

# Industry Insights 2023

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*Enterprise Edition*



**EPICOR**

# Industry Insights: How Enterprises Elevate Performance With Modern ERP

BY LISA POPE, EPICOR PRESIDENT

The ERP market grew to \$49.28 billion USD in 2022 as businesses confronted new challenges and opportunities. With economic uncertainty, unreliable supply chains, and remote workforces becoming more prevalent, leaders can take advantage of integrated solutions like ERP to ensure their enterprises stay competitive in this rapidly changing landscape.

Today's enterprise needs to be agile and intelligent. Those that embrace a modern ERP approach, using industry-specific solutions, actionable intelligence, and modular configurability, gain the business insights to scale and compete.

We recently examined the current challenges faced by enterprises in the automotive, building supply, care, distribution, manufacturing, and retail industries. Our research revealed that cloud ERP plays a vital role in empowering these organizations to make, move, and sell effectively. Modern cloud ERP solutions enable businesses to diversify their capabilities with minimal disruption—so they can remain agile and stay ahead of the competition.

Our 2023 report shows that, although loyalty and commitment to ERP solution providers remains high, business leaders expect significant support and extensive training in return. Businesses look to partner with ERP providers to help them overcome the

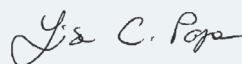
challenges they'll encounter on the journey. While technology leaders are highly confident in navigating the purchase, they need strong support later, particularly during planning, implementation, and go-live.

Security continues to be a universal topic, especially for enterprises eyeing a move to the cloud. Because leaders understand migration causes disruption, many worry about performance, security gaps, workflow interruptions, and overburdened IT staff.

To help address these challenges, business leaders want a dedicated team that provides continuous support and consistent communication throughout the entire process. They seek more training and documentation during implementation and after go-live. And they want more transparency, particularly around pricing, security, data migration, release cadence, and functionality. As you'll see, leaders will undergo the pain of changing ERP providers if their current provider can't meet expectations.

You'll find an abundance of new information and surprising insights in this year's report. Today's business leaders have a golden opportunity to find an ERP provider that can be a true partner, committed to supporting them throughout the entire journey and well into the future.

*With best wishes,*



**LISA POPE**  
President, Epicor



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# Who We Surveyed

In the fall of 2022, we surveyed 1,350 technology decision-makers at enterprise businesses with over \$250 million USD in revenue. We focused on comparing these findings to the insights we collected in 2021. At that time, we surveyed 1,350 technology decision-makers at small and midsize businesses (SMBs) with \$20-\$250 million USD in revenue.

The goal of both surveys was to gain insight into respondent views on enterprise resource planning (ERP) solutions. We wanted to know if they were satisfied with their current solution and what features they would look for when evaluating a new platform. We asked them about their experiences as ERP customers to determine which stages of the ERP journey were comfortable and where improvement was needed.

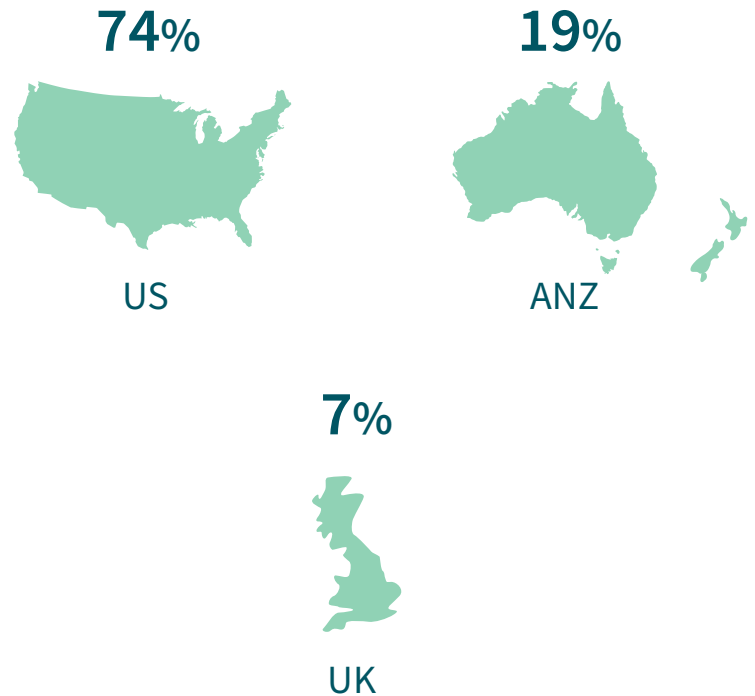
We interviewed businesses across three continents, focusing on the six industries that comprise the make, move, sell economy—automotive, building supply, care, distribution, manufacturing, and retail. Our research covered all deployment types, from off-site private and on-premises servers to hybrid and fully cloud-based environments.

In this report, we share our latest findings on the current state of cloud ERP adoption for enterprise businesses, report on the notable differences from the Industry Insights Report 2022 SMB findings, and reveal how ERP needs to evolve in the future to meet changing needs.

Nearly half of all enterprise **ERP businesses** are primarily or entirely on the cloud.

## Enterprise research participants:

### By Geography



### By Industry

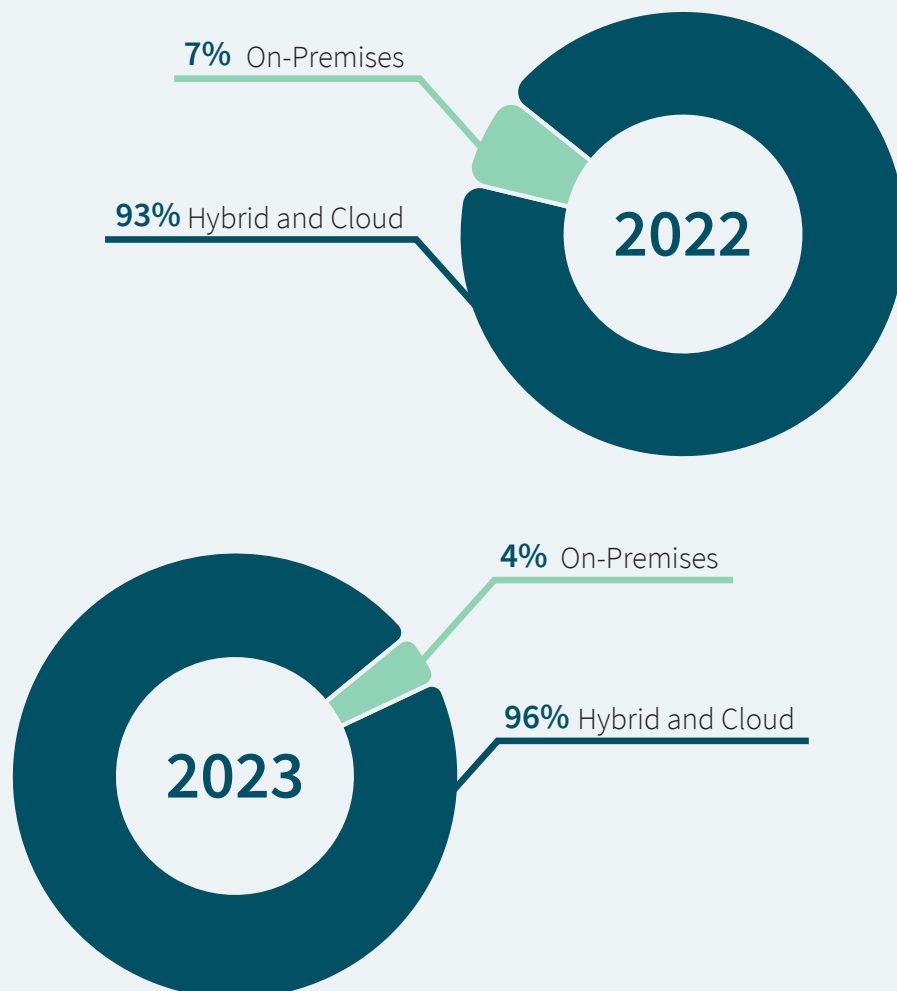


# Enterprises Favor Hybrid Solutions

Enterprises are now more likely to use a hybrid solution, with 96% using at least some cloud ERP solutions and 46% of them either primarily or entirely on the cloud.

## Current ERP Solution

More enterprises are migrating to the cloud in 2023



## ***SMBs and Enterprises Deploy ERP Similarly***

When it comes to today's deployment preferences, there's little difference between SMBs and enterprises. Nearly 90% of enterprises use hybrid ERP solutions. However, SMBs aren't far behind, with 81% choosing hybrid deployment. Enterprises have a slightly greater inclination toward hybrid environments as compared to SMBs because they are a bit more comfortable with cloud environments.

**87%**  
of enterprises use a  
***hybrid ERP solution.***

Enterprise businesses are more likely to use a ***hybrid ERP solution***, and almost half are completely or mostly on the cloud.

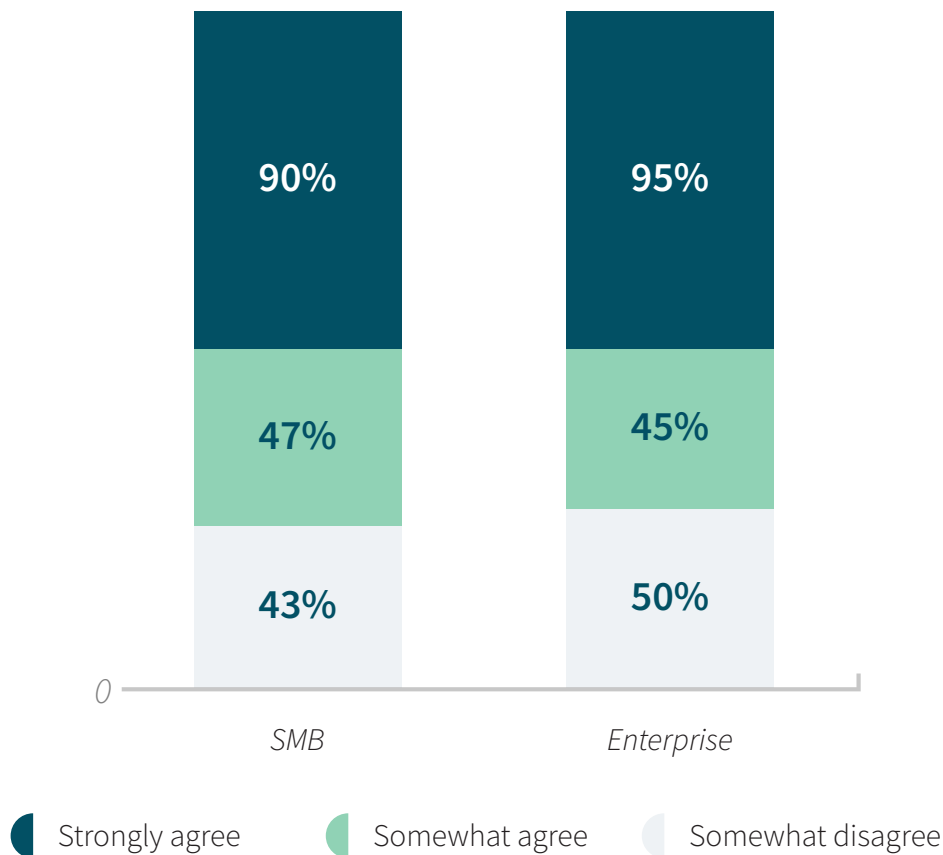
## Business Leaders Remain Loyal While Entertaining Alternatives

Our research shows that businesses of all sizes are loyal to their ERP solution provider. Enterprise businesses, in particular, are overwhelmingly loyal, with 95% expressing allegiance to their current ERP provider. SMB businesses share similar feelings, with 90% reporting loyalty.

That said, those that use an on-premises solution and those that rely on an even mix of on-premises and cloud-based ERP are more inclined to consider other ERP providers or solutions.

At least  
**90%**  
of today's businesses  
are loyal to their  
**ERP providers.**

### Loyalty to ERP solution provider

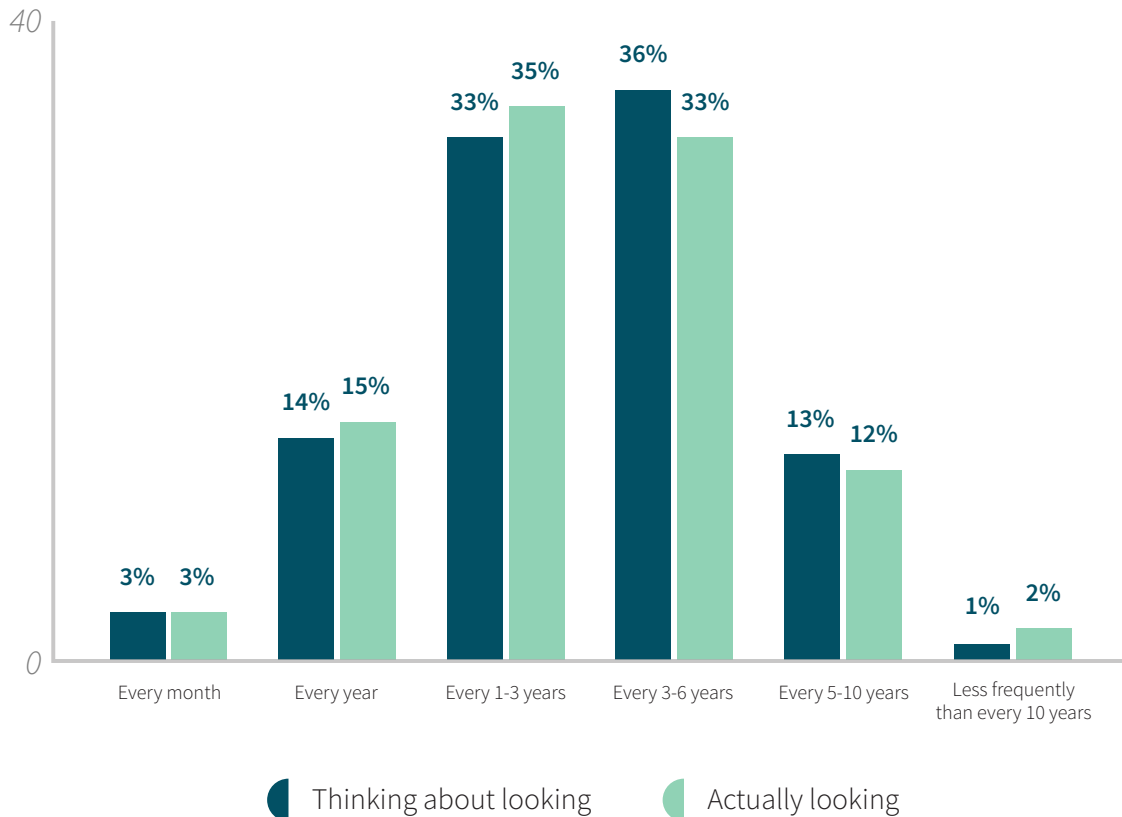


## Business Leaders Remain Loyal While Entertaining Alternatives

Savvy business leaders are constantly looking for ways to improve performance and increase revenue.

Most enterprises are at least thinking about—or actively looking for—a new ERP solution every three to five years. In general, enterprises seek a partner that can give them greater control over their ERP solution, where SMBs need more assurance that the cloud is secure and tend to be more interested in being educated about how the cloud works.

### Frequency of thinking and actively looking to change solutions

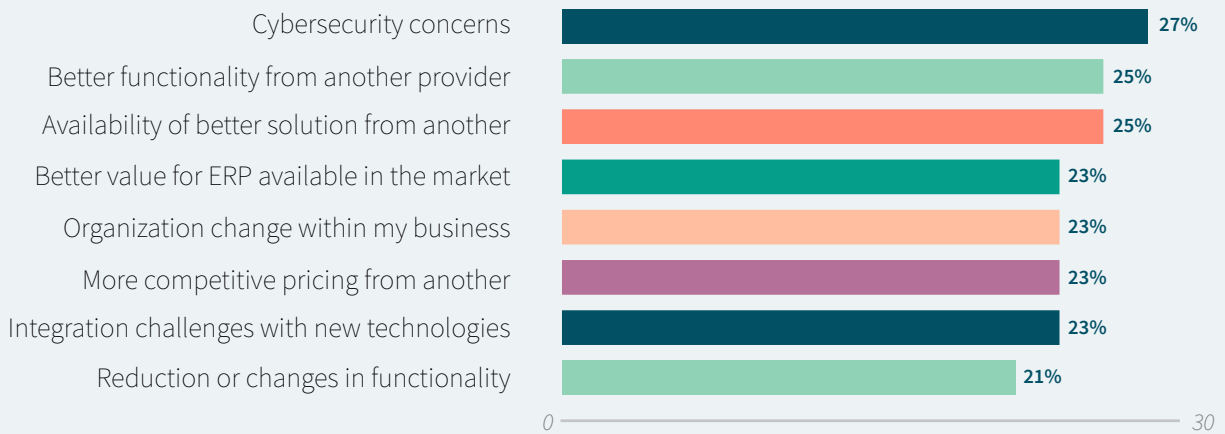




## Business Leaders Remain Loyal While Entertaining Alternatives

While there are many reasons why a business might reconsider its ERP solution, cybersecurity concerns are the biggest trigger for reconsideration. We'll take a closer look at security later in the report.

Business leaders are always on the lookout for better functionality and more value, too. So, they keep a close eye on what their current ERP provider's competitors offer.



**Loyalty**  
is high among the enterprise audience,  
but there is an appetite to look for alternatives.

# Businesses are Highly Confident in Making ERP Purchase Decisions but Seek Strong Partnerships During Implementation, Go-Live, and Beyond

99% of businesses feel confident in their ability to navigate the ERP purchase journey.

According to our research, customer confidence in navigating the ERP purchase journey is extremely high. Here again, enterprises have a slight edge, with 99% of enterprise decision-makers expressing confidence as compared to 96% for SMBs.

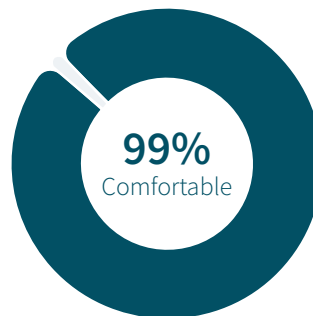
## Confidence in the ERP purchasing journey



SMB

### Confidence by deployment:

- Businesses mostly or all on cloud: 97%
- Businesses evenly on cloud and on-prem: 95%
- Businesses mostly or all on-prem or off-site: 95%



Enterprise

### Confidence by deployment:

- Businesses mostly or all on cloud: 99%
- Businesses evenly on cloud and on-prem: 99%
- Businesses mostly or all on-prem or off-site: 98%

Overall, business leaders feel positive about their purchase experience, regardless of their business's industry or the type of deployment they choose. Even those that deploy primarily or entirely on-premises are highly confident.

**Business are Highly Confident in Making ERP Purchase Decisions but Seek Strong Partnerships During Implementation, Go-Live, and Beyond**

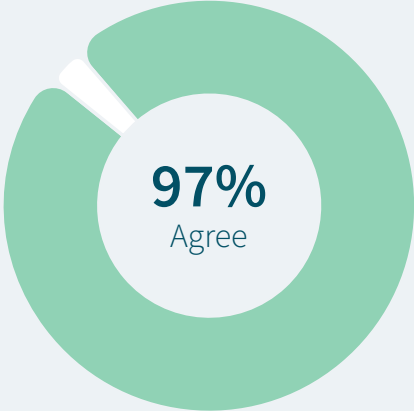
While enterprise and SMB business leaders view the purchase journey similarly, **enterprises are more positive toward the cloud and have more confidence in their ability to navigate the journey themselves.**

ERP customers place a high value on partnerships. On average, 97% of technology decision-makers across all the industries we surveyed view their ERP provider as a partner throughout the entire journey, from the very beginning through go-live. These results are consistent for all deployment types, whether on premises, hybrid, or fully cloud-based.

**Partnership with ERP providers throughout the purchasing process**

**Agreement by industry:**

- Automotive: 96%
- Building Supply: 99%
- Distribution: 96%
- Manufacturing: 97%
- Retail: 100%



**Agreement by deployment:**

- Businesses mostly or all on cloud: 99%
- Businesses evenly on cloud and on-prem: 96%
- Businesses mostly or all on-prem or off-site: 96%

# Business Leaders Want a Strong Partner and More Support After Purchase

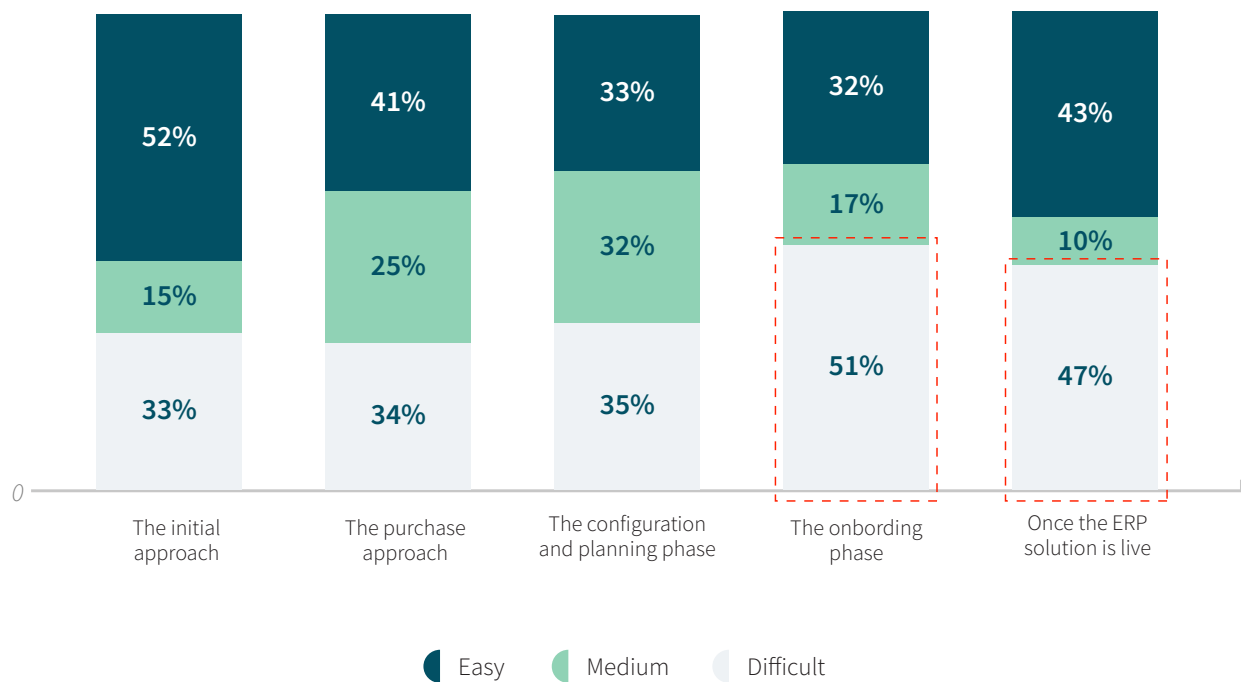
Approximately half of all businesses struggle with implementation and go-live.

While challenges can arise at any time, some phases of the ERP journey are more demanding than others.

Our research says that business leaders are most likely to seek additional support and partnership during the implementation and go-live phases. This makes sense, as organizations sometimes struggle to make use of what they bought. Enterprises have more skill and horsepower within their internal teams, so they experience slightly less difficulty overall. Unfortunately, SMBs don't always have room in their budget for a consultant to help them through the process.

Because implementation and go-live are the hardest phases of the purchase journey, business leaders need full support and frequent contact with members of a core team who can ensure consistent communication. Individualized roll-out materials and training are also critically important.

*Ease and difficulty of the ERP purchase journey phases*



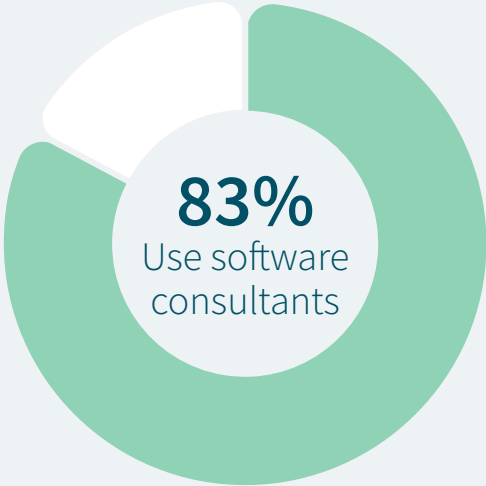
### ***Business Leaders Want a Strong Partner and More Support After Purchase***

Businesses of all sizes rely on the advice of consultants when deciding which ERP solution to choose, with 83% of enterprise business leaders and 78% of SMBs relying on selection consultants. This can make it more challenging for ERP providers to form strong partnerships with enterprises early in the ERP journey.

#### ***Involvement of software selection consultants and intermediaries***



*SMB*

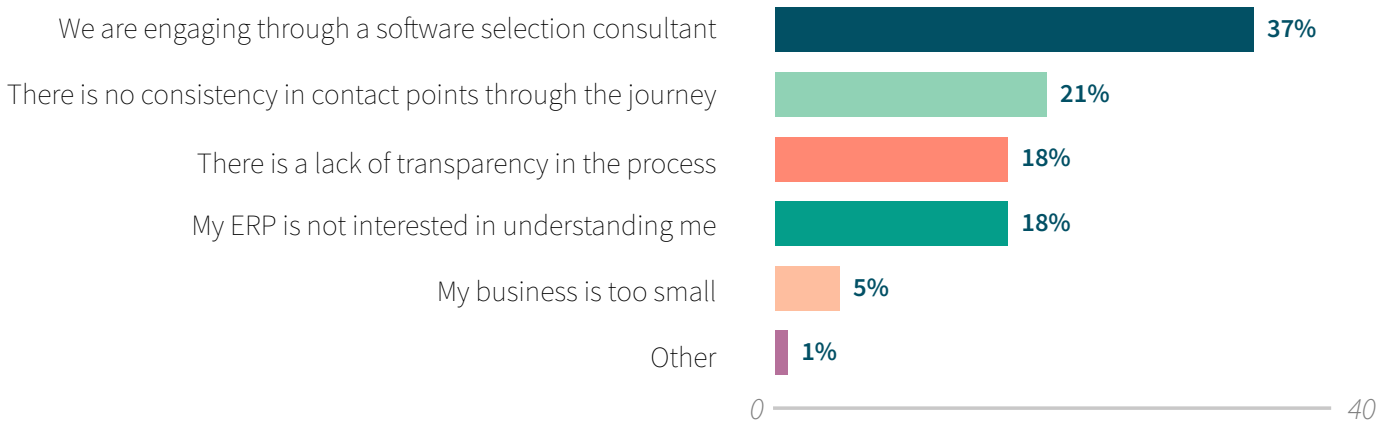


*Enterprise*

## Business Leaders Want a Strong Partner and More Support After Purchase

While software selection consultants are valuable and play an important role, some enterprise leaders say poor communication with consultants can be a barrier to forming strong partnerships and achieving the desired results. Other significant obstacles to partnership include a lack of consistent contact with a core team throughout the journey and insufficient transparency in communications.

### Barriers to partnership with ERP providers Top reasons given by those who don't strongly agree that they are a partner with their ERP throughout



**Leaders are positive about their purchase journey experience overall, but they look for more support and partnership, particularly during the post-implementation phase.**

## *Security Is a Key Concern*

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In our data-driven world, security and business continuity go hand in hand. Business leaders prioritize resilient systems that can safeguard their data, but interoperability and long-term viability are almost as important. With cyberattack incidents rapidly rising, organizations need a higher level of security than conventional business continuity planning provides.<sup>2</sup>

Cyberattacks are fundamentally different from ordinary disaster scenarios. Where a natural disaster, human error, or hardware failure can cause downtime, a ransomware attack has the potential to corrupt data. ERP tools help ensure business continuity by providing a 360-degree view of data across the entire enterprise while mitigating threats that disrupt business and excessive downtime.

Besides protecting businesses from hackers, a modern ERP solution can recover from many types of system failures automatically, ensuring high availability. And with cloud, teams spend far less time troubleshooting and replacing hardware. This allows employees to be more productive and focus on business optimization. Internal IT teams spend far less time troubleshooting and replacing hardware. This allows employees to be more productive and focus on business optimization.

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<sup>2</sup>“Where does security fit into a business continuity plan?” Tech Target. September 26, 2022.  
<https://www.techtarget.com/searchdisasterrecovery/answer/Where-does-security-fit-into-a-business-continuity-plan>

*Cybersecurity is the primary reason why business leaders seek to change ERP providers.*

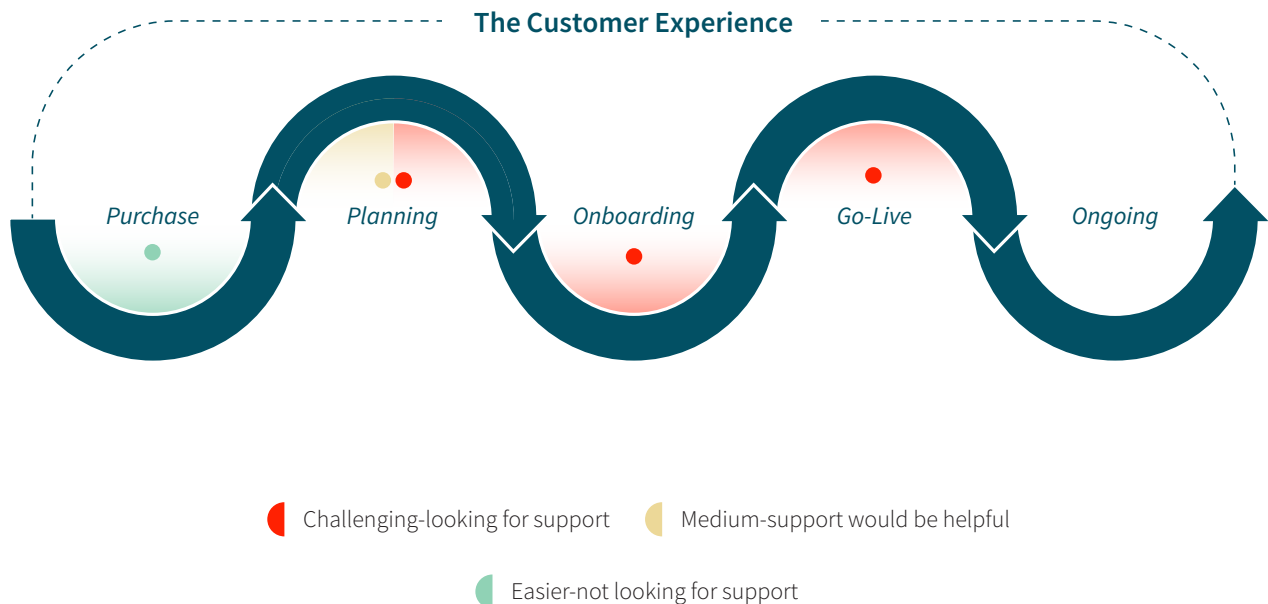
# Enterprises Prioritize Cloud Security

Cybersecurity is a serious consideration for businesses of all sizes. It is, by far, the area of greatest concern throughout the entire ERP journey, and it has the most impact on the initial planning phase. Other important considerations during early planning include long-term viability, interoperability, and governance, risk, and compliance (GRC).

An industry-specific ERP solution makes compliance easier because it's built by a provider that understands which regulations concern business leaders most. As compliance requirements change, the solution adjusts with them, keeping enterprises ahead of the game. With ERP, businesses can ensure global business practices are consistently in line with local laws, satisfy international security measures, and meet all local and regional documentation requirements.

In the post-planning phases, leaders want more help with data migration and beta testing, broader ERP education and training, more comprehensive technical documentation, and better support for their internal IT teams.

## Specific support sought in the phases of the journey





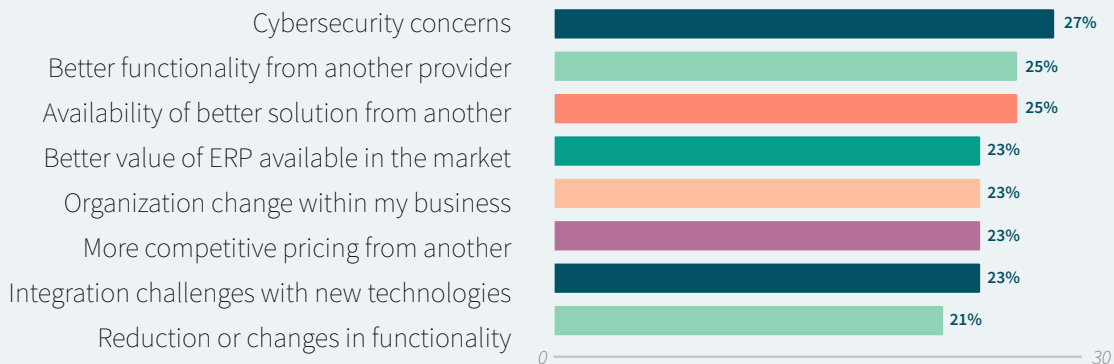
## Enterprises Prioritize Cloud Security

While decision-makers mention a wide range of reasons that could cause them to consider a new ERP solution or re-evaluate their current one, security consistently ranks as a top concern. This is true of all deployments, but especially hybrid and cloud environments.

Businesses also commonly seek ERP solutions that provide richer functionality or deliver better value.

### Top triggers when re-evaluating ERP solutions

Showing top 8 areas



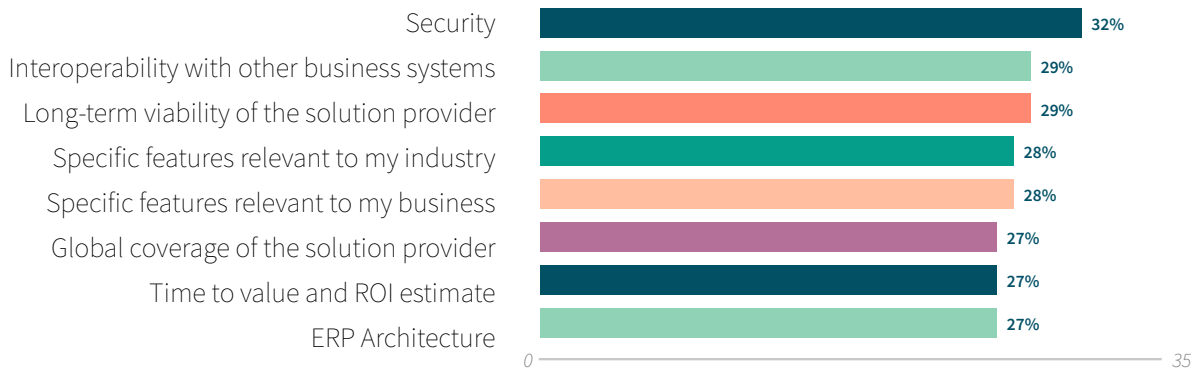
### Showing top 3 concerns by deployments

	Cloud	Hybrid	On-premises
1	Cybersecurity concerns	Cybersecurity concerns	Better value for ERP available in the market
2	The availability of a better ERP solution from another provider	Better functionality from another provider	Better functionality from another provider
3	More competitive pricing from another provider	Integration challenges with new technologies	Cybersecurity concerns Organization change within my business

## Enterprises Prioritize Cloud Security

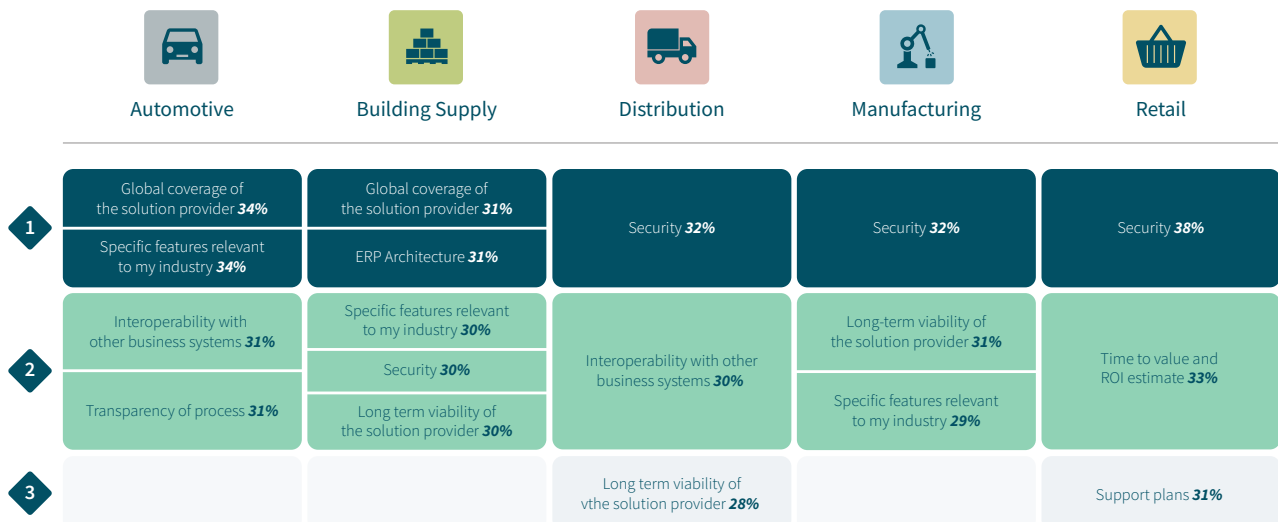
When considering a cloud ERP purchase, 32% of businesses consider security as the most important area to address. Interoperability with other business solutions and long-term viability are also primary considerations for many businesses. In addition, ERP architecture and business-specific features are key concerns for hybrid and cloud environments.

### Areas to address before the purchase of cloud ERP solutions Showing top 8 areas



Although strong cybersecurity is critical across all industries, it is the primary concern among businesses in distribution, manufacturing, and retail. However, businesses in the automotive and building supply industries look for global coverage first when considering a cloud ERP solution. For building supply, global coverage and security are almost equally important in the purchase decision.

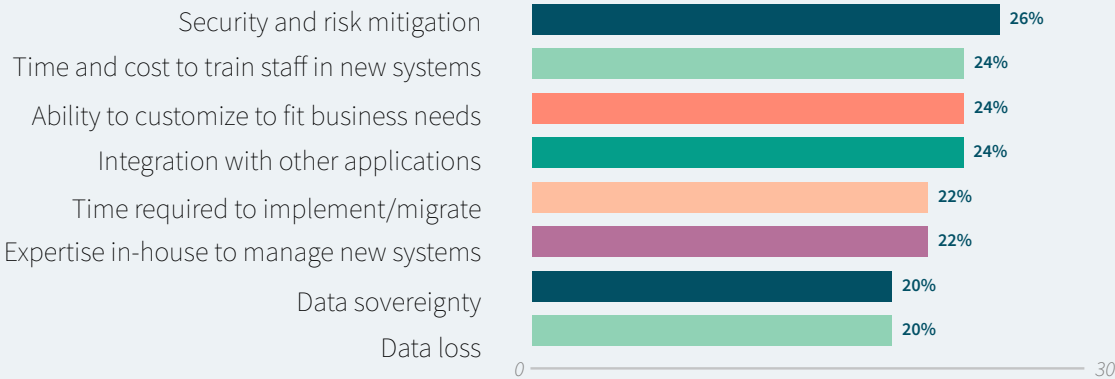
### Areas to address before the purchase of cloud ERP solutions Showing top 3 areas by industry



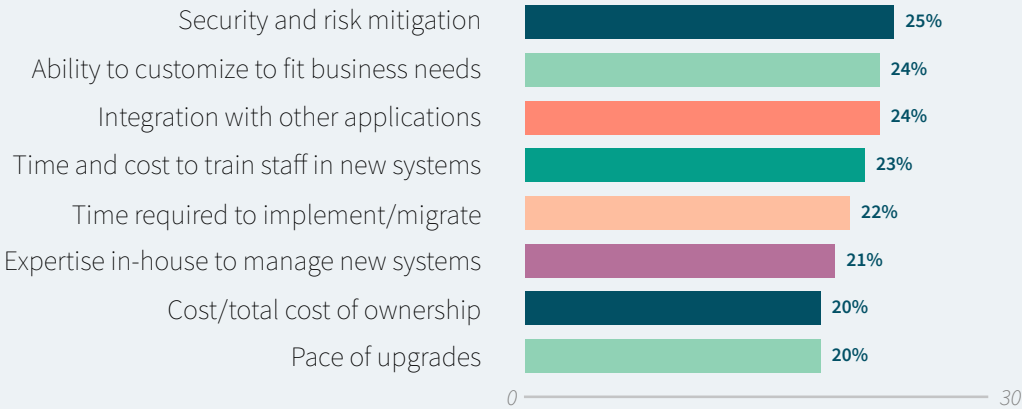
### Enterprises Prioritize Cloud Security

While the participants identify security and risk mitigation to be the biggest challenges when implementing ERP and cloud solutions, other top concerns include the ability to integrate with business applications, configurability, and the time and costs associated with implementation and training. Of course, large enterprises are always looking for more control and greater access to applications, too.

#### Challenge of onboarding / implementing ERP solutions Showing top 8 challenges



#### Challenge of onboarding / implementing cloud solutions Showing top 8 challenges



# Leadership Values Cloud Solutions, But Concerns Linger

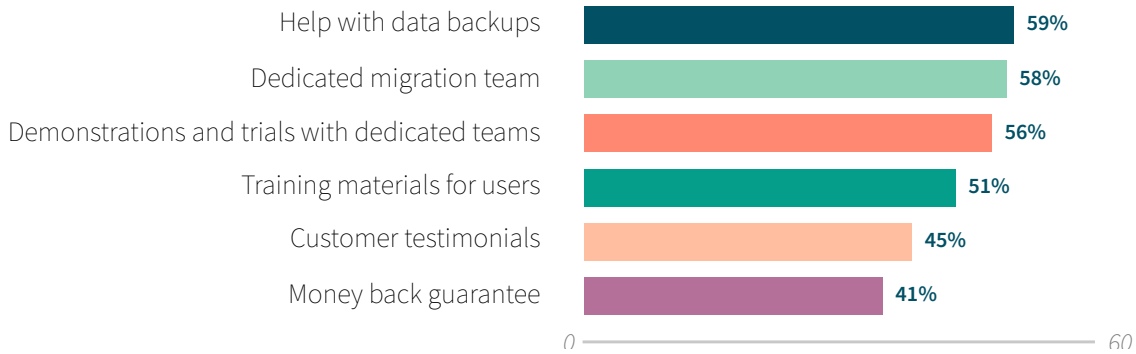
The vast majority of businesses are comfortable with cloud solutions, regardless of whether they currently use them. However, more than half feel that having better information on cloud security would give them the assurance they need to ease the transition to the cloud.

While more comprehensive information about the security of the cloud environment is a key driver of comfort for enterprises, businesses of all sizes would like to receive more help with data backups and work with a dedicated migration team. They also believe they need more product demos and hands-on trials to feel truly comfortable with a new cloud ERP solution.

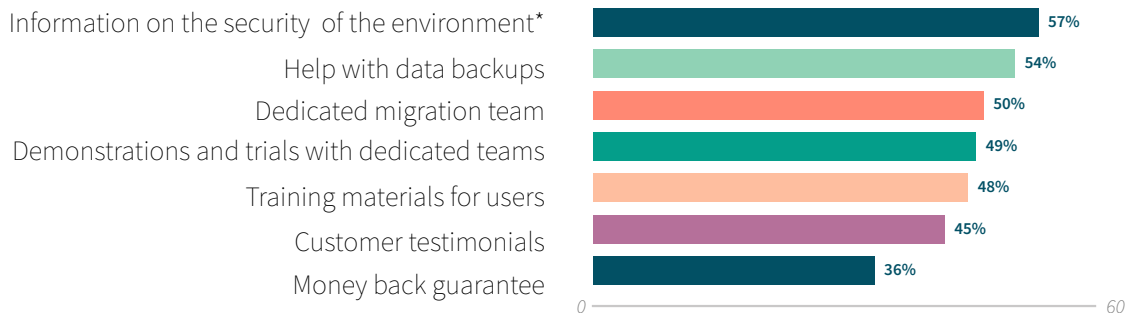
**95%**  
of businesses are overall comfortable with cloud-based business solutions.

## Help that would increase comfort in the journey to the cloud

### SMB



### Enterprise



\*Information on the security of the environment only asked of Enterprise.

## Leadership Values Cloud Solutions, But Concerns Linger

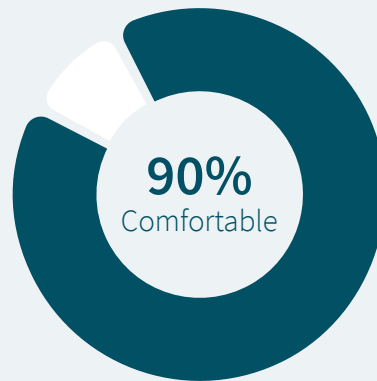
While enterprise leaders understand the value of the cloud, they want their ERP partner to address their concerns about cloud adoption. Strong support for data backups and migrations and better user training materials would make their decision to migrate to the cloud more comfortable.

Our research indicates that enterprise business leaders feel slightly more at ease using cloud-based solutions, with 95% of enterprises comfortable with cloud adoption as compared to 90% of SMBs.

### Comfort with cloud-based business solutions

#### Confidence by deployment:

- Businesses mostly or all on cloud: 93%
- Businesses evenly on cloud and on-prem: 89%
- Businesses mostly or all on-prem or off-site: 84%



SMB



Enterprise

#### Comfort by deployment:

- Businesses mostly or all on cloud: 97%
- Businesses evenly on cloud and on-prem: 95%
- Businesses mostly or all on-prem or off-site: 92%

## Leadership Values Cloud Solutions, But Concerns Linger

While the building supply and retail industries have the greatest amount of concern about the potential for disruption, virtually all IT decision-makers seek to address business continuity when migrating from on-premises ERP to a cloud-based solution.

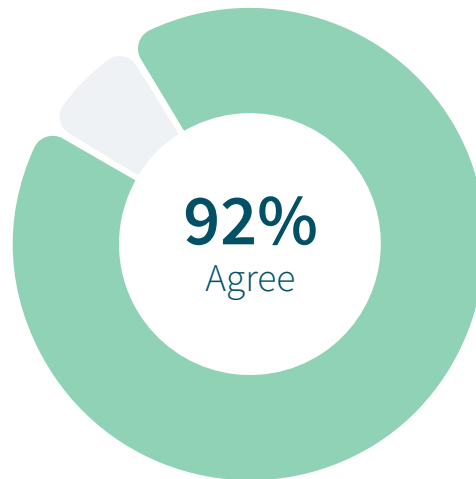
They also have concerns about their internal teams' ability to keep up with regular upgrade cycles, which can disrupt normal business operations. Businesses want to partner with an ERP provider that can mitigate risk and provide a smooth transition to cloud technology.

The risk of disruption is particularly high for enterprise leaders who spearhead corporate acquisition initiatives. As the hot merger and acquisition market continues its upward trend, industry movers are counting on their cloud ERP partners to provide solutions that can meet the needs of a growing enterprise while minimizing disruption.

### Business disruption with migrating

#### Agreement by industry:

- Automotive: 89%
- Building Supply: 96%
- Distribution: 93%
- Manufacturing: 91%
- Retail: 95%

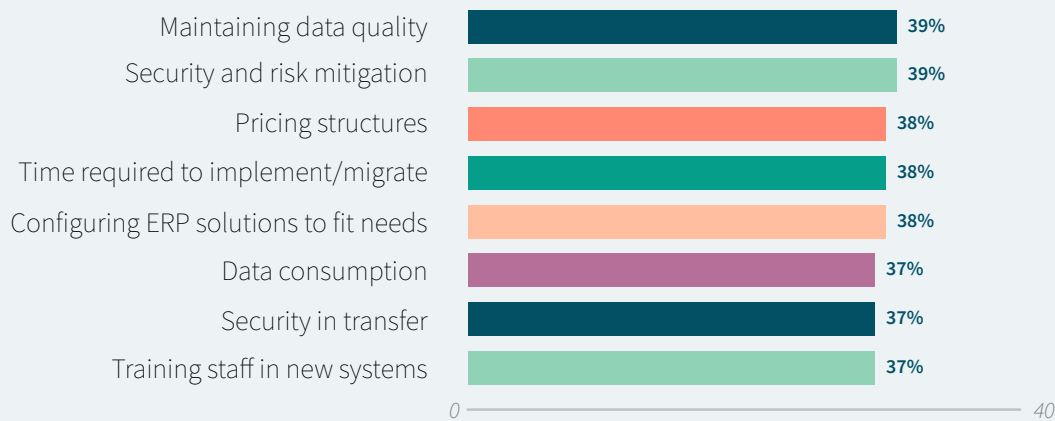


The top challenges linked to moving **ERP solutions to the cloud** are related to issues around security and business disruption.

## Leadership Values Cloud Solutions, But Concerns Linger

Enterprises have diverse concerns about cloud adoption. While data quality, security, pricing, implementation time, and customization all rank high on the list of potential barriers when considering a move to the cloud, no one issue stands out as a dominant obstacle. Large businesses typically need ERP solutions that provide control and offer flexibility to enable unique industry business flows.

### Barriers to migrating to the cloud Showing top 8 concerns



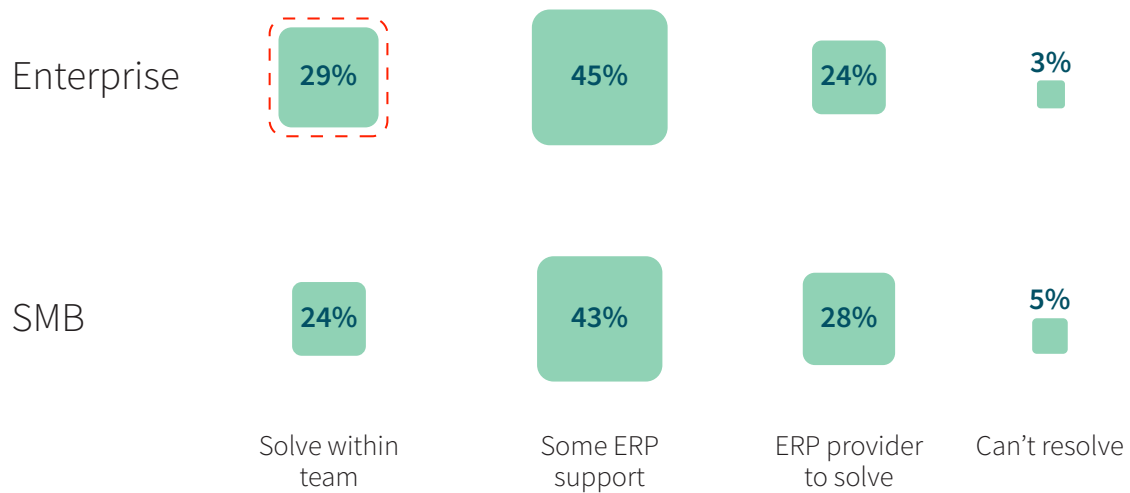
### Showing top 3 concerns by deployments

	Cloud	Hybrid	On-premises
1	Configuring ERP solutions to fit unique business needs	Time required to implement/migrate Maintaining data quality	Security and risk mitigation
2	Security and risk mitigation	Better functionality from another provider	Pricing structures
	Maintaining data quality		
	Pricing structures	Regulatory compliance	
3	Data consumption		
			Time required to implement/migrate

## Leadership Values Cloud Solutions, But Concerns Linger

Even though enterprises have bigger internal teams and more resources than SMBs, both types of organizations look to partner with an ERP provider that can help resolve challenges. Many organizations accept ERP solutions without customizations—and then try to figure out how to address gaps on their own. But their internal teams aren't always successful. Businesses depend on their ERP provider to make things right, so they can effectively use the solutions they purchase.

### Responsibility to resolve



While almost half of enterprise decision-makers say they would look for at least some ERP support, three in 10 believe they could resolve internally any barrier they might face when migrating to the cloud.



# Lessons Learned from Migrating from On-Premises to the Cloud

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Organizations migrating from existing on-premises infrastructure to the cloud need strategies that can help ease the transition. For most businesses, a hybrid approach works best.

While there's no one-size-fits-all strategy for building a hybrid model, here are a few "lessons learned" that can smooth the path.

*Don't migrate everything at once. Identify the most suitable candidates for migration and start there.*



*Review regulatory requirements and dependencies between applications with a fine-toothed comb to ensure there are no security or compliance gaps.*



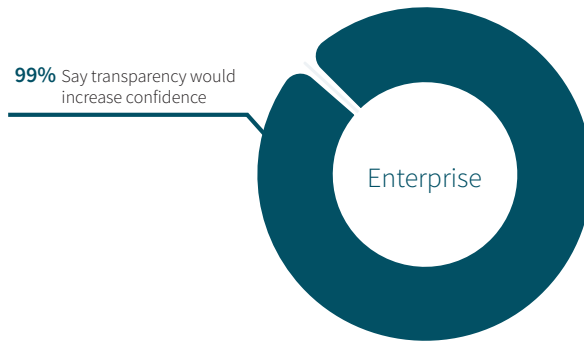
*Consider how cloud ERP adoption might affect existing IT teams and workflows. Either adjust the migration strategy or the existing processes (or both) to keep everything in sync.*

# Virtually All Business Leaders Want More Transparency and Support

Enterprises across all industries place a high value on transparency around the ERP purchasing process. While IT decision-makers encounter transparency issues throughout the entire ERP journey, they feel greater transparency would be especially valuable during the evaluation, configuration, and implementation phases.

**99%**  
of enterprises say greater transparency would increase their confidence in the **ERP journey**.

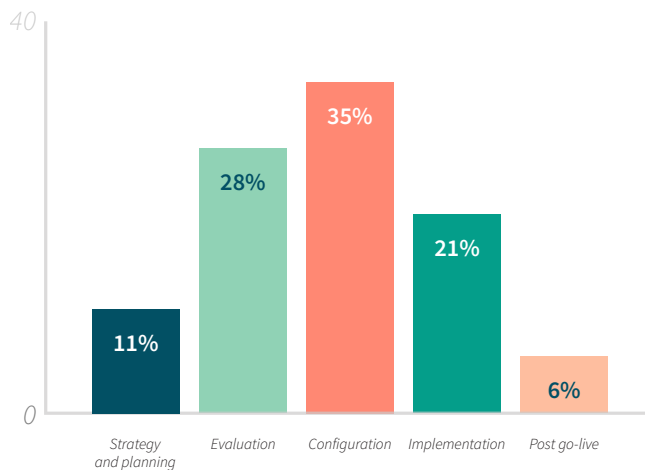
## Greater transparency would increase confidence in the process



### Agreement by deployment:

- Businesses mostly or all on cloud: 98%
- Businesses evenly on cloud and on-prem: 98%
- Businesses mostly or all on-prem or off-site: 98%

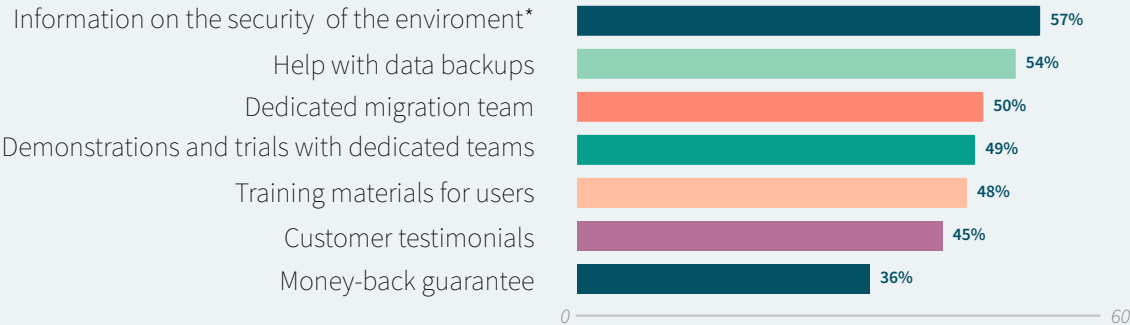
## Phase of the process where transparency is most important



## Visually All Business Leaders Want More Transparency and Support

Transparency around the security of the cloud environment is the primary driver to increase the comfort of businesses considering cloud adoption.

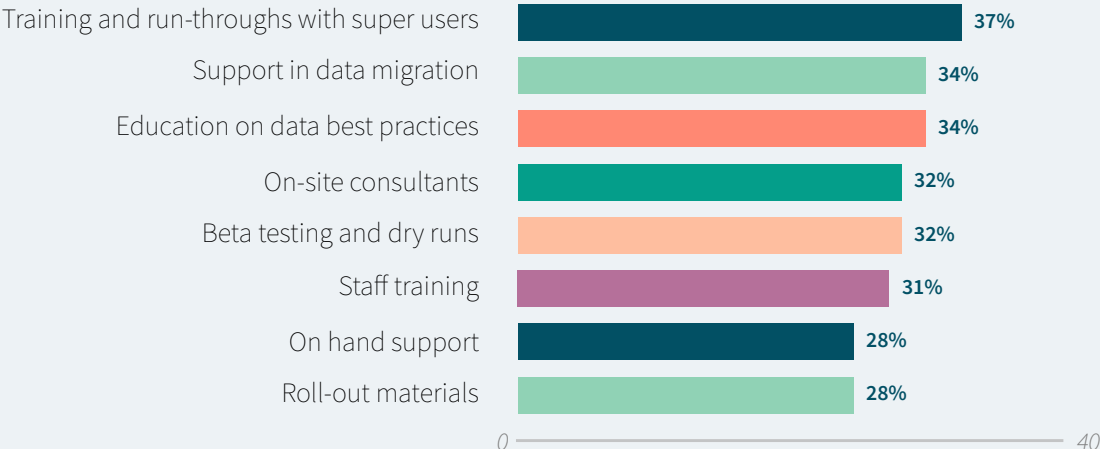
### Help that would increase comfort in the journey to the cloud



Enterprises also want greater transparency around pricing, security, data migration, release cadence, and features. In addition, the research finds that business leaders want ERP providers to be more transparent about expectations regarding how disruptive the journey will be.

Decision-makers emphatically agree that support is critical to achieving success. However, the type of support businesses want most depends on where they are in their ERP journeys. During the onboarding and implementation phases, organizations place the greatest importance on training and practice sessions for super users. They also value receiving extra help with data migration and testing, education on best practices, and support from on-site consultants.

### Useful supports when onboarding and implementing ERP

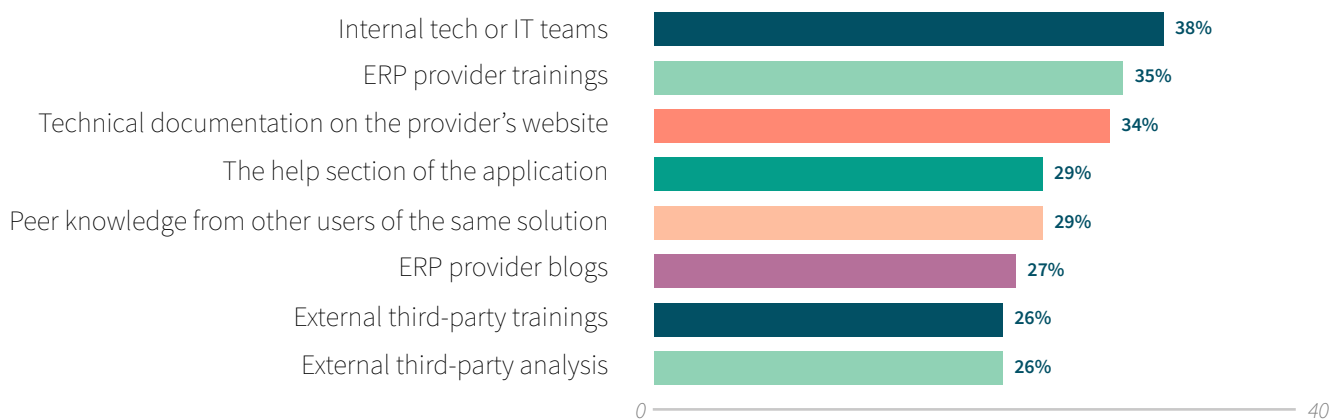


## Visually All Business Leader Want More Transparency and Support

After going live, enterprises rely heavily on their internal technical support or IT teams. Enterprise leaders value internal teams the most, regardless of how they choose to deploy their ERP solutions. Other top sources of support include various types of training given by the ERP provider and the technical documentation and online help available on the vendor’s website.

Growing enterprises have an even greater need for support and education. Leaders expect their ERP providers to help them navigate the challenges of expanding their ERP footprint to ensure consistency across their entire portfolio. This includes integrating diverse applications, aggregating data to create a single source of truth, standardizing operations, and training employees who aren’t always keen to give up familiar tools and processes.

### Sources of support when ERP is live *Showing top 8 sources of support*



Visually All Business Leader Want More Transparency and Support

Showing top 3 sources by deployment

	Cloud	Hybrid	On-premises
1	Internal tech or IT teams	Internal tech or IT teams Technical documentation on the vendor's website	Better value for ERP available in the market
2	ERP provider trainings		ERP provider training Technical documentation on the vendor's website Peer knowledge from other users of the same solution
3	Technical documentation on the vendor's website	ERP provider training	

While enterprise decision-makers report that integration and configuration are their **biggest challenges**, training and preventing data loss are the areas where they expect the most support from their **ERP providers**.

# Customer Wish List for the Cloud Journey

This year's research brings to the fore the importance of strong partnerships between business leaders and ERP providers. Here's what the research says ERP customers value:

***A strong partnership and ongoing contact with the same core support team.***

SMB and enterprise business leaders want consistent contact points throughout the entire journey, from the initial purchase through go-live and beyond.

1

2

***Robust cloud security.*** With cyberattacks becoming increasingly sophisticated and widespread, the risk of threats is a growing concern for modern organizations of all sizes. SMB business leaders moving to cloud technology need assurance that cloud security can match on-premises security. Enterprise leaders moving to the cloud want assurances around data security, protection against data loss, and disaster planning.

3

***Enhanced functionality.*** Technology leaders stay abreast of trends in the ERP market and compare the features and benefits of competitive offerings. Enterprise businesses value features that provide them with greater control over their ERP solution, while SMBs are most concerned about security features. Both business segments expect ERP vendors to innovate and develop more and better functionality—and while they are loyal to existing providers, they are open to considering other solutions that might better meet their needs.

4

***Increased support.*** Business leaders require the most help in the planning, implementation, and go-live phases of the ERP journey. Like their SMB counterparts, enterprise IT leaders also look for increased support during these phases. In particular, enterprises seek additional guidance to address security concerns.

5

***Greater transparency.*** Transparency is a high priority for both SMB and enterprise business leaders, but even more so during the evaluation and planning phases of the journey. Enterprise businesses also value transparency during implementation. In all cases, pricing plans and cloud migration security issues top the list of areas where business leaders want more information.

# Partnering with Epicor: We Champion Every Step of Your ERP Journey

*Helping you elevate the process, from purchase through go-live and beyond.*

Transform your business by leveraging the power of a modern ERP solution that's designed to meet your business's needs. Tap into our deep industry knowledge and get the support you value throughout your journey to the cloud.

## **State-of-the-Art Cloud Security**

*We know cybersecurity is always on your radar. Knowledgeable industry experts will work closely with your internal security team to back our state-of-the-art security suite.*

*Our cloud-based ERP solution automatically keeps your software version current to make your system less vulnerable to risk. If a security incident occurs, we'll help you resolve it quickly and efficiently.*

## **Open Communication**

*We give you the information you need when you need it so you have clarity throughout the entire purchase process. You'll know what to expect regarding costs, scheduling, data migration, implementation and training time, and business continuity. Have a question?*

*We're here for it, and we'll give you all the details to help you make the best decision for your business.*

## **Industry-Focused Configuration**

*Our solutions are designed specifically for the industries we serve and include features that address industry-specific processes. We offer scalability, more database capability, and a wide range of options to configure the solution to unique business requirements.*

*Our standard APIs allow for controls that provide extensive connectivity to the database. We're always looking for ways to increase the amount of database accessibility our customers have.*

## **Technical Support and Education**

*You'll get all your tech support directly from us. Enterprise customers have 24/7 support from Epicor staff, a dedicated go-to person for technical issues, and a customer account manager who stays in regular contact.*

*We also provide on-site and online education, so your teams can feel confident using all the features and managing your solution.*

## **Partnership Across the Purchase Lifecycle**

*When you partner with Epicor, you get a trusted adviser who supports you during every phase of the lifecycle—from pre-sales through go-live and long after.*

*Our team of experts gets everyone involved from the start, and our support team **Center of Excellence** helps mitigate the more difficult aspects of adopting a new solution or migrating to the cloud. We support your entire ERP journey, translating your unique needs into actionable business intelligence.*

# Get in Touch

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Let our experts show you how our leading industry productivity solutions can help your business embrace the future with cloud ERP.

[www.epicor.com/cloud](http://www.epicor.com/cloud)



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