

# Chase Software scoops top Microsoft Award

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Microsoft has recognised Chase Software as the 'ERP Partner of the Year' at its Partner Awards ceremony held recently at the Sandton Convention Centre in Johannesburg. The annual awards recognise top Microsoft partners demonstrating excellence in innovation and implementation of customer solutions based on Microsoft technology.



*Jamie Peers*

Chase Software is a complete, powerful and modern management tool exclusively suited to the advertising industry and allied markets. The company has the most industry knowledge for the end-to-end requirements of advertising and media, arguably in the world. It is firmly established in South Africa and is fast expanding globally with new offices in London and Singapore.

According to Chase CEO Jamie Peers, this award is a clear indication that Chase is fulfilling the need in the advertising vertical. "We are elated by this award, it is recognition of our enormous growth and an increasing number of new clients over the past year."

Marc Gower, Dynamics lead at Microsoft SA, says customers around the world in every industry seek new ways to understand and serve customers, create new markets and products, reinvent operations, and modernise how employees work in this mobile-first, cloud-first world.

"Chase's world-class solution delivery and Microsoft's market-leading software and technology are helping customers transform. This award recognises the business value and innovation that the partnership is delivering to our joint customers," he explains.

Peers points to Dynamics Africa as one of the key contributors to their success. "We've worked closely with Dynamics Africa to assist in key sales and key deals. They have assisted us in the continued success of our business."

Dynamics Africa is a Value-Added Distributor focusing on Microsoft Dynamics business applications. Through a channel of highly skilled business partners, Dynamics Africa focusses on the expansion of the Microsoft Dynamics brand in Africa through the delivery of localised ISV offerings.

"Chase personifies what we are looking for in a successful business applications partner," says Nick Botha, Dynamics

Africa managing director. "They are acutely focussed on a vertical industry and they deploy their solutions on Microsoft's Azure Cloud infrastructure. Being crowned as ERP partner of the year pays testament to their success in a very competitive industry."

"What sets us apart is that we are pushing hard on Azure, all our new installs are built through cloud services. We've also worked with Microsoft to get advice on rolling out our cloud strategy. We believe we're aligning closely with Microsoft's cloud strategy and driving hard at this," adds Chase Software CTO Wiechardt Brummer.

"Our differentiators are people, product and price. Our people are our bedrock. We love them, look after them and groom them to be better always. Our product means we can move swiftly with implementations. And our price is extremely competitive due to this. We achieve people through results, not results through people," Peers concludes.

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