

Q&A for Simplanova and Novature strategic partnership

1. What do we announce May 29th ?

Novature, an international platform of Microsoft Dynamics partners has announced a strategic partnership with Simplanova, an official Microsoft modernization and ISV development center.

2. Who is Novature?

Novature, based in Leusden, Netherlands concentrates on Microsoft Dynamics Business Applications, Power Platform and AI. Novature is ambitious in its growth plans and wants to join forces internationally with other Dynamics Independent Software Vendors (ISVs) and Service Providers to support partners and customers in their digital transformation.

As of today, Companial, with more than 1,000 partners. the largest community of Microsoft Dynamics partners and Dycotrade, a Dynamics Independent Software Vendor and System Integrator that delivers standard solutions for commodity trading companies worldwide, are part of the Novature platform. With the strategic partnership Novature continues to pursue its vision to become the enablers of the digital transformation and artificial intelligence for businesses worldwide.

3. Who is Simplanova?

Simplanova, based in Vilnius, Lithuania and founded in 2013, has achieved remarkable growth and success in the Dynamics industry, boasting an extensive network of over 234 partners across 38 countries, encompassing Europe and the United States. As Microsoft Modernization Center, Simplanova supports Microsoft Dynamics partners to assess and migrate legacy systems of Dynamics NAV to Business Central. As one of the few official Microsoft ISV development centers, Simplanova also enables partners to take full advantage of the Dynamics 365 platform for their business solutions.

4. What is the strategic objective of this partnership?

We understand the challenge to bring all Microsoft Dynamics customers to the cloud and to benefit from the innovation that Microsoft and its partners provide, cannot be solved by single partners. We have to work collectively as a network to assess the status quo of the tens of thousands of individual Dynamics installations and provide a plan and capabilities to actually migrate the customer to Dynamics 365. To provide the required capacity and capability to the Dynamics partner community, we are convinced that it will become a key milestone to join forces between two of the leading Microsoft modernization centers, Companial and Simplanova. With the combined strength of both teams, we will be able to accelerate the digital transformation and enable Dynamics customers of all sizes to take full advantage of the platform. Examples of that cooperation can be joined development of tools and optimizing processes that will accelerate the migration. To make best use of the precious

development resources in both companies, we also want to avoid duplication of resources if both Simplanova and Companial would develop independently.

5. Will Simplanova operate under the Novature or Companial brand?

Simplanova will continue to serve the Dynamics partner ecosystem with their well-established brand.

6. Will there be an integration of Simplanova and Companial in the future?

Today we announce a strategic partnership between Novature and Simplanova. As with other entities on the Novature platform, Simplanova will operate independently.

7. Will Simplanova and Companial compete in the marketplace?

The challenge is to bring tens of thousands of customers from a legacy Dynamics platform to the cloud as well as helping ISV's to build out leading edge solution. This requires more capacity than Simplanova and Companial can provide individually. The competition in the market of migration and development services for Dynamics 365 is strong and Simplanova and Companial will be further investing to provide the best service experience in the market.

8. How will Simplanova customers benefit from this acquisition?

While Simplanova was focusing on technical services around migrations and ISV development, Companial also offers licensing for Microsoft's cloud services as part of the Cloud Solution Provider program and licensing for on premise solutions as part of Dynamics. On top of licensing, Companial offers enablement through the award-winning learning journeys, business acceleration and an ISV marketplace to complete a given Dynamics 365 solution. All these services and offerings can also be accessed by partners that are working with Simplanova.

The innovation Microsoft provides through AI capabilities and Co-Pilot are largely untapped by partners and their customers. By joining expertise and innovation from both teams, Companial and Simplanova, we will enable the Dynamics partner community to take full advantage of AI and Co-Pilot and increase the positive impact of their services and solution to customers across the globe.

9. Do Simplanova partners - if they want to buy Companial services – also need a Companial membership?

The feedback of our partners proves that there are many benefits for Dynamics or Power Platform partners to join the Companial community through a membership. For license transaction in the Cloud Solution Provider Program, our Empowered set of tools and solutions, as well as for legacy on prem licenses, a membership is required. For all other services like our learning journeys, the ISV marketplace or Companial's technical services, membership is not required.

10. How will Companial customers benefit from this acquisition?

Companial already offers a complete set of services for Dynamics and Power Platform partners. However, the demand for migrating legacy Dynamics installations to cloud and support Independent Software vendors in developing leading edge business applications is far higher than the Companial team can deliver individually. With more capacity and even deeper expertise and innovation, Companial partners will also take advantage of this acquisition.

11. Will there be changes in management at Simplanova, Novature or Companial?

No, the management of Simplanova, Novature and Companial remain as is.