



The 2023 VAR 100

With the ever-evolving state of technology, the leading resellers and implementers of accounting tech are more in demand than ever

By Chris Gaetano

The mass migration to cloud computing that began during the pandemic hasn't slowed down — indeed, according to the resellers and implementers of accounting technology on our 2023 VAR 100 list, it may even be accelerating, with demand growing fast. However, businesses aren't making these moves for their own sake, but rather because it enables them to face specific challenges and capitalize on opportunities in ways that on-premises computing cannot.

For example, Terri Andrews, national ESG communications leader of Top 10 Firm RSM, said that while some clients have mandated a return to the office, many more are still operating in either a hybrid or remote model. The tools needed to support such models, such as communication, collaboration and document-sharing software, are most commonly cloud-based, and so require an investment in cloud infrastructure to deploy effectively.

"Some of the employee mobility and remote-work impacts of COVID have become a permanent part of our clients' operations. This has increased their need for communication and collaboration tools and for cloud-based business applications," said Andrews.

Similarly, many organizations are intrigued by the rise of artificial intelligence, especially cloud-based models like ChatGPT. While not everyone is 100% sure what it means for them and how they can work it into their own operations, the VAR 100 reported a great deal of interest in the topic among their clients, and an eagerness to explore possible applications.

"AI is going to make a significant impact on our customers and society. We are work-

ing closely with our customers to learn how to leverage these new tools best to help drive customer service and improved margins," said Tom Doran, chief marketing officer for Innovia Consulting.

Danielle Parks, director of product marketing with Enavate, noted that generative AI in particular — defined as AI that can generate outputs based on a training data set — represents a major opportunity for both the consulting company and its clients. With this in mind, Enavate has formed a dedicated team devoted to exploring the opportunities and risks that these technologies represent.

"ChatGPT has taken the world by storm in a very short time. In our industry, partners need to look at how they can be leveraging ChatGPT, AI, Microsoft Co-Pilot and other groundbreaking technologies to help clients automate their business processes. Enavate has a team dedicated to evaluating these technologies and looking at how we leverage them in the near term and the future," she said.

Even when clients are already implementing cloud computing solutions, VARs are reporting an eagerness to expand off-site presence on the part of clients. Having experienced success before, some clients want to move even more operations to the cloud to realize additional efficiencies, according to Sabrina Zimara, director of demand generation at Velosio.

"Cloud technology has become more versatile, so clients are looking to extend their applications into more parts of their business. It is no longer ERP or CRM, but business operations, sales and client experience that they're driving across the Azure platform," she said.

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External issues

All these cloud investments, given their remote nature, have also necessitated further attention to cybersecurity, according to Thomas Falteich, a partner with Clients First Business Solutions. This is especially true in light of the rising numbers of cyber attacks and scams that are increasingly targeting businesses. Falteich said this was why his own company this year has worked to create specialized cybersecurity offerings.

“Cybersecurity and threat protection [are major trends]. We have completed building out a fully functional MSP offering covering our on-premise, hybrid and full cloud clients. We now offer complete 24/7 SOC, end-point detection and monitoring, virus remediation, and our newest service is penetration testing and compliance,” he said.

Many businesses are also struggling against macroeconomic challenges like high inflation or supply chain disruptions. Seeking to harden their operations against such headwinds, the 2023 VAR 100 report that there is a growing urgency to increase efficiency and do more with less, especially when factoring in the ongoing talent shortage that was a problem even before the pandemic. Seeking to become leaner, meaner organizations in the face of economic pressure, companies have embraced automation in particular to soup up their operations, according to Nicole Brinson, senior marketing manager for LBMC Technology Solutions.

“In addition to investments in more agile and accessible business applications like ERP and network infrastructure, automation is at the forefront of every business leader’s mind. Where talent and resources are extremely limited, technology and automation can fill in the gaps, streamline processes, remove redundant work and enable employees to focus on more meaningful tasks that accelerate the business,” she said.

Rebecca Eason, marketing content specialist with Cargas, pointed out that these economic issues also affect how they need to relate to their clients. In the face of an increas-



ingly difficult business environment, she noted that many customers understand the need to tech up, but are oftentimes concerned about the transition costs. Consequently, they have needed more guidance and reassurance, bringing the relationship-centered aspects of the business to the fore. Cargas has consequently devoted more time to communication and outreach with stakeholders this year.

“With economic concerns taking center stage, Cargas has noticed customers with interesting dilemmas. Customers want to switch off legacy solutions and invest in new software, but the time and monetary costs associated with this switch can add undue stress. Customers increasingly require even more compassion and patience, particularly during longer sales cycles, to ensure they are making a decision that they will be happy with for years to come. While customer needs have not necessarily changed, the way customers approach the decision-making process has gained a few extra steps,” she said. **AT**

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Christopher K.

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THE 2023 VAR 100

	Company / Location	Revenue (millions)	Offices	Staff	Accounting software
1	RSM US / New York City	\$634.00	82	5,565	Microsoft Dynamics 365 F&SC, BC, Dynamics AX, GP, NAV, SL; Oracle NetSuite; Sage Intacct
2	Wipfli / Milwaukee	\$506.70	48	3,245	Sage Intacct; Microsoft Dynamics BC; Oracle NetSuite
3	HSO / New York City	\$315.00	36	2,300	Microsoft Dynamics 365
4	Visionet* / Cranbury, N.J.	\$280.00	14	8,500	Microsoft Dynamics AX, GP, NAV, 365; M3
5	Alithya*¹ / Montreal, Quebec	\$244.15	14	3,600	Microsoft Dynamics AX, 365; NetSuite; OracleFusion
6	Columbus*² / Copenhagen, Denmark	\$200.40	19	2,000	Microsoft Dynamics AX, GP, NAV, 365, M3
7	Quisitive / Irving, Texas	\$187.00	17	900	Microsoft Dynamics BC, F&O, GP, SL; Sage Intacct; Unanet; MazikCare; PowerGov; ShopFloor; Spyglass; emPerform; PayiQ
8	Armanino / San Ramon, Calif.	\$181.00	23	643	Microsoft Dynamics 365 F&SC, GP, 365 BC, Power BI, D365 Sales, Marketing, Customer Service, Power Apps; Sage Intacct, Intacct Construction, Intacct Budgeting and Planning; Workday Financial Management, HCM, AP; Salesforce; BlackLine; Certent; Solver; Workiva; LeaseAccelerator; Shareworks; Carta; LeaseQuery; Jirav; Very Good Security; UiPath
9	Sikich / Chicago	\$134.00	17	326	Microsoft Dynamics 365 F&SCM, BC, CE, AX, GP, NAV; NetSuite; OpenAir; Salesforce
10	Velosio / Dublin, Ohio	\$129.80	8	465	Microsoft Dynamics 365 F&SC, BC, GP, AX, NAV, SL; NetSuite
11	Crowe / Chicago	\$114.60	36	750	Microsoft Dynamics; NetSuite; Salesforce; Service-Now
12	Baker Tilly Digital / Chicago	\$100.00	55	600	Deltek; IFS; Oracle; Sage Intacct
13	Enavate / Denver	\$86.00	3	375	Microsoft Dynamics 365 BC, F&SC, AX, GP, NAV, SL
14	Sunrise Technologies / Winston-Salem, N.C.	\$78.00	4	345	Microsoft Dynamics Finance
15	Net at Work / New York City	\$73.80	18	310	Acumatica; MIP; NetSuite; Sage Intacct, X3, 100, 300, 500
16	mcaConnect* / Denver	\$70.00	2	280	Microsoft Dynamics 365 Finance & SCM
17	Stoneridge Software* / Barnesville, Minn.	\$67.40	4	350	Microsoft Dynamics
18	Aktion Associates / Maumee, Ohio	\$66.00	4	212	Infor CloudSuite Distribution, Distribution SX.e, FACTS, A+; Sage 100 Contractor, 300 CRE, Estimating, CRE; Acumatica Construction Edition, Distribution Edition, Manufacturing Edition, eCommerce Edition; Deltek Vantagepoint for Architecture, Engineering and Professional Service Firms
19	CLA / No central HQ	\$65.00	130	8,500	Acumatica; Sage Intacct, Sage 100; QuickBooks; MS Office Suite; MSTeams; Microsoft Dynamics; Power BI; ADP
20	Copley Consulting Group / Woburn, Mass.	\$62.00	30	10,000	Infor CloudSuite Industrial Manufacturing, SyteLine for Life Sciences, CloudSuite Distribution

* Data from published reports ** Accounting Today estimates 1 Converted to U.S. dollars from \$322.8 million Canadian 2 Converted to U.S. dollars from Danish krone

	Company / Location	Revenue (millions)	Offices	Staff	Accounting software
21	BPM* / San Francisco	\$59.70	17	269	NetSuite; Sage Intacct
22	Eide Bailly³ / Fargo, N.D.	\$55.00	44	225	NetSuite; Microsoft Dynamics 365
23	Vision33 / Irvine, Calif.	\$53.80	40	459	SAP Business One, Business ByDesign, S/4HANA Cloud; Sage Intacct
24	SWK Technologies* / East Hanover, N.J.	\$44.90	8	180	Acumatica Cloud ERP; Sage Intacct; Sage 100cloud
25	ADSS Global* / Exton, Pa. and Miami	\$42.00	50	180	Sage 100, 300, Sage Intacct
26	LBMC Technology Solutions / Charlotte, N.C.	\$42.00	3	110	Sage Intacct; Microsoft Dynamics BC, GP, SL, D365 Finance
27	Western Computer* / Oxnard, Calif.	\$40.00	1	190	Microsoft Dynamics 365 BC, F&SC, CE, Power Platform
28	Marcum Technology / Melville, N.Y.	\$39.00	44	104	Acumatica; Sage Intacct; QuickBooks Online, Reach for QuickBooks; Vena; Planful; Martus; Trintech Adra; Bill; UiPath
29	Blytheco / Laguna Hills, Calif.	\$38.20	NA	100	Sage 100, Sage Intacct; Acumatica
30	JourneyTeam* / Draper, Utah	\$36.30	4	152	Microsoft Dynamics BC, F&SCM, GP, NAV
31	Cargas Systems / Lancaster, Pa.	\$35.90	1	183	Microsoft Dynamics GP, BC; Sage Intacct Cloud Accounting
32	AME Group* / Vincennes, Ind.	\$35.00	11	228	Acumatica; Syspro
33	BAASS Business Solutions / Thornhill, Ont.	\$35.00	23	150	Sage; Acumatica; Microsoft
34	SIS / Duluth, Ga.	\$32.00	5	275	Microsoft Dynamics 365 Finance and Operations
35	Forvis / Springfield, Mo.	\$30.00	72	120	Microsoft Dynamics 365 F&SC, PO, BC, GP, AX, CRM; Sage 100, 300, 500, Sage Intacct; NetSuite; Salesforce
36	RKL eSolutions / Lancaster, Pa.	\$29.80	8	102	Sage 100, 500, X3, Sage Intacct
37	ArcherPoint / Atlanta	\$29.00	4	165	Microsoft Dynamics 365 BC; LS Retail
38	Clients First Business Solutions / Holmdel, N.J.	\$27.00	6	90	Microsoft Dynamics F&SCM, BC; SAP B1; Acumatica
39	Encore Business Solutions⁴ / Winnipeg, Manitoba	\$23.50	4	115	Microsoft Dynamics 365 BC, NAV, F&O, AX, GP
40	Godlan / Clinton Township, Miss.	\$23.10	2	81	Infor SyteLine ERP

* Data from published reports ** Accounting Today estimates ³ Staff figures are for IT consulting only ⁴ Converted to U.S. dollars from \$31 million Canadian

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	Company / Location	Revenue (millions)	Offices	Staff	Accounting software
41	Alliance Solutions Group / Independence, Ohio	\$23.00	5	46	Sage Intacct Construction, 300 CRE, 100 Contractor
42	Innovia Consulting / Onalaska, Wis.	\$23.00	3	105	Microsoft Dynamics 365 BC, Azure, M65
43	NexTec Group* / Seattle	\$23.00	11	130	Sage X3, 500; Acumatica Cloud ERP; Microsoft Dynamics GP, SL
44	Synergy Resources* / Central Islip, N.Y.	\$22.20	2	110	Acumatica; Infor CloudSuite Industrial Syteline; Visua
45	Logan Consulting* / Chicago	\$21.80	1	50	Acumatica; Microsoft Dynamics AX, BC, F&SCM, GP, NAV; QAD
46	Faye Business Systems Group / Woodland Hills, Calif.	\$21.30	4	102	Zendesk; SugarCRM; HubSpot; Salesforce
47	Accordant Company / Florham Park, N.J.	\$21.00	1	80	Sage Intacct, Sage 100 Contractor, 300 CRE; Acumatica
48	DSD Business Systems / San Diego	\$20.00	50	150	Sage 50, 100, 300, 500, Sage Intacct; Acumatica
49	VistaVu Solutions / Houston	\$20.00	3	90	SAP Business One, ByDesign, S/4 Hana Public Cloud, 4 Hana Private; BTP; Boomi
50	Unify Dots / Seattle	\$18.60	14	310	Microsoft Dynamics 365 Finance, SCM
51	Dean Dorton / Lexington, Ky.	\$18.30	3	54	Sage Intacct; Microsoft Dynamics 365, GP
52	Kerr Consulting / Houston	\$18.00	23	120	Sage Intacct, Construction, X3, 100 Cloud, 300 Cloud, 100 Contractor, 300 CRE
53	The Answer Company⁵ / New Westminster, B.C.	\$17.90	NA	140	Acumatica; Sage Intacct, 100, 300, 500, X3
54	Navigator Business Solutions / Lehi, Utah	\$17.20	2	45	SAP Business One, Business ByDesign, S/4HANA Cloud
55	Fourlane / Austin, Texas	\$16.00	1	89	QuickBooks Online, Desktop Enterprise; NetSuite; Acumatica; Xero
56	Vested Group / Plano, Texas	\$15.70	1	85	Oracle NetSuite
57	Cre8tive Technology and Design / San Diego	\$15.00	4	75	Epicor Kinetic; Pro.File (Revalize) PLM
58	Stambaugh Ness TechSolutions / York, Pa.	\$14.30	1	42	Deltek Vantagepoint, Vision
59	Full Sail Partners / Steamboat Springs, Colo.	\$14.20	4	37	Deltek Vision, Vantagepoint
60	Alta Vista Technology / Royal Oak, Mich.	\$13.90	4	30	Sage Intacct; Microsoft Dynamics BC, GP

* Data from published reports ** Accounting Today estimates 5 Converted to U.S. dollars from \$23.6 million Canadian

	Company / Location	Revenue (millions)	Offices	Staff	Accounting software
61	Business Solution Partners / Great Neck, N.Y.	\$13.20	8	43	NetSuite; Workday Adaptive; HubSpot; Bill; AvidExchange; Divvy; Floqast; Avalara
62	Cumula 3 Group / Frisco, Texas	\$12.60	1	31	NetSuite
63	Technology Management Concepts / El Segundo, Calif.	\$12.50	1	48	Microsoft Dynamics 365 BC, NAV, GP
64	Algorithm Columbus / Ohio	\$12.40	NA	40	Acumatica; Epicor
65	Brainsell⁶ / Danvers, Mass.	\$12.00	1	20	Sage 100, 300, Intacct
66	Protelo / Folsom, Calif.	\$12.00	4	46	NetSuite
67	Vertilocity (HBK-IT) / Canfield, Ohio	\$11.60	3	80	Microsoft Dynamics GP, CRM; Sage Intacct; Acumatica; UKG
68	Boyer & Associates / Minneapolis	\$11.30	1	45	Microsoft Dynamics 365 BC, NAV, GP, SL, F&SCM
69	MIBAR.net / New York City	\$11.20	1	28	NetSuite; Acumatica; Microsoft Dynamics GP
70	CompuData / Philadelphia	\$11.10	1	55	Sage Intacct, Sage 100
71	I-tech Support / Ocoee, Fla.	\$11.10	1	43	Acumatica Cloud ERP
72	Sockeye Consulting* / Anchorage, Alaska	\$11.00	1	55	Sage 100 Contractor, 300 CRE, Sage Intacct
73	Guide Technologies / Cincinnati	\$10.70	3	45	Infor SyteLine (CloudSuite Industrial), XA, LN
74	MicroAccounting / Carrollton, Texas	\$10.70	2	29	Sage Intacct, Sage 100
75	Oasis Solutions / Louisville, Ky.	\$10.10	1	36	NetSuite; Sage Intacct, Sage 100, Fixed Assets, CRM, HRMS
76	Six S Partners / Waterloo, Ont.	\$10.10	3	60	Epicor Kinetic ERP
77	Paradigm Technology Consulting / Allentown, N.J.	\$10.00	2	60	Microsoft Dynamics GP, BC; AccountingSuite
78	Queue Associates / New York City	\$10.00	6	250	Microsoft Dynamics 365
79	The TM Group / Farmington Hills, Mich.	\$9.80	4	40	Microsoft Dynamics 365 BC, GP, SL
80	Kopis / Greenville, S.C.	\$9.50	1	67	Microsoft Dynamics 365 BC, GP, NAV

* Data from published reports ** Accounting Today estimates ⁶ Staff figure is full time equivalents; does not include 30 subcontractors

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81	Njevity / Greenwood Village, Colo.	\$9.30	NA	30	Microsoft Dynamics GP, PowerGP Online
82	Websan Solutions⁷ / North York, Ont.	\$8.60	2	50	Microsoft Dynamics 365 BC
83	EthoSystems / Chicago	\$8.00	2	33	Sage 100 CRE, 300 CRE, Sage Intacct Construction, Intacct Real Estate, CRM, FieldOps; Arcoro; Timberscan; hh2; AvidXChange; GCPay; Service Trade; Swizznet; Procore; WorkforceGo!
84	Intellitec Solutions / Newark, Del.	\$8.00	1	32	Sage Intacct; Microsoft Dynamics 365 BC, GP, SL
85	goVirtualOffice / Waunakee, Wis.	\$7.65	2	56	NetSuite, PracticeERP
86	DWD Technology Group / Fort Wayne, Ind.	\$7.50	2	27	Sage Intacct, Sage100, 50, CRM, HRMS, Fixed Assets; BusinessWorks; MIP Fund Accounting
87	Express Information Systems / San Antonio	\$7.50	1	17	Sage Intacct; Microsoft Dynamics GP, BC
88	Acumen Information Systems / Clermont, Fla.	\$7.40	5	26	Sage Intacct, Sage 300
89	Anders CPAs + Advisors / St. Louis	\$7.40	2	35	Sage Intacct
90	PracticePro 365 / West Palm Beach, Fla.	\$7.20	2	32	PracticePro 365; Microsoft Dynamics CRM, GP, SL, Power BI; TIBCO
91	AccountNet / New York City	\$6.90	3	16	Microsoft Dynamics 365 BC, GP, SL
92	CAL Business Solutions / Harwinton, Calif.	\$6.80	1	25	Acumatica; Microsoft Dynamics GP, BC
93	Practical Software^{**} / Concord, N.C.	\$5.99	1	27	Sage Intacct, Sage X3
94	Jovaco^{**} / Montreal, Quebec	\$5.78	1	48	Jovaco Project; Microsoft Dynamics 365 CRM, BC, GP
95	DSWi / Houston	\$5.10	7	24	Microsoft Dynamics 365 Business Central
96	Martin & Associates / Cincinnati, Ohio	\$5.00	1	24	Acumatica Cloud ERP; Sage 100, 500; Microsoft Dynamics GP
97	Equation Technologies / Encinitas, Calif.	\$4.60	4	13	Sage Intacct, Sage 300
98	Mendelson Consulting / Pembroke Pines, Fla.	\$4.20	6	20	Intuit QuickBooks Enterprise Solutions, Online Advanced; Microsoft Dynamics 365 BC
99	SuiteCentric / Carlsbad, Calif.	\$3.60	1	17	Netsuite
100	TrinSoft / Lexington, Ky.	\$3.50	1	30	Microsoft Dynamics 365 BC, GP, PHTPlus

* Data from published reports ** Accounting Today estimates 7 Converted to U.S. dollars from \$11.5 million Canadian