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The Navigator for Enterprise Solutions



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Endeavour Solutions



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The annual listing of 10 companies that are at the forefront of providing Microsoft Dynamics solutions and transforming businesses

Endeavour Solutions

A Safe Haven for Dynamics GP Users Seeking Options

Endeavour Solutions is a Gold Certified Microsoft Dynamics partner in the United States and Canada. The company focuses on end to end solutions and support for Microsoft Dynamics ERP, CRM, and Cloud applications, including Dynamics GP (Great Plains ERP) and Dynamics 365 Business Central. With over three decades of experience, Endeavour brings a deep understanding of business issues and produces superior results for its clients. The expertise Endeavour exhibits as one of the leading Microsoft partners is further confirmed with multiple Microsoft awards in areas of growth, customer service, and in providing unique solutions.

Endeavour's continued success has been possible due to the unwavering focus on its Microsoft customers, employees, and their core values: integrity, trust, and accountability. Endeavour manages over 600 plus clients in the US, Canada, and globally running Dynamics GP. In

recent years Endeavour was recognized as a 'Great Place to Work' alongside other top consulting firms in Canada, including PWC and Deloitte. Terry Sunderland, President & CEO, states, "2020 has been an active year, I am proud of our team. I feel that they are also proud of Endeavour, and take joy in helping our clients get the most out of their Microsoft Business Applications".

During the times of chaos and uncertainty due to Covid-19, Endeavour responded to the concerns and anxiety felt by finance teams by supporting it's GP clients with fast, friendly, and knowledgeable support. As a first response in helping clients during the pandemic, Endeavour launched a discounted bank of hours to provide an ability to offer discounts on rates in the short term to lessen the financial impact of urgent short term requests as clients adapted to Covid-19 related closures. Through this special offering, the company helped over 50 of its clients. Extending the





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impact of its social responsibility efforts, Endeavour expanded from helping clients to donating a percentage of revenue to some local food banks the following month. Endeavour further differentiated itself in the marketplace with its corporate social responsibility.

This social mindfulness was exhibited as the company offered an informative and innovative weekly online training series to Microsoft clients at no charge. This online training program was initiated with no motive to sell services – and provided valuable Tips & Tricks for clients on navigation, reporting, automation, and streamlining of processes with a focus on actionable insights that clients could implement inhouse.

Seen as a trusted advisor, especially during the current economic conditions, Endeavour has been providing its Dynamics GP clients with options. For many, that includes remaining on their existing ERP platform, until they have a defined business case with a Return on Investment, or if there is a specific compelling event that necessitates a change in platforms. Endeavour understands every client’s business

case for change (on-premise vs. cloud) is unique, and for some, maybe cost-prohibitive when factoring in the impact of changing systems, adapting to new technologies, and training users on new processes, which often differ between business applications. In many cases, clients have options and can postpone replacing their on-premise business applications for 2 - 3 years or even indefinitely, by simply investing in secure remote connectivity tools, process automation, upgrades, and advanced analytics linked remotely to servers. For others, Endeavour is well staffed to assist with a transition from Dynamics GP to the new cloud-based Dynamics 365 Business Central ERP, assuming it makes sense.

As a safe haven for organizations using Dynamics GP, Endeavour continues to see an increasing number of Dynamics clients looking for alternatives. Steve Ewing, Vice President of Endeavour states: “We’re not going to force our GP clients to switch, but if and when it makes sense for them, we’re here to transition them to Business Central.”

Looking ahead, Endeavour plans to maintain and even expand its capabilities in supporting Dynamics GP (Great Plains) clients, while continuing to expand its Cloud Business Applications consulting team (ERP, CRM, & Cloud). This emerging cloud application team supports the full Microsoft Dynamics 365 platform, including Sales, Customer Service, Member Management, Field Service, and Business Central ERP.

For its Dynamics GP clients, Endeavour will continue to provide them with options to help them get more out of their Microsoft business applications - and for those who are ready, Endeavour will assist with cloud migrations, Dynamics GP to Dynamics 365 Business Central, linking cloud-based ERP, CRM, and productivity apps for accelerated growth. [CR](#)