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## Parity Partners with Microsoft Great Plains

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Microsoft Dynamics GP integration is finally here. In keeping with Parity's mission to build partnerships with companies offering best-of-breed technologies and to provide its clients with the most progressive and innovative business management tools, Parity has completed integration of its flagship ERP system with Microsoft's robust and scalable Dynamics GP accounting system.

Dynamics GP Business Essentials is a mid-market business accounting software package that operates in cooperation with Microsoft SQL Server and fluidly integrates with Microsoft Office and Outlook applications. In addition, it works with a host of other powerful tools including Microsoft's own payroll and Human Resources Management solutions. Providing customers with an integrated foundation of leading productivity tools ties into Parity's established product strategy. The combination of Parity's food-specific software solutions, Microsoft's accounting, and broad business management tools results in a significant competitive advantage for food manufacturers. Never before have food industry businesses been more empowered to make strategic decisions to ensure the profitability of their operations.

It is no accident that Parity is a Microsoft Independent Solutions Provider and a Microsoft Gold Certified Partner. Parity's long-standing strategic relationship with Microsoft is based in state-of-the-art, mainstream technology with a future. Parity's migration from an internally-developed financial accounting suite to Microsoft Dynamics GP Business Essentials reflects that core philosophy.

### **About Parity Corporation**

Parity Corporation is the leader in food industry software and services. For more than two decades, Parity's team of food industry specialists have delivered advanced information technology and business management solutions to the food industry. Parity's fully integrated real-time applications bring all aspects of a food manufacturer's operations, from procurement through traffic management, into one system that streamlines business processes making them more efficient, increasing visibility into operations, and providing accurate, reliable information for making successful business decisions.

**For more information about Parity, please visit [www.paritycorp.com](http://www.paritycorp.com) or email [info@paritycorp.com](mailto:info@paritycorp.com)**