



## Manufacturer Escapes NetSuite Price Hike with Rapid Business Central Implementation

Customer:

**Natural Choice Corporation**

Industry:

**Manufacturing (Water Filtration)**

Organization Size:

**30-50 employees**

Highlights:

- **50% savings on ERP licensing costs over 5 years**
- **On-budget implementation completed in 4 months**
- **Hands-on support from a small team with accounting expertise**

Key ISV Partners:

- **ERP Connect Consulting**
- **Binary Stream**

### Project Snapshot

When a sudden increase in NetSuite subscription fees threatened to strain their budget, Natural Choice Corporation needed a reliable alternative, quickly. Even though others said it could not be done, Mount Evans Consulting took them live on Microsoft Dynamics 365 Business Central in just four months which cut their ERP license costs by more than 50%. Backed by a small, expert team with deep accounting knowledge and a flexible approach, the project stayed on budget and delivered exactly what this manufacturing business needed, right on time.

### About Natural Choice Corp.

The team at Natural Choice strives to help people save money and care for the planet by providing a superior alternative to bottled water. Their ION Drinking Water appliance provides hot, cold, ambient, and sparkling water directly from the tap, ensuring a crisp, clean flavor free of contaminants while eliminating single-use plastics.

## The Challenge

Natural Choice had chosen NetSuite as their ERP several years prior, in part due to deep discounts and the urgency to leave a broken, legacy on-premises solution. While they did experience immediate benefits, over time they came to realize that NetSuite was a much larger and more complex system than they needed. Then, when approaching contract renewal, they were given notice of a significant price increase.

## The Solution : Dynamics 365 Business Central

George Knoll, President of Natural Choice Corporation, started the search for alternatives, evaluating Acumatica, Sage, Odoo, and other solutions, before deciding on Business Central.

George explains what made Business Central stand out in the crowd of ERP options:

**Cost.** *"Business Central is easily half the cost of NetSuite. Also, NetSuite requires special connectors to access data in different parts of the system, and each one is very expensive. With Business Central, there's no additional charge to access your data. Because of that, we will save more than \$100,000 over the next 5 years."*

**A More Open Platform.** *"Over time, it became really difficult to tie things into NetSuite, requiring more connectors and the expertise of specialized consultants. By contrast, Business Central has an open API that makes it much simpler to extract and transform data or integrate other applications."*

**Integration with Other Microsoft Products.** *"Since Business Central is from Microsoft, I'm just a click away from Excel and Pivot Tables. The data coming from the system is instantly usable. It's also easily analyzed with Power BI or leveraged with any of the other Power Platform apps."*

---

*"Most partners told me it would take 6 to 10 months to implement Business Central. With Mount Evans, we signed the contract 2 days before Thanksgiving, and we went live on March 24th, in just 4 months."*

**George Knoll, President  
Natural Choice Corporation**

---

## Finding the Right Partner

After discussions with several partners with long implementation timelines, George decided to test Business Central's configuration on his own with a trial instance.

That led him to the Business Central community for tips, and he quickly found helpful information in a video Kristen Hosman produced. He relates, *"Kristen had a great video on Business Central configuration packages. She took the mystery out of the process. So I thought, 'here's someone I can really trust.'"*

By now, their implementation window was closing, with just 4 months before the NetSuite contract would expire. After a few conversations, George knew he had found the Microsoft partner that would make his project a success.



## The Benefits of Partnering with Mount Evans Consulting

The team at Mount Evans Consulting exceeded the expectations of George and his team at Natural Choice. George shares a few reasons why he felt they chose the right partner:

**Accelerated Implementation.** *"Most partners told me it would take 6 to 10 months to implement Business Central. With Mount Evans, we signed the contract 2 days before Thanksgiving, and we went live on March 24th, in just 4 months."*

**Honest and On Budget.** *"It's endemic in the software world that costs go up once you're knee deep in an implementation. However, Mount Evans has integrity. You can trust what Kristen says. They completed the work without any cost increases. I was very impressed."*

**Flexible Approach.** *"Kristen basically said, 'You can do as much or as little as you want.' She let us be part of the process, telling us what data to gather and how to transfer it to Business Central. We appreciated Mount Evans' flexibility as a smaller partner, since we're a smaller company ourselves."*

**Deep Accounting Experience.** *"It's important to configure Business Central correctly from the start*

---

*"Business Central is easily half the cost of NetSuite. Also, NetSuite requires special connectors to access data in different parts of the system, and each one is very expensive. With Business Central, there's no additional charge to access your data. Because of that, we will save more than \$100,000 over the next 5 years."*

**George Knoll, President**  
**Natural Choice Corporation**

---

*using best practices. Since the MEC team members are accountants, and Kristen is also a Microsoft MVP, I could trust them to set up the system for us before we pushed data in."*

**Personalized Service.** *"We didn't have to deal with a project manager, or consultants spread across the country. We dealt directly with the people who were doing the work for us."*



Would the team at Natural Choice recommend Mount Evans Consulting to other businesses? George gives an emphatic, *"Yes! If you want experienced accountants setting up Business Central for you; if you want to talk to the people who are actually doing the work; if you want a team who implements quickly, wasting neither time nor money, then Kristen and her team are a good fit. In my case, no one else could deliver a 4-month implementation at a really good price."*

## Take Back Control of Your ERP

Companies don't have to feel trapped in an ERP system with rising costs and limited flexibility. Natural Choice Corporation's successful move from NetSuite to Business Central proves that it's possible to regain control, reduce expenses, and implement a system that fits the business—not the other way around. With the right partner and a clear plan, even complex migrations can be completed quickly, affordably, and on your terms.

---

*"It's endemic in the software world that costs go up once you're knee deep in an implementation. However, Mount Evans has integrity. You can trust what Kristen says. They completed the work without any cost increases. I was very impressed."*

**George Knoll, President**  
**Natural Choice Corporation**

---

## Why Mount Evans Consulting?

Mount Evans Consulting is your ERP trail guide. Known for guiding rapid implementations when the path demands it, the team brings deep accounting expertise, hands-on Business Central knowledge, and a steady, well-prepared approach to every project.

