

## An Interview with Tom Cunningham, *Director of Marketing at WennSoft®*, a Certified for Microsoft® Dynamics Solution Partner

*“The Certified for Dynamics program is as close as any partner will ever come to getting the “seal of approval” from Microsoft. It puts us in an elite group of partners who can prove the quality of their product, and allows us to stand out among our competitors. This certification tells customers that the largest software company in the world has said that the product is going to work and you don’t have to worry about it.”*

*Tom Cunningham,  
WennSoft*



### To contact WennSoft, call or email:

**Tom Cunningham**  
Director of Marketing  
Phone: 262-317-3717  
Email: [tcunningham@wennsoft.com](mailto:tcunningham@wennsoft.com)

**Interviewer:** Briefly describe what WennSoft does.

**Cunningham:** WennSoft provides business management solutions for construction, field service and equipment-centric industries. Our core solutions include a service and mobile solution, job costing and project management solutions as well as an equipment solution. WennSoft solutions enhance and extend the Dynamics GP platform. Our solutions facilitate project costing and job tracking, work order and asset management, dispatch of field work and equipment, project management and complete life cycle management of contracts and equipment. We make sure that these activities are all tied back to the financials. Our core customer is anyone who is involved in construction, delivers services in the field, buys, sells, rents or manages equipment or any combination of the aforementioned.

**Interviewer:** How long have you been in the CfMD program?

**Cunningham:** We have been in the program since day one. WennSoft was the first GP partner to be certified. At WWPC last year, when the program was unveiled, we were one of only two partners who were the first to adopt.

**Interviewer:** How did you hear about the program?

**Cunningham:** Microsoft approached us to be a part of the beta program.

**Interviewer:** What were the main benefits you had hoped to gain by joining the program?

**Cunningham:** The Certified for Dynamics program is as close as any partner will ever come to getting the “seal of approval” from Microsoft. This certification tells customers that our products have been thoroughly tested by an independent 3rd party, and will do what we say they will do. It puts us in an elite group of partners who can prove the quality of our product, and allows us to stand out among our competitors. Basically, this certification tells customers that the largest software company in the world has said that the product is going to work and you don’t have to worry about it.

**Interviewer:** What’s the best benefit of being in the program?

**Cunningham:** We have always touted ourselves as a company that writes good code. Other partners are concerned about allowing Microsoft to “look under the hood”, but we are glad to have a neutral 3rd party take a look and see what we have written. Our service product was certified last year, our job costing product was just certified, and we will have our equipment product certified in April. This puts us in an elite group and showcases the quality of our product.

**Interviewer:** What was the biggest hurdle in joining the program?

**Cunningham:** The process was relatively smooth. While there was a lot of work to do, it was a pretty expedited process. The testing group was very responsive and gave feedback quickly. The biggest hurdle was that the testing group was using a different software version than the product was built on, so they found errors that didn’t exist on newer versions of the platform software.

**Interviewer:** What advice might you give a partner who is considering the program?

**Cunningham:** I would definitely encourage them to do it. There are so many ISVs out there; this is one of the few ways you can stand out from the crowd. The cost is absolutely minimal compared to the value they will get out of the program. If you have quality products with good code, you should not be apprehensive of the program. But, time is of the essence – be one of the first, a trailblazer, since there aren’t many partners who are certified yet. This will give you the ability to really stand out.

**Interviewer:** Is there anything else you’d like to say about the program?

**Cunningham:** It is not a difficult thing to do, it’s a smooth process. It seems like it would be more difficult than it really is, or take a long time. Microsoft has done a good job of making it as painless as possible. The customer references even went quickly and very smoothly.