

# Massey Consulting Named to List of 2016 VAR Stars



## ARTICLE 12.21.16 DEAN DORTON

Raleigh, N.C., December 20, 2016 — Massey Consulting, a leading accounting software consulting firm in Raleigh, NC, announced that it has been named to [Bob Scott's VAR Stars 2016](#) for the second year in a row. Among the thousands of resellers, a group of 100 VARS has been selected from 24 different software channels representing small to enterprise-level ERP solutions.

The selection criteria for the 2016 VAR Stars rest on one basic principle, per 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 2016 VAR Stars list is accompanied by an article that covers the increasing number of accounting software resellers that are adding cloud-based solutions to their software portfolios.

While others may be relative newcomers to cloud-based accounting, Massey Consulting made the change early on in 2011. “We have definitely seen a shift in the market towards the cloud,” agrees Massey Consulting founder Philip Massey, CPA. “CFOs, Controllers and Accounting Managers recognize that their businesses 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).”

“I did my research of cloud solutions and was most impressed by Intacct,” said Massey. “And with the AICPA endorsement of Intacct, it’s just another respected source that has affirmed the solid accounting functionality of the solution. As an accountant, the AICPA brand is second to none.”

As the push to cloud based accounting continues, the 2016 VAR Stars have shown that they will be the ones leading the way forward. While most continue to have other sources of revenue, they all see cloud-based accounting solutions as the core to their business. For Massey Consulting, [Intacct](#) is the future.

“We have had long-term customers that won-premise, legacy accounting solutions make the decision to convert to Intacct.” says Massey. “They have reported greater ease of use, lower total cost of ownership, enthusiastic adoption by their teams, and an easy-to-use interface. In addition to existing clients making the move from on-premise to cloud-based solutions, we have had many new clients seek us out to help with the purchase and implementation of their cloud accounting solutions.”

Progressive Media Group’s annual feature of Bob Scott’s Insights VAR Star honors a select group of mid-market accounting software resellers. “It is a great honor to be selected as a VAR Star two years in a row”, said Massey Consulting founder Philip Massey, CPA. “It reflects the dedication of our team of accounting and software professionals at Massey Consulting. They want 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.”

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.

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