R.I.P. GP?

Why now is the time to invest in your Dynamics GP system

Microsoft's all-in investment into the Dynamics 365 platform seems to be fueling quite a few falsehoods and rumors that are swirling around the entire Microsoft Dynamics community these days. Competitors are spreading fabrications, trying to win competitive advantage, especially when it comes to Dynamics GP.

As loyal Dynamics GP followers, we're not happy about this, but with this turn of events arises a unique opportunity. Now more than ever, we urge Dynamics GP customers to further invest in their system. After all, if it's not broken, why fix it?

Think of Dynamics GP in terms of your home. At a certain stage in life, many people build or remodel to create what they refer to as their "forever house". If Dynamics GP is going to be your version of a "forever house", you need dependable, top of the line components that are built to last.

Want our advice? Don't wait. Be proactive in today's dynamic (pun intended!) environment and plan for the future.

Support for Dynamics GP has never been stronger. The infrastructure surrounding this product extends well beyond Microsoft, and is alive and well.

Adaptable Independent Software Vendors and Partners

ISVs and Partners are aware of the changing landscape and are eager to play ball. One example of this: more and more 3rd party solutions offer subscription pricing. This allows companies to reap the benefits of great products, with a lower entry cost.

Another emerging trend is, of course, the cloud. Moving from a traditional on-premise environment to a cloud-based hosting option has never been easier. Microsoft Partners have made an intimidating transition easy for their clients.

This simple migration provides companies with increased flexibility, scalability, and reduced maintenance costs. The only thing required of end users is an internet connection to access their Dynamics GP system.

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Dependable Solutions

Since Microsoft's acquisition of Great Plains in 2000, this system has proven itself to be a powerhouse of an ERP solution. Yes, Dynamics GP is now reaching almost two decades in operation, but it takes time for systems to mature, and clearly GP is already there. The kinks are worked out, the bugs are fixed, and the experts are plentiful.

In addition to a solid foundational product exists an army of trusted 3rd party solutions with which to fine tune your system. ISVs have been producing reliable add-ons to Dynamics GP for as long as it has been in existence. Not only are new solutions still being developed today, but throughout the 20-year GP history, veteran solutions have been enhanced and perfected.

If you have a specific business need, there's no doubt a 3rd party solution has been created just for you. It may simply be a matter of finding it.

Community

A big benefit to Dynamics GP's long history is the community that has grown up alongside it. As a comprehensive ERP solution, GP can be used by nearly any business or organization, and that has created a network that spans industries and countries.

With the rise of organizations such as GPUG, open community forums, end-user events and more, Dynamics GP knowledge sharing is abundant. Rest assured, if you have a question, some-one will always have the answer. New product releases may slow down and even cease, but the experience of end-users will continue to deepen.

What if R.I.P. Doesn't Have to mean Rest in Peace?

What if R.I.P. doesn't have to mean *Rest in Peace*? What if we decide it means **Renew**, **Invest**, and **Prepare**?

Dynamics GP is here to stay, and we're in it for the long haul with you. We encourage you to continue to renew, invest, and prepare for continued greatness in Dynamics GP.

About Rockton Software

Rockton Software, a Microsoft Dynamics Partner, is an ISV headquartered in Lafayette, Colorado. Established in 1999, Rockton is a creative company that focuses on add-on product offerings for Microsoft Dynamics GP, business applications for Microsoft Dynamics 365, and custom development. Rockton is dedicated to making your **work simpler & easier**® with products like Auditor, Dynamics GP Toolbox, SmartFill, Omni Price, and Dynamics Report Manager.

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