

# ROSEASP

MICROSOFT DYNAMICS HOSTING

## RoseASP Cloud Subscription Licensing For Microsoft Dynamics Provides Power of Choice

*Refined pricing model enables greater flexibility for Dynamics Customers.*

**SAN DIEGO, Calif. (June 18, 2014)** RoseASP, a provider of hosted Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) software, announced new cloud [subscription licensing](#) for Microsoft Dynamics GP and NAV which will provide customers the power of choice with flexible user options.

Subscription licensing allows customers to take advantage of term-based rights to use Microsoft products and services as part of a service offering instead of a licensing the software with perpetual usage rights. Most ERP cloud vendors lock new customers into annual contracts based on user counts for fully implemented systems, wasting customer's money on licenses not in use. Subscription licensing removes the risk of paying for unused licenses with flexibility to increase or decrease subscription license counts from one month to the next. This benefits the customer by offering lower initial user license counts for implementations, leading to increased ROI for their ERP project.

"The flexibility behind RoseASP's subscription licensing for [Microsoft Dynamics GP](#) in the cloud helps keep our implementation costs down as we only pay for users that need access to our GP system," said Maureen Nulty, CFO of Trans Inns Management, Inc. "As we continue to grow, we are easily able to add users without being bound to an annual contract, which keeps our start-up costs consistent and manageable. Using GP in the Cloud on a subscription basis has been a good fit for our organization."

Under the Subscription licensing model, [Microsoft Dynamics NAV](#) 2013 R2 and Microsoft Dynamics GP 2013 R2 are licensed per user. Both the Full and Limited user licenses are available under this offering. Customers are not tied to annual licensing requirements and can adjust the number of users and type of licenses needed each month. Subscription licensing can be deployed both on the customer's premise and in the cloud.

"Microsoft Dynamics has served over 140,000 customers on premise," said Paul White, General Manager of ERP Product Marketing for Microsoft Dynamics. "We look forward to helping those customers transition to the cloud as and when they are ready to join the new customers who are onboarding to our cloud based solutions. Critically, we're committed to offering Dynamics customers choice – cloud or on premise, subscription or traditional perpetual licensing, Microsoft's cloud or someone else's. In our view choice delivers flexibility, transparency and value for customers."

### About RoseASP

RoseASP provides hosted Microsoft Dynamics ERP and CRM applications, specializing in heavily regulated industries and publicly traded companies. Since 2000, RoseASP has hosted systems for small and mid-sized companies and a growing number of Microsoft Partners around the world, offering solution on both RoseASP's Private cloud and Microsoft Azure. With a highly skilled and experienced team of experts in hosting financial and accounting systems and related modules, RoseASP takes pride in customer service and providing The Human Touch in a Digital World.

For more information visit <http://roseasp.com/> or contact:  
Emily Norausky, (858) 794-9403, [emily\(at\)roseasp\(dot\)com](mailto:emily(at)roseasp(dot)com)