

Alphameric Solutions has delivered complex solutions to the UK's largest food, drink and hospitality organisations.



The Alphameric/Microsoft partnership

- The UK's leading provider of enterprise solutions to the hospitality market, with an 11 year track record in Dynamics NAV.
- A centre of excellence for Microsoft Dynamics NAV.
- Innovative and flexible applications based 100% on Microsoft's open platforms.
- Over 250 Dynamics NAV systems already installed in food service companies, restaurant groups, pub companies, regional brewers and food and drink distributors.
- 35 dedicated specialists – 200+ man-years of Dynamic NAV experience.
- Alphameric Solutions is part of Alphameric PLC, a FTSE listed company with a turnover in excess of £50 Million that specialises in the provision of enterprise solutions to the hospitality and leisure markets.

Our Dynamics NAV contracts run between **£50,000 and £1 Million+**. Typically, **30 – 40%** of each project cost is for Dynamic NAV licenses.

"The route that Microsoft and Alphameric have taken allows us to introduce new technologies in a very cost effective way and achieve significant benefits to the business."

*Kevin Roche
IT Manager, SA Brain & Co.*

"We selected Alphameric for this critical task because of its strong industry knowledge and expertise in Microsoft Dynamics NAV."

*Mark Beckett
Project Accountant, Enterprise Inns*

New Customer Adds

Alphameric has developed a **new business campaign** methodology, enabling us to execute highly targeted and successful new business campaigns. Considerable investment has been made in the planning and development of our new business campaigns and collation of customer evidence. Customer pains and Alphameric Dynamics NAV solutions are highlighted through individual Microsites (developed with innovative and effective CTA's) **specific to each vertical industry**. See www.dynamicsforhospitality.co.uk

Dynamics NAV Market Growth Opportunity

In addition to driving substantial Dynamics NAV license sales through new clients, our existing range of packaged solutions (developed using .NET and deployed to 85% of the betting/gaming market), offers a significant growth opportunity for Dynamics NAV. Our strategy is to **upgrade and cross-sell Dynamics NAV into our existing customer base**, significantly increasing market share for Microsoft in the hospitality and leisure market.

Selling The Stack

Our clients view us as thought leaders and through our influence and expertise recognise the benefits derived from the use of Microsoft technology to solve business issues. As a forward-thinking technology company, **Microsoft's ability to increase use of the platform within our customers** through Alphameric is key and represents a significantly increased opportunity to deploy additional Microsoft servers and products.