



Partner: Rose Business Solutions, Inc.

Web Site: www.rosebizinc.com;
www.roseasp.com

Partner Size: 30 employees

Country or Region: United States

Industry: Professional services

Company: Aires Pharmaceuticals, Inc.

Web Site: www.airespharma.com

Partner Profile

San Diego, California-based Rose Business Solutions is a business solutions provider for midsize companies and includes RoseASP, which offers hosted financial and accounting systems.

Software and Services

- Microsoft Dynamics™
 - Microsoft Dynamics CRM
 - Microsoft Dynamics GP
 - Microsoft Dynamics SL
- Microsoft® Server Product Portfolio
 - Windows Server® 2003
 - Microsoft Exchange Server 2007
 - Microsoft Internet Security and Acceleration Server 2006
 - Microsoft SQL Server™ 2005
- Microsoft Visual Studio®
- Microsoft FRx®

For more information about other Microsoft customer successes, please visit:

www.microsoft.com/casestudies

Business Solutions Provider Helps Customers Conserve Resources with Hosted Model

“For us, the hosted or ‘Software + Services’ model was an opportunity to expand our offerings while delivering greater value to customers.”

Linda Rose, Chief Executive Officer, Rose Business Solutions

When Rose Business Solutions began to receive repeated customer requests for hosted services, the company started a new division, RoseASP. The division uses a Software + Services model to offer cost-effective, hosted business solutions for customers that want the ability to add services as needed without having to maintain IT staff. RoseASP has grown by as much as 42 percent annually, making it, at times, the highest growth area of the business.

Business Needs

Rose Business Solutions was founded in 1991 to meet the needs of midsize customers. The company specializes in implementing enterprise resource planning (ERP), accounting, customer relationship management (CRM), and professional services automation solutions, especially those from Microsoft.

Rose Business Solutions joined the Microsoft® Partner Program when Microsoft acquired Great Plains Software. “It made sense to align ourselves with Microsoft because we wanted our customers to take

advantage of the thorough integration that exists among Microsoft Office programs and its business solutions,” says J.J. Hanson, Chief Technology Officer for Rose Business Solutions. “People are comfortable with the productivity programs that they use every day, so it follows that they’d be comfortable with Microsoft-based business solutions, too.”

After achieving Gold Certified Business Solutions Partner status, Rose Business Solutions grew to be one of the largest regional Microsoft value-added resellers for business solutions in the United States.



During the late 1990s, the company received an increasing number of requests from existing customers to provide hosted business solutions. “Many midsize companies wanted the flexibility of a hosted service,” says Hanson. “They also sought to invest their resources in strategic business areas, rather than in maintaining an IT staff or incurring up-front costs for system implementations.”

Solution

In 2000, Rose Business Solutions established a new division, RoseASP, to provide hosted solutions that help organizations with limited or no IT staff benefit from the same Microsoft solutions that others use in their organizations. “After a lot of research, we determined that there weren’t many companies that could adequately support customers by hosting their business solutions,” says Linda Rose, Chief Executive Officer for Rose Business Solutions. “For us, the hosted or ‘Software + Services’ model was an opportunity to expand our offerings while delivering greater value to customers.”

RoseASP initially provided hosted solutions for existing Rose Business Solutions customers only. Over time, however, the division branched out to serve not only other midsize companies but also other IT implementers. “Thanks to our membership in the Microsoft Partner Program, we’ve been able to easily reach and help fellow Microsoft partners broaden their service portfolios by enabling them to offer Software + Services through RoseASP,” says Hanson. “In fact, we derive a great deal of business from the Microsoft partner ecosystem.”

To serve a range of end customers, RoseASP provides everything from complex, highly customized hosted solutions that re-create an organization’s former on-site environment to more straightforward business solutions for

start-up organizations. One such company is Aires Pharmaceuticals, which is a venture-funded company focused on the development of drugs to treat pulmonary diseases. Julie Crawford, Director of Finance and Administration for Aires Pharmaceuticals, makes it a practice to rely on the Software + Services offering from RoseASP for all of her start-up ventures. “I believe that a start-up company should commence in a manner consistent with a long-term business, so I advocated for Microsoft Dynamics GP because it’s a sophisticated ERP system,” says Crawford. “It’s critical for us to be able to produce financial reports for investors, customize detailed reports for internal planning and management, be compliant with generally accepted accounting principles, and maintain a secure, SAS 70-compliant system. With a hosted solution from RoseASP, we can do all of that from day one—without a large initial capital investment, a lot of set-up time, or the expense of dedicated IT staff.”

Benefits

For Rose Business Solutions, extending the company to include Software + Services through RoseASP has meant increased opportunities and greater flexibility in the ways that it can serve customers, especially as interest in hosted services grows. “Our Software + Services offering is more profitable from the revenue side and less resource intensive from the operations side, making it an easier part of the business to run,” says Hanson.

■ **Greater ability to meet customer demands.** In the eight years since it started to offer hosting, RoseASP is now seeing a greater market awareness about using a Software + Services model. In fact, RoseASP has responded to more requests

for cost estimates in the last nine months than in the previous two years combined. “We experienced a 42 percent growth rate last year in that part of our business,” says Hanson. “And we’re building the gift that keeps on giving because Software + Services is an annuity-based model.”

■ **Increased business opportunities.** The IT implementer aspect of the RoseASP business is critical to its success. According to Hanson, a high percentage of Microsoft partners feel that a Software + Services offering augments their own solutions and services, and they feel that they may risk losing deals in the future if they don’t provide hosting as an option. “We’ve learned how to work with partners to enhance their relationships with their customers,” says Hanson. “As more and more partners seek to expand their offerings, RoseASP is in a good position to help them because of our years of experience in bringing Software + Services to midsize companies.”

■ **More flexible business model.** Rose Business Solutions believes that the inclusion of hosted solutions through RoseASP makes the entire company more valuable because it lends flexibility to the organization. “Our salespeople have exposure to so many different ways of doing business and can increase the level of knowledge throughout the entire organization in terms of selling Microsoft technologies,” says Hanson. “They share what they learn with our customers, which makes for a more positive relationship.”