

## An Interview with Nancy Wiese, Business Development Director for GPC Systems, a Certified for Microsoft® Dynamics Solution Partner

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Nancy Wiese,  
GPC Systems



**Interviewer:** Briefly describe what GPC Systems does.

**Wiese:** GPC has been a Microsoft partner and also a Dynamics GP partner for 15 years. We know Dynamics GP really well – it’s all we do. We develop front and back end custom applications for Dynamics GP. Our Certified for Microsoft Dynamics product is Easy e-Bank Rec, a product that supplements the Microsoft Dynamics GP bank rec. This solution started as custom software, but we soon realized that it had the potential to develop into a full product, so we decided to test and certify it through the Certified for Microsoft Dynamics program.

**Interviewer:** How long have you been in the CfMD program?

**Wiese:** We’ve been in the CfMD program since the inception. We were among the first eight ISVs to earn the CfMD certification.

**Interviewer:** How did you hear about the program?

**Wiese:** We had been trying for quite some time to test our product with Microsoft. We had been in contact with the testing folks at Veritest and with a number of Microsoft people regarding the testing criteria. One contact led to another and we were finally hooked up with the CfMD program.

**Interviewer:** What was the main benefit you had hoped to gain by joining the program?

**Wiese:** More than anything, we hoped to gain exposure to the partner network and possibly to end users as well. In addition, we wanted to distinguish our product from other offerings. We knew that the criteria to pass the testing would be arduous, so passing would give Easy e-Bank Rec another layer of credibility.

**Interviewer:** Have those come true? Have you realized other benefits as well?

**Wiese:** Yes. As the program criteria were being developed, the marketing benefits were developed as well. The CfMD team absolutely has delivered on the additional benefits they promised, such as the \$10,000 in co-marketing funds. In addition, just going through the certification process and providing the documentation required certainly improved our product. In retrospect, this was one of the unanticipated benefits.

**Interviewer:** Where there any difficulties in joining the program?

**Wiese:** Not in joining. We wanted to get our product tested and certified and we met the criteria for going through the program.

**Interviewer:** What advice might you give a partner who is considering the program?

**Wiese:** This is a tough process and not inexpensive. There is no magic wand and there are no short cuts. Yes this process is onerous; it is not easy and it is not meant to be easy, but it is definitely worth it. Being certified gives your product added credibility and confers a degree of prestige on the ISV. When you go through the certification, you’ve earned it!

**Interviewer:** Is there anything else you’d like to say about the program?

**Wiese:** Just that the CfMD team really has given great support throughout the whole process, from the start in the pilot program through the present. They deserve kudos for guiding us through the process, listening to our complaints and being a true partner.

### To contact GPC Systems:

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