

GPUG Amplify 2017 will be held March 20-22 at the Marriott Anaheim, Anaheim, CA and welcomes Microsoft Dynamics GP end-users and business leaders to discover the latest solution innovations, attend educational breakout sessions, and connect directly with Microsoft to learn about the latest release of Microsoft Dynamics GP. Educational sessions will be delivered by subject matter experts, as well as software vendors who specialize in these areas, to help attendees extend the reach of their Dynamics GP investment.

“Last year, we [GPUG] worked quickly with the Microsoft Dynamics GP Product team and with the GPUG Programming Committee to create an event for Dynamics GP end users that focused on technical training and the Microsoft Dynamics GP Roadmap.” said Bob McAdam, GPUG Program Director. “We were confident in the event offerings, but we weren’t sure how the greater Dynamics GP audience would respond to the event.”

GPUG Amplify indeed surpassed expectations with over 400 Dynamics users and partners who gathered in an intimate environment to take in great educational content from subject matter experts within the community and Microsoft representatives. Attendees had unprecedented access to Microsoft Dynamics GP Product team members and a Microsoft engineer-staffed Support Desk. Attendees were very pleased with Amplify and how it complements the GPUG event landscape.

GPUG visited with Eileen Morales, a 2016 GPUG Amplify attendee, to learn more about why she chose to attend and the reason she plans to invest in attending GPUG Amplify in 2017.



Eileen Morales

Morales is a Controller for the Cardiovascular Research Foundation in New York City. She has been using Dynamics GP for over 15 years. Starting in January, she will be the CFO.

What made you decide to attend GPUG Amplify?

I hadn’t been to a GPUG event before; however, my partner, Njevity, Inc. and I discussed GPUG Amplify and decided it would be beneficial for me to attend.

What value did you find for your job role by attending GPUG Amplify?

I found I had a lot of new information and tips/tricks to share with my staff. After attending GPUG Amplify, I decided to start a Tip of the Week email with information that I learned during the event. The tips span from Dynamics tips, to Excel and Power BI tips.

What value did you find for your company by attending GPUG Amplify?

By collaborating with others at the event and attending the educational sessions offered, I was able to identify new ways and tools to help our company run more efficiently.

What was your biggest take-away from GPUG Amplify?

The biggest takeaway for me was discovering how engaging in the GPUG community, and its events, and having the opportunity to interact with others in my field and sharing our insights and experiences, is really the best way to learn.

Why should others attend GPUG Amplify?

GPUG Amplify is very informative and the educational offerings are really well thought out. I was surprised that I didn’t only walk away with new information, I also took away with me an experience that motivates me to execute and implement when I return to the office.

GPUG AMPLIFY

March 20-22, 2017 | Anaheim, CA

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