

Xerion Consulting Launches Strategic Partners Program for Florida CPA Firms

Sage Business Partner reaches out to Florida CPA's with free offer of MAS 90, training and CPE

Jacksonville, FL – July 27, 2009 – Xerion Consulting recently launched its new Strategic Partners Program with a unique offer: be one of the first 10 to join its nascent program and receive a bundle of free perks such as Sage MAS 90 accounting software, training and CPE.

The Strategic Partners Program, begun earlier this year, targets smaller CPA firms not interested in pursuing accounting and business software consulting. Because they are trusted advisors to small businesses, however, CPA's are often asked to evaluate software. Unfortunately, practical training on how to judge, select and purchase advanced accounting and business software is not readily available.

“We started the Strategic Partners Program to give CPA firms in Jacksonville and surrounding North Florida and South Georgia more options to help customers needing new accounting and business software,” states Gary Kangas, president of Xerion. “Many CPA firms simply don't have time to learn software technology, stay current on accounting software industry trends or attend expensive software certification training. Ideal candidates for our partner program have customers close to outgrowing entry-level accounting software like QuickBooks or Peachtree.”

The program benefits small CPA firms in a variety of ways. “The first 10 CPA firms to join will receive a free membership to the Sage Software Accountants Network, a \$499 value,” says Kangas. “The Sage Accountants Software Accountants Network alone provides a 5-user MAS 90 accounting software license, 10 support cases, and a Sage Member Locator web listing.”

Rather than competing against CPA's, Xerion designed the program to work directly with them. Additional program benefits include project revenue-sharing; tax, audit and write-up business referrals; increased customer satisfaction; and a new extension of service offerings. “CPA's in North Florida and South Georgia have always been a great source of accounting and business software referrals so this program is simply a way to reward their ongoing consideration,” Kangas says. “Our hope is to finish filling up the first 10 partner slots by October 31, getting the program off to a solid start,” adds Kangas.

About Xerion Consulting

Xerion Consulting is an authorized Sage business partner specializing in accounting and operational software products like Sage MAS 90 and Sage MAS 200, as well SageCRM, Sage's award-winning customer relationship management software. Based in Jacksonville, Xerion serves customers in North Florida and South Georgia with solutions for industries in healthcare, distribution, light manufacturing, non-profits and financial institutions. Learn more at www.xerionconsulting.net or by calling (904) 322-7727.

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