

Massey Consulting Named to List of 2015 VAR Stars

RALEIGH, N.C., Jan. 5, 2016 (SEND2PRESS NEWSWIRE) – Massey Consulting, a leading accounting software consulting firm, announces that it has been named to Bob Scott's Insights 2015 VAR Stars.

Progressive Media Group's annual feature of Bob Scott's Insights VAR Stars, honors a select group of mid-market accounting software resellers.

"Being selected as a 2015 VAR Star is a great honor," said Massey Consulting founder Philip Massey, CPA. "It's a tribute to the efforts of the entire team of accounting and software professionals at Massey Consulting who work to help our customers select the best accounting software for their business as well as implement the solution and assist customers in gaining software proficiency."

The selection criteria for the 2015 VAR Stars rest on one basic principal, according to the publication, "quality, not revenue." A variety of factors are considered, including: awards resellers have received, growth, leadership in the industry, to name just a few.

The Winter 2015 Progressive Media Group publication, comments on the trends in mid-market accounting software in addition to naming the VAR Stars. Two important trends in the market noted are the move of applications to the cloud and the replacement of license sales with subscriptions.

"We have definitely seen a shift toward the cloud," agrees Massey. "CFOs recognize that they can benefit from robust financial accounting solutions that bring additional benefits as a result of being cloud-based; better security, anytime anywhere access, lower Total Cost of Ownership (TCO) and faster Return on Investment (ROI)."

Massey Consulting offers multiple resources for nonprofits and businesses investigating cloud-based solutions. In addition to several white papers, Massey Consulting offers numerous webcasts (<http://www.masseyconsulting.net/calendar/>) on a variety of cloud technology topics.

About Massey Consulting:

Founded in 2002, Massey Consulting is a reseller for accounting software products Intacct and Microsoft Dynamics GP. Our consultants boast a wealth of practical field experience gained as controllers, accountants and information system professional in a wide range of business environments. We are certified, recognized experts in each of the software solutions we offer. Our clients benefit from efficient, integrated solutions that allow them to focus more their business and less on their software. Massey Consulting currently serves over 80 clients across the United States and Canada.

More information: <http://www.masseyconsulting.net/>.

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