RoseASP
MICROSOFT DYNAMICS HOSTING

ROSEASP MAINTAINS 97.4% CUSTOMER RETENTION

Where "churn is a concern" in the Cloud, RoseASP Microsoft Dynamics ERP hosting services retained more than 97-percent of its customers in 2014.

SAN DIEGO, Calif. (February 26, 2015) RoseASP, a provider of highly secure, regulatory compliant, and validated hosting services for Microsoft business customers and partners, maintained a 97.4-percent customer retention rate in 2014, announced RoseASP, today.

RoseASP saw less than 2.6-percent customer turnover in an industry that considers a five-percent annual churn rate to be exceptional among Software as a Service (SaaS) providers. Customer churn rate refers to the percentage rate at which customers cancel service subscriptions of any kind over a given timeframe.

RoseASP has been hosting Microsoft Dynamics ERP since 2000 and manages a network of cloud procurement and online software trial sites in addition to its own private cloud hosting. As the Microsoft Dynamics 2014 SMB Cloud Partner of the Year, RoseASP has reached another major milestone with this announcement of its outstanding customer retention rate.

"We've worked extremely hard as a team and with our partners to deliver the highest levels of quality service in the industry," said Linda Rose, founder and CEO of RoseASP. "It is truly gratifying to see that hard work translated into so many satisfied customers. Being named by Microsoft as SMB Cloud Partner of the Year was an accomplishment in itself, but knowing that nearly all of our customers agree and continue to do business with us is very meaningful."

RoseASP knows that security, regulatory compliance and customer satisfaction depend on more than technology alone; they also depend on people and processes. RoseASP is committed to delivering personal service through its team of compliance certified IT professionals on Dynamics AX, NAV, GP, SL and CRM, bringing the human touch to the digital world.

About RoseASP
RoseASP provides flexible cloud and hosting solutions for Microsoft Dynamics ERP and CRM on Windows Azure and in RoseASP's private cloud, available through Subscription pricing with a comprehensive Service Level Agreement. Since 2000, RoseASP has hosted systems for small and mid-sized companies and a growing number of Microsoft Partners around the world. RoseASP specializes in FDA, SOX, and HIPAA cloud compliancy for heavily regulated industries and publicly traded companies. With a highly skilled and experienced team of experts in hosting financial and accounting systems and related modules, RoseASP takes pride in superior customer service and has been named Microsoft's Cloud Partner of the Year for SMB. For more information about RoseASP, visit www.roseasp.com.

Contact:
Emily Matkin, (858) 794-9403, emily(at)roseasp(dot)com