McKenna (<http://www.amllp.com/microsoft-dynamics>) and a leading Microsoft Dynamics Partner, and Axonom ([www.axonom.com](http://www.axonom.com)), a premier provider of business-to-business software solutions, announced they have partnered to launch the first “fully unified” ERP/CRM solution, designed to meet the specific enterprise-level needs of semiconductor and high technology electronics companies.

The announcement, made during the Microsoft 2012 Worldwide Partner Conference in Toronto, Canada, is exciting news for electronics companies in the high tech space according to Scott Mangelson, Microsoft Dynamics CRM Practice leader at Armanino Consulting.

“This industry-specific solution is the first to truly unify business processes across departments, locations and systems for electronics companies,” he says. “The ERP and CRM applications are designed to work as one system, with built-in support for cross-system business processes.”

The unified solution allows cross-departmental business processes to flow between ERP and CRM automatically and includes specific functions for forecasting, quotes, order management, credit management, invoices, shipping status, backlog, available-to-promise, inventory status, financials and other business processes.

Mike Belongie, vice president of sales for Axonom said the new solution has “power that goes beyond a standard integrated solution. For customers who implement this solution, the risks associated with major IT projects are dramatically reduced and return on investment is achieved in a much shorter interval.”

Belongie says that the unified CRM/ERP solution automatically integrates front-and back-office processes and data. Some of the benefits to users include:

- The product is aligned with the semiconductor and electronics business model.
- Seamless front- and back-office integration.
- Empowers complex, multi-tiered channel sales networks with design win management, product configuration, forecast management, and customer and partner portals.
- Simplifies complexities of semiconductor supply chain management, providing rich support for supply chain partner integration, mixed-mode manufacturing and advanced planning scenarios including reverse BOM planning, yield management, binning and grading, substitutions and alternate production paths.
- Operates on Microsoft Dynamics platform.
- Enterprise-wide unification of business processes across departments, locations and systems.
- Industry-specific functionality is Certified for Microsoft Dynamics (CfMD), indicating the solution has met Microsoft's highest standard for partner developed solutions.

Solutions that are CfMD have demonstrated development quality and compatibility with the Microsoft Dynamics product on which they run by passing rigorous software testing for Microsoft Dynamics. For customers, CfMD helps identify Microsoft Dynamics solutions that have been tested for compatibility, meet high quality standards, and are successfully used by existing customers. The certification represents a significant step in elevating the standard for partner-developed software solutions for industry-specific business applications.

"Microsoft Dynamics products are scalable, flexible, effective and affordable," adds Mangelson. "These technology platforms have been great to implement for our clients. When they are combined with the business process engineering expertise and industry specific knowledge of our consultants, our clients are able to gain insight into their businesses and significantly grow their enterprises."

Effective strategies and specific benefits of the unified ERP/CRM breakthrough are detailed in a new White Paper by Armanino Consulting entitled "***Gain Greater Efficiency, Agility and Control with a Unified ERP and CRM solution with Microsoft Dynamics.***" The White Paper is downloadable for free at <http://learn.amllp.com/unified-erp-crm>.

#### **About Armanino Consulting**

Armanino Consulting is a division of Armanino McKenna LLP, the largest accounting and business consulting firm based in California. It 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 software and internet, semiconductor, medical device, and electronics manufacturers to empower their sales forces, cut costs and time-to-market, improve forecast accuracy, and manage distributor relationships and supply chains.. Armanino Consulting very recently was named to the 2012 Inner Circle for Microsoft Dynamics, placing it in the top echelon of Dynamics partners worldwide. The honor demonstrates deep experience in extending the Dynamics line of products to meet customer needs. Armanino Consulting sells and implements Microsoft Dynamics CRM, which automates the sales, customer service and marketing efforts for 30,000 customers and over two million users worldwide.

#### **About Axonom**

Axonom, a B2B solutions provider, delivers tools to successfully service customers and partners in an environment that requires multi-level relationship tracking, web self-service, partner/dealer loyalty management tools, streamlined quote-to-order processing, hassle-free payment options and a worldwide presence. Enriched with mobile extendibility, [Powertrak's High-Tech Industry Solutions](#) include: Customer and Partner Portals, Product Configurator, Design Win, Service Management, Forecasting, and Time and Billing. By delivering more transactions more efficiently through channels at a lower cost, Powertrak helps customers realize greater profit potential. For more information, please visit [www.axonom.com](http://www.axonom.com).

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