

**Products and Services**

Microsoft Dynamics 365  
Power Platform  
Azure

**Industry**

Professional services

**Organization Size**

Medium (50 – 999 employees)

**Country**

United States

**BusApps partner since**  
2003

## Sunrise extends their ERP success with Microsoft Dynamics 365

### Capitalize on Business Applications services

Sunrise Technologies recognized 24 years ago that companies who run supply chain operations have unique and complex business challenges. In 2003, they decided to rearchitect their ERP consultancy to focus on Microsoft Dynamics ERP solutions and services to better meet those challenges.

Sunrise made this drastic change because they believed Microsoft, with its unparalleled go-to-market support and technology vision, offered them much greater opportunity for business growth. Though the transition was challenging, it paid off. Sunrise saw significant increases in services revenue by adopting Dynamics AX.

### Recognize cloud platform potential

When Microsoft introduced Dynamics 365 for Finance and Operations in 2016, Sunrise quickly went all in. They developed one of the first solutions for AppSource before the platform was released to the public, because they believed in Microsoft's vision that cloud-based business applications would transform their customers' businesses.

Since adopting Dynamics 365, Sunrise's revenue has grown by 46% and they are now transitioning their legacy on-premises customers to cloud solutions. Three years after the platform's release, the brand awareness around Dynamics 365 is boosting Sunrise's customer acquisition efforts. They receive more inquiries from customers for Dynamics 365 than any other product they've carried, and 95% of leads are already interested in the platform.



As a former CIO, I feel confident offering Microsoft Dynamics 365 solutions to my customers because they are what I use in my own business.



— John Pence, Founder, Sunrise Technologies



- **Increased revenue by 46%** since adopting Dynamics 365
- **Drives 87% of revenue** through Dynamics-related services
- **95% of leads** ask for Dynamics 365
- **Migrating majority** of customers to Dynamics 365

Visit the [Microsoft Partner Network](#) to learn how to build a Microsoft Business Applications practice



## Extend with a flexible platform

Sunrise also leverages Power platform to extend the capabilities of Dynamics 365 through native data analytics and automation. They develop solutions on Power platform to increase the value of their overall services portfolio. Sunrise utilizes pre-built templates to empower functional consultants to create cost-effective, customized solutions. Between the comprehensive capabilities of Dynamics 365 and the flexibility of Power platform, Sunrise is prepared to address each customer's needs.

*"With Power platform, my non-development employees can provide customized solutions faster than ever before."*

— **John Pence**  
Founder, Sunrise Technologies

## Support customers for years to come

Sunrise chose Microsoft because their primary go-to-market motion is through partners. Unlike competitors, Microsoft doesn't restrict partner growth or define their verticals and markets. Sunrise has benefitted from Microsoft's partner support, growing from 12 to 212 employees since joining the Microsoft partner program.

Longevity was another important factor to Sunrise. They wanted to be with their customers for years down the line, not just during implementation. Sunrise felt assured that Microsoft, more than any other competitor, would support long-term customer relationships.

“ The breadth of capability you get with the Microsoft platform is amazing. Between Dynamics 365, Azure, and Power Platform, you nearly have it all. ”

— **John Pence**, Founder, Sunrise Technologies