



Microsoft Dynamics 365 Business Central and Westwood Associates

About Microsoft Dynamics 365

Dynamics is a portfolio of intelligent applications that deliver operational efficiency and breakthrough customer experiences, enabling businesses to become more agile and reduce complexity without increasing costs. Westwood Associates implemented Microsoft Dynamics 365 Business Central, the Dynamics ERP system designed for SMBs.

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About Westwood Associates:

[Westwood Associates](#) has been in the IT services business since 1987. A small, family-run company with 16 employees, it prides itself on providing personalised service to its base of around 300 clients, predominantly SMBs, some of whom it has been working with for over 30 years. Delia Giusto, Operations Manager at Westwood Associates, provided the feedback for this case study, and her comments offer a great insight into the reasons for choosing Dynamics and the benefits they've seen as a business since making the switch.

Reasons for change

- Westwood Associates moved from NetSuite to Business Central in 2022. NetSuite was expensive and no longer suitable for their needs; they did not require most of the features, and users found it clunky. In particular, they struggled with manual imports and were frustrated by limited reporting options.
- When deciding on a new system, they considered Business Central alongside QuickBooks and Sage. As an MSP, they'd seen various finance solutions used by end clients, so they had a unique insight into the pros and cons of each.

Why Dynamics?

Growth potential:

Dynamics can adapt to what you need it to be for your company.

“Business Central has a lot of potential to grow with us without holding us back.”

The above, and all following quotes are from **Delia Giusto**, Operations Manager, Westwood Associates.

Time savings:

Business Central saves the finance team **approximately 50%** of the time they would have previously spent on month-end tasks each month.

“I can always see a P&L (profit and loss) at any time, so month-end is now a couple of clicks, and it's done. It's saving me hours if not days. And this is just on month-end; the time savings on year-end are even more significant.”

Cost savings:

“Dynamics is a no-brainer when you look at cost savings over time.”

Cost is often cited as a drawback of Dynamics, but for Westwood Associates, choosing Business Central has resulted in significant long-term savings. Now in their third year of using Business Central, they have quantified the cost savings, which have come sooner than anticipated.

“Since our move from NetSuite to Dynamics, we've saved around 80% on system costs per year.”



Implementation and support

Having used their previous system for over 20 years, Westwood Associates were understandably apprehensive about moving to a new system, but within a couple of months, they were already comfortable with Dynamics.

"It was actually quite easy to get the team to use the new system, and two years in, we are still learning, and the ease of use is still there."

"The support team was really, really good at holding my hand through my first month-end and year-end cycles. We were supported through everything from the technical side so I could be sure I was doing everything correctly. The Pax8 support team is knowledgeable and quick to respond to tickets."

Automation

"I love the way Dynamics works. It is so quick and easy to pick things up and automate them."

Over time, users will start using more of the features available in Business Central. The Pax8 implementation method recommends starting with the basics and expanding into additional functionality as your business grows and you learn how the system works best for your business.

Westwood Associates has been able to automate its month-end process with Business Central. Where the previous process was manual and required multiple data exports and data manipulation, Business Central can now do month-end in a few clicks. Automation has also facilitated a move to paperless processes, reducing printing and paper costs across the business.

Improved reporting

"The fact that everything can be exported to Excel and reported on through Excel and Power BI is lovely. We don't have the requirement for a lot of in-depth reporting, but the fact that you can is great to have available."

Business Central also offers improved traceability, which is particularly useful during audits. It has enabled Westwood Associates to bring more accountancy in-house, further reducing their auditing costs.

"Business Central has enabled us to improve our stock processes. We can now report on specific stock lines and see our quarterly sales of certain products. From the back end, we can also easily trace stock. We can also extract more stock statistics quickly, which we couldn't do before."

Would you recommend Business Central to other MSPs and SMB users?

"100%. Especially because it integrates with Office and Copilot is now included. Dynamics is so quick and easy; you can do it on the fly. You can even do it from your phone."

Want to learn more about Microsoft Dynamics 365?

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