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ACCOUNTMATE RESUMES VAR SEARCH

AccountMate Software has started actively looking for new VARs again. The Petaluma, Calif.-based software company had largely put recruiting on hold while it came to market with its new Enterprise application recently, according to CEO **David Dierke**.

To have a new reseller become fully functional "takes a good two years because of the size and girth of [the application], he said at this week's Synergy reseller conference. AccountMate added "two good size business partners" during the last year. The company had 14 opportunities during the last year. "If we sign six business partners of the year, that's amazing because of the complexity of the product," Dierke said. "No one gets up in the morning and says, "I want to buy a modifiable accounting product." A .Net product, Enterprise marks a break from the previous FoxPro platform, whose database restricted the development of data tables. "We also added some new features we couldn't add in FoxPro," Dierke said. It has a modern, tabbed interface. The company also plans to develop its APIs to make it easier for customers to change software than in the past. Also, where resellers modified source code, with Enterprise they can choose to follow that practice or use a development tool, which puts modifications in a separate layer.

Bob Scott has been informing and entertaining the mid-market financial software community with his email newsletters for 10 years. And he has been covering this market through print publications for 18 years, first as technology editor of Accounting Today and then as the Editor of Accounting Technology from 1997 through 2009. He has covered the traditional tax and accounting profession during the same time and continues to address that as executive editor of the Progressive Accountant. http://www.bobscottsinsights.com/