



Products and Services
Microsoft Dynamics 365
Power Platform

Industry
Professional services

Organization Size
Large (1,000 – 9,999 employees)

Country
United States

BusApps partner since
2002

RSM expands their service offerings with Microsoft Dynamics 365

Diversify services with Microsoft

RSM, an audit, tax, and consulting firm, partnered with Microsoft because of the company's promise to create opportunities for partners and provide comprehensive solution sets. They started their Business Applications practice in 2002 and have always worked in lockstep with Microsoft by adopting new technologies and providing services that support lasting customer relationships.

RSM was one of the earliest adopters of Microsoft Dynamics 365, which helped them quickly diversify their service offerings. The platform eased expansion across industries, including retail and life sciences, and RSM doubled the size of their business applications organization to meet demand. RSM now sells Dynamics 365 in 100% of new Business Applications engagements.

Build long-term customer relationships

The flexibility of Dynamics 365 allows RSM to rapidly deploy solutions and demonstrate quick value for customers. This allows them to get their foot in the door with an implementation and extend into additional workloads and service engagements over time.

Managed services related to Dynamics 365 are an integral part of RSM's business and support customer relationships long after implementation. RSM drives 75% of revenue through implementation and 25% through managed services, which is growing at a 15% annual rate.

“ We take full advantage of the extensibility of the Dynamics 365 platform to implement solutions across workloads and maintain them for clients long-term. ”

— Christian Hutter, Principal, RSM



- **Sell Dynamics 365 in 100%** of new Business Applications sales
- **Doubled Business Applications employees** after adopting Dynamics 365
- **15% YoY growth rate** of Dynamics 365 managed services
- **Drive 25% revenue through managed services** and **75% implementation**

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



Customized, comprehensive solutions

RSM delivers seamless end-to-end customer experiences with Power platform and Dynamics 365. The flexibility and out-of-box functionalities of the products empower RSM to easily extend to create customized solutions for customers.

Hickory Farms, an RSM customer, is a 90-person company with a seasonal workforce peak of 4,500+ employees. To manage resource planning, train new hires, and do a better job at omnichannel selling, it needed one integrated, scalable back-end system. RSM helped Hickory Farms implement Microsoft Dynamics 365 for Finance and Operations and for Retail to provide a backbone for operations. Staff can see current inventory and order data via mobile devices so that they can make better, faster decisions and are prompted with sales guidance to help them identify cross-sell and promotions opportunities. Management can track inventory, production progress, and staffing using Microsoft Power BI dashboards that pull real-time data from Dynamics 365.

"We felt Dynamics 365 was the most robust and expansive cloud-based enterprise resource planning product on the market."

– **Gordon Jaquay**
Director of IT, Hickory Farms

Partner for innovation and growth

Microsoft's continuous innovation and solution set development have supported RSM's sustained growth. Over the years, they have seen Microsoft incorporate partner feedback into solutions, resulting in the best technology available. RSM trusted their investment would pay off long term, and is confident that Microsoft will constantly evolve to deliver industry-leading solutions.

“Partnering with Microsoft is the best bet if you want to future-proof your company. Their investment in innovation is unparalleled.”

— **Christian Hutter**, Principal, RSM