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## MICROSOFT DYNAMICS

EDITION



**MOST  
PROMISING  
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SOLUTIONS  
PROVIDER  
2023**

**Endeavour Solutions**

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*The annual listing of 10 companies that are at the forefront of providing MS Dynamics solutions and transforming businesses*

# Endeavour Solutions

## Providing Strong Coast-to-Coast Dynamics 365 ERP, CRM, and Cloud Support

**W**ith the growing popularity of Microsoft cloud business applications across the US and Canada, numerous clients are seeking the utopia of a fully-unified all-in-one ERP, CRM, and Process Automation platform. To further meet this growing demand, earlier this year, Endeavour Solutions merged with Purely CRM, a Microsoft partner in Vancouver, Canada, to further strengthen its offerings and delivery capabilities to support clients seeking a more tightly integrated and unified all-in-one solution.

“We are pleased with the additional Dynamics 365 CRM depth that this M&A activity brings to our team to support our growing Microsoft client base,” says Madhu Vajpey, CEO of Endeavour Solutions Inc.

As a Gold Microsoft Solutions Partner, Endeavour Solutions has built a proven track record in ERP, CRM, and Process Automation, offering a wide range of services, including implementations, upgrades, development, data analytics, training, and support. Prior to the M&A, Purely CRM specialized solely on Dynamics 365 CRM and had a strong presence in West Coast markets, including Vancouver, Seattle, and San Francisco. Combined, this new unified consulting team is poised for great success.

By introducing unified ERP, CRM, and Process Automation functionalities, Endeavour enables clients to gain a more holistic view of their end-to-end operations, including a focus on improving their customer’s experience as a back-drop to improved growth and profitability. ERP clients can focus on accelerating growth by implementing additional digital transformation efforts and leveraging CRM functions, including sales, marketing, and customer service, to enhance their customer’s experience. Similarly, CRM clients can complement their systems with Dynamics 365 ERP functions to manage their organization’s financial and operational needs, such as accounting, inventory management, manufacturing, and distribution. Together a unified system provides greater value than the sum of its parts.

Since its inception 34 years ago, approximately 75 percent of Endeavour’s focus has been on ERP clients (Finance, manufacturing, and distribution), with CRM clients (Customer



Madhu Vajpey,  
CEO

service, sales, and marketing automation) constituting a smaller portion of its business. By merging with the Purely CRM team, Endeavour’s consulting capacity for delivering Dynamics 365 CRM and Power Platform projects at the SMB, mid-market, and enterprise levels has grown significantly. This new unified team is now able to provide a wider range of services to a broader market across each of these segments.

With a strong Coast-to-Coast presence supporting Microsoft Dynamics clients across Canada and the United States, Endeavour is excited to continue to help new and existing clients get the most out of their Microsoft Business Applications. “Our executive team is keeping an open lookout for additional M&A activity with a focus on firms that would further complement and accelerate our efforts,” Madhu Vajpey, Chief Executive Officer.

Terry Sunderland, Chief Operating Officer, further notes that within the ERP side of the business, Endeavour has a

large, dedicated, in-house support team to allow clients to choose which Microsoft ERP platform best fits their needs. Whether to stay on-premise with Microsoft Dynamics GP or Dynamics NAV or adopt the latest Microsoft cloud-based Dynamics 365 Business Central ERP, Endeavour is here to help clients get the most out of their investments.

“The future is in the Microsoft cloud-based applications, and we see the vast majority of new implementations being on the Dynamics 365 platform, with Microsoft Business Central being the ERP of choice complemented with Dynamics 365 Sales Enterprise CRM,” Steve Ewing, Vice President.

The steadfast support of Endeavour’s Microsoft Dynamics ERP and CRM clientele is due to its deep understanding of

meet unique client needs rather than offering a fixed-scope, fixed-price implementation.

A testament to the company’s approach and high-quality consulting services is a success story that involves a recent client who opted to transition from another Microsoft partner to Endeavour mid-project. Endeavour’s consultants made more progress within a month than the previous partner had eight months prior. This impressed the client, instilling them with the confidence to postpone their Go-Live across multiple companies, expanding their project scope to allow for additional enhancements to user experience and data quality before eventually launching with a successful Go-Live under Endeavour’s guidance.



the underlying Microsoft systems and the unique challenges faced by its clients. This commitment to long-term client support has been crucial to the firm’s success over the past few years, especially during the unprecedented global challenges, where Endeavour continued to see both high levels of client retention and a high number of new client implementations.

Endeavour’s primary go-to-market approach is to offer custom-tailored configurations of Microsoft Dynamics 365 ERP, CRM, and Power Platform to meet client needs. Their client engagement efforts focus on discovering and analyzing their client’s requirements to provide unique recommendations in alignment with Endeavour’s values of Trust, Integrity, and Accountability. These recommendations involve custom configuring the Dynamics 365 systems to



**The future is in the Microsoft cloud-based applications, and we see the vast majority of new implementations being on the Dynamics 365 platform, with Microsoft Business Central being the ERP of choice complemented with Dynamics 365 Sales Enterprise for an all-in-one ERP-CRM**

Endeavour has celebrated many such success stories over the years. The firm and its team of Microsoft consultants now support more than 900 active clients across North America, earning a long list of client testimonials and awards such as the Microsoft President’s Club, representing the top 5 percent of Microsoft partners globally. [CR](#)