

NexTec Group Is Honored To Be Selected To Bob Scott's Insights 2011 VAR Stars

NexTec Group Is One of One Hundred Select VAR's Named to the 2011 VAR Stars

Seattle, WA – January 13th, 2012 – NexTec Group (www.nextecgroup.com), a national Microsoft Dynamics and Sage ERP and CRM Partner, is proud to announce it has been selected by Progressive Media Group's [Bob Scott's Insights, as a winner of its 2011 VAR Stars award](#). One hundred resellers are selected each year for this honor.

2011 VAR Stars have a practice involving the sale of mid-market financial software and while most derive significant revenue from other sources, accounting software is the core to their business. Revenue is not a factor in selection and VARs are not rated. The No. 1 and No. 100 members of this list have equal standing. Factors taken into consideration included growth, industry leadership and innovation. There are very large and very small dealers in this list. An effort was also made to select resellers who represent a broad range of products.

This year, VAR Star candidates were asked what they have done to respond to the economic conditions. Several common areas emerged from those VARs who commented (not all provided this information.) Few of these were surprising, but all are important.

They are as follows:

- Diversifying product lines.
- Holding onto talent.
- Maintaining or increasing marketing budgets.
- Performing mergers and acquisition.

"We are thrilled to be a 2011 VAR star. NexTec had a great year in 2011 by focusing on the basics: service, employees, sales and marketing. We continued to see growth in our long term Dynamics GP and SL businesses, and also saw healthy market response to our commitments to Sage ERP X3 and Microsoft CRM" says Russell Harper, Vice President, NexTec Group.

About NexTec Group

Founded in 1994, NexTec Group has a team of more than 60 employees in 6 offices Nationwide. We specialize in providing small, medium and mid-enterprise companies with financial; enterprise resource planning (ERP); Customer Relationship Management (CRM), Budgeting, Forecasting and Planning solutions tailored to their specific industry and functional needs. We leverage industry standard technologies and integrate our products with best-of-breed reporting and analytical tools to deliver robust, affordable end-to-end application solutions suited to your business. For more information about NexTec Group, our solutions and our technical consulting and implementation services, please visit: www.nextecgroup.com.

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