

**20**  
YEARS

**inixion**

**Customer  
Connect**

# **Customer Event 2026**

***20 Years Strong: Future Ready***

# Pine Services Group

Dustin Anderson, President, Pine Services Group





# Inixion Customer Event

March 11, 2026

# Who is Pine?



**Pine** is a collection of businesses focused on selling, implementing, and supporting **accounting & operations software** and other mission-critical business applications (ERP, CRM, 3rd party extensions, etc.)



Our businesses are experts in their products & industry verticals: We bring **technology**, **accounting**, and **industry** expertise.



We are committed to **excellent service quality and protecting/enhancing** our clients' investments in their technology

# Who is Pine?



**Pine** is a collection of businesses focused on selling, implementing, and supporting **accounting & operations software** and other mission-critical business applications (ERP, CRM, 3rd party extensions, etc.)



Our businesses are experts in their products & industry verticals: We bring **technology, accounting, and industry** expertise.



We are committed to arming our operating companies with a **community of like-minded ERP experts**, sourcing **top of the line talent**, building go-to-market excellence, with supportive Publisher partnerships and more.



## Quick Facts:

Founded in 2022

\$400m+ Total Revenue

1000+ Employees across the US, Canada, and UK+I

16 businesses focused on mid-market software ecosystems (Sage, Microsoft, Acumatica, NetSuite, iplicit, Rillet, QAD, and SAP B1)

# Pine Vision and Values

## PURPOSE

### Growth is Good for All

Pine is the best long-term home for companies, leaders, and talent in the global business applications industries.

## CORE VALUES

Maniacally Market-Focused

Better Together

Catalyst for Sustainable Growth



## HOW WE DO IT

Acquire and Develop Talent



Accelerate Organic Growth

Maximize Publisher & Partner Value



Build & Engage Communities

Embrace a Technology-First Mindset



# Customer Reassurance

**Mission: to be the best home for businesses and their leaders.**

## Long Term Mindset



Pine Services Group is a **buy-and-hold-forever firm**. We do not operate on a short-term investment cycle. Our goal is to support enduring, healthy growth over decades—not quarters.

## Decentralized Ethos



Pine believes the people closest to the business—your team—know it best. That’s why our model is decentralized: day-to-day leadership stays with the CEO, **decision-making remains local**, and the company continues to **operate independently**.

## Support, NOT CONTROL



Pine brings **resources**, **experience**, and a **community of peers**—but not micromanagement. Our value lies in the collective expertise across the portfolio, and the optional tools and support they offer.

# Big Hairy Audacious Goal (BHAG)



**5,000** Happily implemented customers by EOY 2030

## RATIONAL

- Establishes us as **market leaders and helps us win and retain customers**
- Sets the tone for a strong, **long-term relationship**
- Clear financial impact for Pine and its companies, but driven by **value for the customer**
- Best service delivery = the **best consulting talent**

## KEY METRICS

- “Happily implemented” defined by CSAT / NPS **4+ out of 5**.
- Represents **95% CSAT** across all new customers 2025 - 2030
- All Pine OpCo's to track CSAT on projects in 2025
- Not just ERP installs; all business applications

***“When your job depends on it, you pick a Pine company.”***

**— INIXION IS PART OF A  
GREATER  
COMMUNITY...AND  
NOW, SO ARE YOU!**

# Our Community of Companies

TOWN HALL

**Sage**

alliance SOLUTIONS

nextec

ETHOSYSTEMS  
QUALITY SOFTWARE • ETHICAL SERVICES

acumen

PRACTICAL Software Solutions

EQUATION TECHNOLOGIES

DB Computer Solutions

EUREKA SOLUTIONS

inixion

AltaVista TECHNOLOGY

**Acumatica**  
The Cloud ERP

nextec

PRACTICAL Software Solutions

acumen

i-tech

**QAD**

Strategic INFORMATION GROUP

**SAP Business One**

third WAVE

**Microsoft Dynamics 365**

WESTERN COMPUTER

AltaVista TECHNOLOGY

**ORACLE NETSUITE**

Strategic INFORMATION GROUP

thevestedgroup

EUREKA SOLUTIONS

**iplicit**

EUREKA SOLUTIONS

# — WHY WE'RE EXCITED ABOUT INIXION

# Why Inixion

## Inixion stood out to us because...

Track record of successful, high-stakes, and **complex implementations**

Impressive **employee retention** and consultant tenure

**Outstanding partner to Sage** that's well-known within the VAR community

Budding **Intacct practice** with early signs of success between consultant training and early-stage prospects

# WHAT THIS MEANS FOR YOU

TOWN HALL

# What This Means For You as Customers

**Think of Pine as a community or network, we are here to empower Inixion and promote long-term growth.**



**Preserving the Culture** - Inixion will continue to operate as an independent company with the same brand and values. We don't like to mess with the **Inixion difference!**



**Customer Expectations** - Pine companies embody a strong focus on customer success. Inixion customers can anticipate to work with the same team they always have and continue to receive the same, high-quality service.



**Community** - Connections to our growing community. Pine hosts roundtables & best practice sharing for CEOs, Consulting, Finance/Accounting, Services, Growth (Sales & Marketing), and HR/Talent



**Growth Initiatives** - Thought partnership on new customer strategies, recruitment, deepening customer relationships, and delivering industry-leading offerings to your customers



---

# Thank You

---