



Supporting the journey to cloud-only success for NAS conception

ForNAV is the perfect answer to the struggle it can be to create reports in Business Central.

Learn how NAS conception transitioned to a cloud-only approach, with the support of ForNAV and for the benefits of their customers.



NAS conception is a leading Microsoft Dynamics partner based in Düsseldorf, Germany. With a focus on Microsoft Business Central (BC), NAS conception specializes in cloud-only implementations, offering their customers scalable and efficient solutions tailored to their needs.

Meet Andreas Eickel, one of the managing directors at NAS conception and understand why NAS conception isn't just another Microsoft Dynamics BC partner. Read more about their journey to embrace BC Cloud, and find out how ForNAV played an instrumental part in their path to success.



Embracing BC Cloud: A strategic shift for NAS conception

Established in 2012 by Andreas Eickel's counterpart, Nico Straub, NAS conception established a presence in the market. In 2018, they made a groundbreaking decision and transitioned to offering only cloud solutions. This strategic move coincided with the release of Business Central Cloud and marked a new era for NAS conception. Eickel remembers: *"Nico and I had been in the Dynamics NAV / BC business for a couple of decades, and it very quickly became clear to us that the shift to cloud-based implementations only would open doors to new levels of scalability and efficiency."*

The NAS conception packaged approach

This was, without a doubt, a smart decision. Since then, NAS conception has been responsible for over 150 BC implementations, all exclusively in the cloud – quite an achievement for a company of only a little more than 25 people. This focused approach has not only streamlined their operations but also positioned them as a very competitive player in their market. But how did NAS conception manage to ensure their shift to Cloud-only implementation was such a success?

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Rather than focusing on a specific industry specialization, as many other partners have done, NAS conception decided to focus on offering the best package solutions to their customers, all built around the core functionalities of BC. Eickel explains: *"Our strategy revolves around leveraging the core functionality of Business Central, supplemented by our own apps as well as carefully selected partner-developed apps – such as ForNAV. This flexible approach allows us to quickly and efficiently offer our customers ready-to-use solutions that meet their needs."*



With their “package approach” and exclusive focus on the cloud, NAS conception can now deliver BC implementations swiftly. They’ve reduced implementation times to just 5-10 days for small and medium-sized companies, leading to heightened customer satisfaction and enabling them to reach more clients, thus expanding their customer base.

ForNAV: Playing a key part in the NAS conception offering

In 2018, NAS conception welcomed ForNAV into their offering. Eickel adds: *“We strive to integrate the best smart apps into our packaged offerings. Taking on ForNAV was the perfect answer to the struggle it can be to create or update BC reports using RDLC.”*

From this point on, NAS conception seamlessly integrated ForNAV into their solution stack.

“We want all our customers to benefit from ForNAV and have therefore decided to include ForNAV in all the BC implementations we sell.”

Using the ForNAV Designer is simple and easy. Eickel and his team quickly started to see the benefits of this move. Taking on ForNAV has enabled them to move all BC report work from their development team to their consulting team. Today, in some cases, even customers with a more technical profile can take care of it.

This newfound agility translates into faster implementations and reduced overheads, a win-win for NAS conception and their customers – as well as providing a significant competitive advantage over partners still using RDLC. Eickel adds: *“Sometimes, we get new customers who have previously collaborated with BC partners utilizing RDLC instead of ForNAV. When we move them to ForNAV, they’re amazed by our ability to swiftly deliver report updates within hours, which is far from the extended timelines (up to several days) they’ve encountered previously.”*

Empowering every client: Including ForNAV in every solution

The intuitive ForNAV Designer has completely changed NAS conception’s approach to reporting. In addition, ForNAV offers a standard Customizable Report Pack containing nearly 100 optimized standard reports, which are fast to set up, simple to use, and easy to customize. Eickel emphasizes, *“We find that in most cases, the standard ForNAV Report Pack meets our customers’ needs with minimal adjustments. This advantage allows us to use them as a foundation, saving time and effort compared to creating reports from scratch.”*



The benefits of using ForNAV are numerous. Internally, ForNAV has enabled the NAS conception development team to prioritize core development tasks over the time-consuming process of delivering reports, enabling them to focus on genuine development and process design initiatives. Externally, taking on ForNAV has translated to significant benefits for customers, who no longer have to endure lengthy wait times or invest heavily in report development. It's a win-win situation for all parties involved.

To continue reaping the rewards of ForNAV, NAS conception has taken their commitment a step further by including ForNAV in all of their new BC implementation projects for the past two years. Eickel elaborates, *"ForNAV eliminates the challenges associated with RDLC, transforming our customers' experience entirely. By leveraging ForNAV, we can focus on enhancing their processes rather than getting caught up in report production. It has been a game-changing tool for us, and we want to ensure that all our customers benefit from it. This is why we have decided to include ForNAV in all the BC implementation that we sell."*

A smooth partnership with a bright future ahead

While partnerships often meet challenges, NAS conception's experience with ForNAV has been remarkably smooth. According to Eickel, onboarding, training, and support have been seamlessly delivered by ForNAV. Thanks to the user-friendly nature of ForNAV solutions, Andreas' teams were up and running after just a few days of training.

Eickel further emphasizes the professionalism and responsiveness of the ForNAV support: *"Support tickets are promptly addressed. We've even found that some of our projects inspire new feature ideas, which we relay to support. It's great to see these suggestions incorporated into the next version. This collaboration is invaluable to us."*

This strong foundation sets the stage for a mutually beneficial partnership built to last and prosper.

NAS conception was founded in 2012 with the aim of supporting medium-sized companies with digitization of their core processes.

ERP | CRM | BI | CLOUD – NAS conception supports its customers in digitalization projects with these key topics. In order to implement these projects, NAS conception relies on Microsoft technologies.

As a long-standing Microsoft partner, NAS conception specializes in Microsoft Dynamics NAV, Microsoft Dynamics 365 (especially Business Central and Sales) and Microsoft Power BI. Microsoft Office 365 and Microsoft Azure round out the portfolio to fully establish digitization in the company.

www.nasconception.de



ForNAV offers solutions that simplify reporting and printing tasks within Microsoft Dynamics 365 Business Central. Our solutions are user-friendly, customizable, and affordable.

Get started faster with the ForNAV Report Pack, featuring a selection of brand-new reports, designed, and optimized for ForNAV. Easily create and adjust reports with the intuitive ForNAV Designer.

Use ForNAV Direct Print to send print jobs directly from the Microsoft Dynamics 365 Business Central web client on any type of device, to any printer in your network. Regain access to C:\ files from Business Central Cloud with ForNAV File Service.

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