



5

Signs It's Time to Find a New Business Central or NAV Partner



IS THE TIME RIPE TO SWITCH?

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INTRODUCTION

Hesitation. Trepidation. And a really long sigh.

Those are the most common reactions from many Microsoft Dynamics 365 Business Central and NAV users when they start to get the feeling it's time to switch partners. While there are many reasons BC/NAV partner relationships may fail to meet customers' expectations, the most common cause is a lack of open communication. To succeed, partners need to communicate

- **Openly**
- **Honestly**
- **Often**

Client expectations need to be clear, and the vendor's plan to meet them needs to be even *clearer*. Both parties should have a precise picture at any time where the relationship stands.

At Innovia Consulting, we know this because one of our main initiatives over the past several years has been to ensure that communication with our customers is frequent, open, and has concrete next steps to secure a productive outcome.

Our game plan for this initiative began by requesting customer feedback on how we could do a better job in this critical aspect of our mutual success. Many of the responses we received were consistent across the board – and they led us to these **top five signs it's time to find a new Microsoft Dynamics partner**.

SIGN #1

You Can't Remember the Name of Your Main Contact at Your Current Partner's Company.

You may not remember your main contact's name for several reasons.

- **You rarely speak with him or her.**
- **Your contact person keeps changing.**
- **You never officially received a main contact person.**

Any of the above scenarios can be bad for your business, particularly if you need help with a company-specific Business Central/NAV issue that only someone with in-depth knowledge of your company history can solve.

At Innovia, you don't have to wait until there's an issue to give us a call. In fact, we regularly schedule conversations with each client to ensure everything is running smoothly – and continues to stay that way.

Regularly scheduled discussions are part of how we do business, ensuring we establish a relationship that goes far beyond what you might expect from a software provider. We establish partnerships, where each party works with the other for the greatest good of the whole.

Such frequent and personal attention makes it highly unlikely either party will forget the other's name.



SIGN #2

You Cannot Recall the Last Time Your Partner Came to See You or Called Without Sending a Bill.



It may be great when your partner gives you a call or drops by for a visit – until you get the bill. Some vendors charge fees for time spent corresponding with clients, be it via phone calls, in person, or just responding to an emailed question.

Knowing you'll be billed for reaching out to your partner can be off-putting, to say the least. Not only can it make you hesitate to ask even the simplest questions, but it can curtail your enthusiasm for speaking with someone about your ideas or plans.

Part of Innovia's approach is to be available to discuss ideas, plans, or other business-related questions and concerns without putting a dollar amount on every minute of our conversation. And those conversations aren't limited to phone calls, either.

Our goal is to get face-to-face with our customers at least four times per year, and the results have been phenomenal. Over the past five years, our customers have told us that this time together with Innovia team members has made a huge difference in their business. We hire customer engagement specialists who have held high-level senior leadership positions at businesses like yours and offer their insights at no charge.

So bounce your ideas off us, share your goals and insights, and let us know what problems you're solving, whether they have anything to do with your ERP or not. You won't be getting an invoice for these conversations!



STONEWALL KITCHEN

“What we really appreciate is that they don’t nickel-and-dime us; while we certainly expect to pay for services, it’s clear that Innovia is focused on adding value, not on generating opportunities to send a bill.”

[Click Here to Read the Entire Case Study](#)



— ANDREA HALL, IT DIRECTOR

SIGN #3

When Your Partner Calls, They Start With What They Have to “Sell You About.”

There's something wrong if every phone call from your partner ends up costing you money, and not just because your partner is billing you for the time. They could instead be aiming to sell you something at every turn.

In this scenario, simple questions can turn into expensive enhancements. Or you may only hear from your partner when there's a new feature available at a nominal fee or six new features you can bundle for a slightly larger charge.

Building a trusted relationship can be tough if one party is always out to make a sale, consistently putting the other party in defense mode. Some business models are simply set up this way, with account managers hired largely for making sales.

A few years ago, we took this customer feedback to heart so deeply that we completely revamped our account management team. We went so far as to change the name, now referring to the group as our customer engagement team to really drive the idea home.

We eliminated sales quotas and commissions. We recruited people with backgrounds that focused on expertise beyond sales. In other words, these are people who possess significant operational and leadership experience that can pass along real-world insight to you.

And remember, their time isn't billable!



SIGN #4

Your Partner Doesn't Understand Your Specific Business and the Unique Needs of the Food Industry.

It's true, Microsoft Dynamics 365 Business Central and NAV fit many different organizations--from small nonprofits to enterprise businesses in all industries. But the real genius of the system is how it allows users to focus on their unique challenges and build innovative solutions.

While any partner out there can implement a system out-of-the-box, delivering functionality that meets the food industry's needs takes special expertise. After all, how many software vendors outside of your market know terms like "catch weights" and "order guides" or get what you mean when you say "rebates"?

At Innovia Consulting, we see the food industry as a cornerstone of our business. Many of our team members have decades at manufacturers and distributors of all sizes. Our consultants and developers have built countless solutions, modifications, and customizations that allow businesses like yours to do business *their way*.

With Innovia Consulting as your partner, you can be confident that your needs are known and, in some cases, anticipated before you ever meet our project teams because we've been there, too.

Not to mention:

- The fact that we've been in business since 1984 attests to our solid business experience.
- The fact that we've specialized in Business Central / NAV since 1999 shows we've gained the know-how and expertise required to really make it work for your business.

If you're ready to work with a partner that doesn't just know their own product but also understands your industry from the ground-up, you're ready to partner with Innovia!

SIGN #5

You Get That Strange Sensation in the Pit of Your Stomach Just Thinking About Changing Partners ...

Sometimes it's visceral.

While the first four items on our list touched on logical reasons for changing Microsoft Dynamics BC/NAV partners, wisdom doesn't only reside in the mind. The funny feeling in your gut can be a prime indication it's time to change partners, as can:

- **The heartache you get each time you realize your urgent request was forgotten or ignored.**
- **The headache you get each time you try to call your partner for support.**
- **The hair that rises on the back of your neck each time you receive your partner's bill.**

The body doesn't lie, especially when it tells us it's time to trade in heartache, headache, and anguish for the relief and contentment of a mutually beneficial partnership.

You also might be feeling worried about the process of switching, thinking it will be expensive, complicated, and disruptive to your business. Rest assured, it's not that way. We make it easy and painless to switch and get the relief you want.

If you're experiencing these symptoms, don't bother your doctor. Call Innovia Consulting.



“I don’t think we could be where we are today without the partnership with Innovia since 2007. They’ve really taken the time to know our business and know what I expect to happen. Innovia cares about the end result and customer satisfaction.”

[Click Here to Read the Entire Case Study](#)



— ROB NEWHART, CIO



Is the Time Ripe for a New Partner?

It's not always wise to switch partners, but if you recognize any of the tell-tale signs in this document in your relationship with your Microsoft Dynamics partner, it's time to look elsewhere. Your business will thank you!

If you are a food manufacturer or distributor, Innovia Consulting is a partner you should consider! An entire section of the company works exclusively with the food industry, including three dedicated customer engagement specialists and consultants/developers that have worked with companies just like yours for years. Whether you need support, a reimplementation, an upgrade, or just someone to bounce ideas off, Innovia Consulting can help.

One of our clients, Rob Newhart from Single Source, commented:

Innovia Consulting has always been able to help us achieve our goals by understanding our vision of staying lean and pushing automation. Many employees have been around a long time and know our implementation. We have been through 2 major upgrades with zero downtime to our customers and users.

If you're ready to say goodbye to software and partners that don't understand your business, reach out to Innovia Consulting today!

You have gotten this far, how about one more step?

Book a time with one of our food
distribution specialists to talk
about your goals



Scott Warner

Use my Microsoft Bookings
calendar to schedule your call at
a time that works for you.

[Click Here to Book Now](#)

Or if you want more information, contact us today at
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