BinaryStream

Partner Insider Call

January 2026

Speakers

Neal Cranna
VP Marketing

Adam Weinberg
Account Manager

Chris Bastow
Account Executive

Roozbeh Hashemi
Account Executive

Agenda.

Multi-Entity + Subscription Billing – Healthcare Win

Property & Lease – Social Services Win

Multi-Entity Client Story – Farming/Logistics

Subscription Billing Client Story – Financial Services

Property Lease Management Story – NGO organization

Multi-Entity Client Story – Transportation Company

Why partner with us.

80%

Win Rate on joint opportunities with Partners.

97%

Customer satisfaction from Binary Stream + Partner customers.

BinaryStream

Featured speaker.

Roozbeh Hashemi
Account Executive

Healthcare industry win.

Multi-Entity Management

Subscription Billing

Overview.

Industry: Healthcare

Why it mattered: Existing customer on GP, MEM, and SBS with complex billing cycles and many entities.

Not a typical BC win: Migration from GP to BC with advanced requirements that Binary Stream was able to close the gaps.

Customer challenge.

Limitations of native BC: Couldn't handle 50+ entities and 3,000+ recurring subscriptions.

Risks: Manual work, scalability issues, revenue leakage, and delayed go-live.

Why Binary Stream.

Trusted solution: Already using our GP tools — migration to BC was seamless.

Peace of mind: No customization needed, proven reliability, and simplified setup.

Partner engagement & result

How Binary Stream supported the deal.

- Conducted detailed reviews of BC requirements.
- Identified a perfect fit with no customization needed.
- Delivered multiple demos to showcase the BC environment.
- Client was confident and satisfied with the solution.

Why the partner won

- Took ownership of the full migration cycle.
- Clearly explained GP vs. BC differences.
- Highlighted BC's value and how ISVs close gaps.
- Resulted in a smooth, successful project.

Social Services Win

Property & Lease

Overview.

Industry: Social services (non-profit).

Why it mattered: Multi-location client needing to manage expenses and revenues by site.

Not a typical BC win: Required a solution that solved pain points without added customizations.

Customer challenge.

Limitations of native BC: lease management solution that can help with both revenue and expenses. This is not handled by BC locally so an ISV was a must.

Risks: Manual work, scalability issues, revenue leakage, and delayed go-live.

Why Binary Stream.

Complete fit: Our solution met all requirements without enhancements.

Fully integrated: Customer wanted a native BC experience—not a disconnected third-party ISV.

Partner engagement & result

How Binary Stream supported the deal.

- Met in person thanks to local proximity.
- Conducted detailed discussions and built a tailored demo.
- Showed exactly how the solution would look and function in their environment.

Why the partner won.

- Already had an existing relationship with the client.
- Familiarity and trust helped streamline the decision and implementation.

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Featured speaker.

Chris Bastow
Account Executive

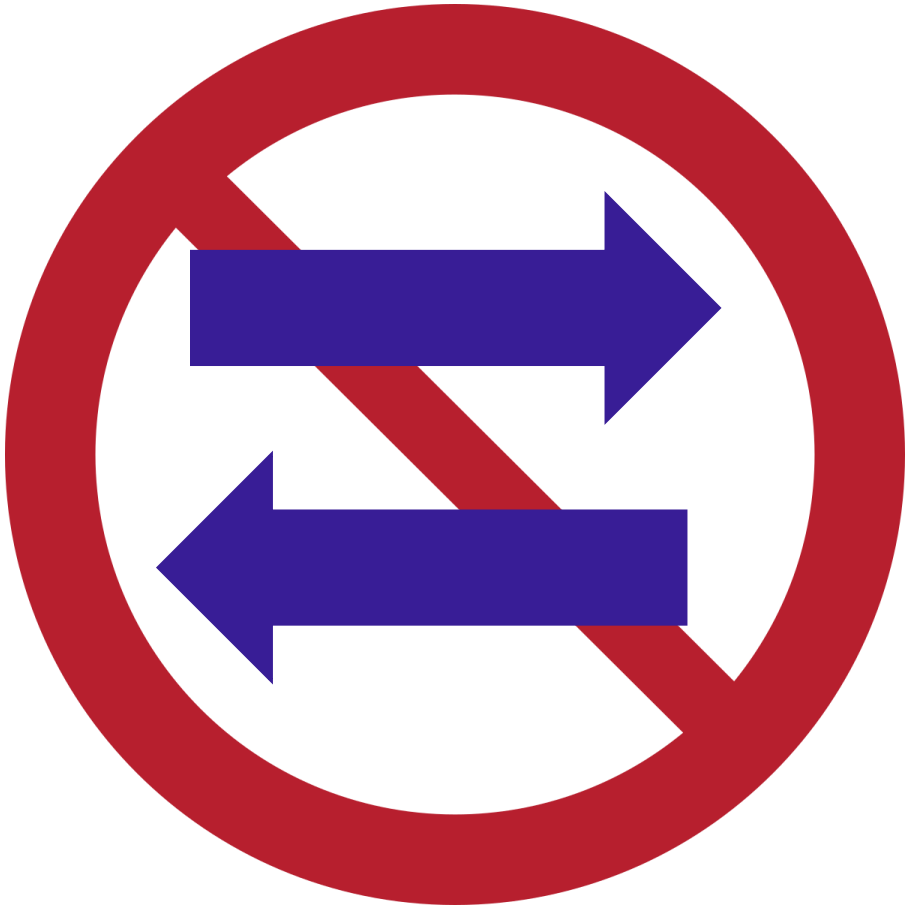
BinaryStream

Vertically Integrated Farm & Logistics Client

The Initial Decision

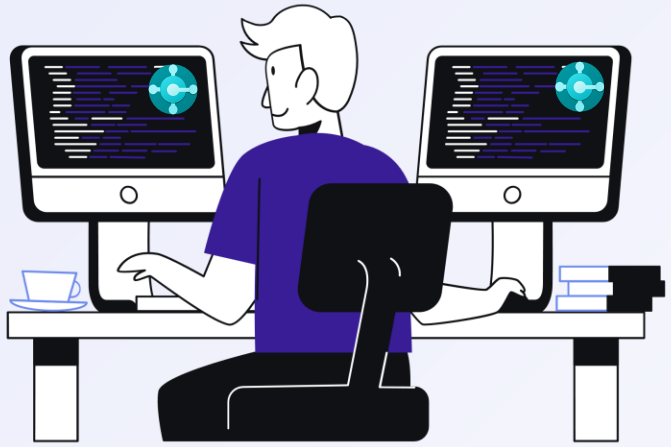
The Friction

Microsoft Dynamics 365
Business Central

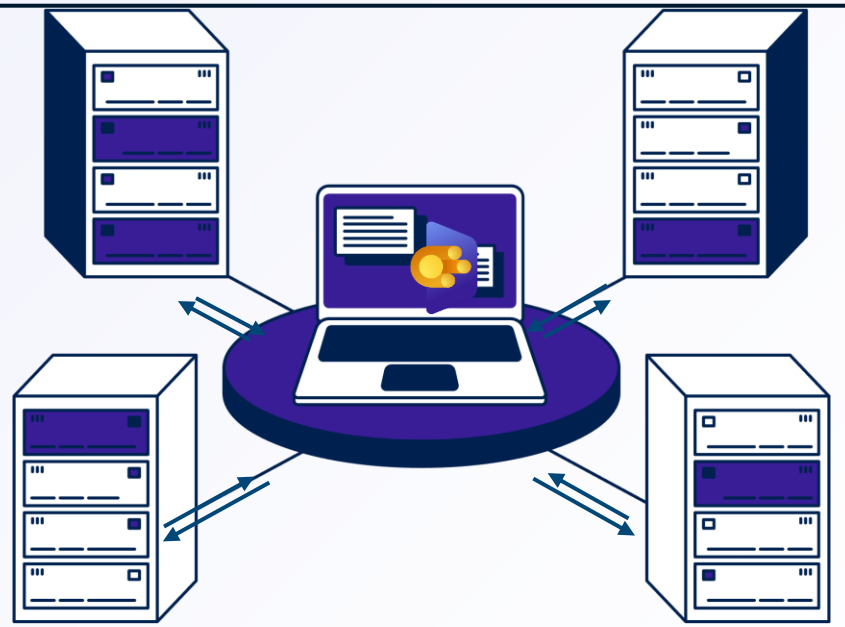


Microsoft Dynamics 365
Business Central

The Turning point



Intercompany transactions with inventory and manufacturing module



Sell and ship goods to OR purchase and receive goods from another entity's warehouse

The results.

For the client

- Enabled expansion into new states with a scalable, high-volume solution
- Enhanced audit confidence and full transaction traceability

For the Partner

- Retained a high-value client by keeping the project on Business Central despite initial risks

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MSP – Financial Services Industry

Pressure Increases

Early Attempts

The Turning Point

	Subscription Billing	Microsoft Dynamics 365 Business Central
Ability to Bundle Software, Services, & Block time	✓	✗
Support for Complex Pricing (I.E. Min & Max pricing + tiered pricing)	✓	✗
Milestone Biling & Batch Invoicing	✓	✗
Compliance – ASC 606-compliant revenue allocation	✓	✗
Flexibility to Adjust Deferral Schedules – Customer wanted to adjust based on software activation	✓	✗
Billing Partners on Customer Specific Pricing	✓	✗

The results.

For the client

- Expanded capacity to serve larger, more complex MSP customers previously out of scope
- Enabled scalable, accurate billing to support international growth while controlling operational costs

For the Partner

- Successfully delivered complex billing requirements within Business Central
- Retained a high-value client by stabilizing and future-proofing the implementation

BinaryStream

Featured speaker.

Adam Weinberg
Account Manager

NGO – Child daycare Facilities

- Child daycare center NGO
  - 50 individual unit trusts
  - Differing lease structure
  - Long-term property leases with rates & water readings
- New CFO
- Required – consolidated lease management
  - Standardization of lease
  - Compliance with accounting standards
  - Standardized reporting

Challenges.

Competing against **3 other** ERP vendors, with the customer leaning toward Business Central.

Mandatory ASC842 and IFRS16 compliance as part of the ERP selection requirements.

Custom and region-specific requirements

- Chart of accounts modifications
- Consolidated expense reporting across shared entities

Binary Stream's solution.

Deliver a scalable, region-ready leasing solution built
for Business Central

PLM as the Natural Fit

Given Business Central's limited native functionality, PLM was a natural fit, leading our partner to request a tailored demo.

Tailored Discovery & Demo

Delivered a custom demo using a representative environment, lease structures, and real-world scenarios

Simple, Scalable Configuration

Enabled region-specific configurations within a simple, efficient, and scalable solution framework

The results.

Our partner won the RFP, and the client selected both BC and PLM.

The client's expected growth will lead to additional licensing of BC and PLM, increasing ARR.

PLM was added to the partner's existing catalogue, supporting future sales opportunities.

New partner win – the background

- New partner, looking to collaborate
- Ongoing BC implementation, core BC insufficient
- Tank & trailer rental company
    - Established for 80 years
    - Rapid expansion -> IT systems overhaul
    - Required high-volume lease management
    - Both Lessor & Lessee scenario

Challenges.

Advanced lease management functionality

- High-volume leases – dozens per day
- Document management – e.g. insurance certificates
- 3rd party software integrations

Tight timelines for implementation

- BC implementation ongoing
- Predefined go-live date

Binary Stream's solution.

Deliver a scalable, region-ready leasing solution built
for Business Central

PLM Discovery

- MEM identified as a key benefit – 23 entities
- Inventory transfers between entities

MEM + PLM demos conducted

MEM + PLM demos were delivered to the EU team to showcase end-to-end functionality.

Adoption Outcome

Both solutions were approved and adopted immediately following the demonstrations.

The results.

Key new win for both partner & Binary Stream.

Acquired a new high-value customer for Binary Stream.

Successfully delivered the project under extremely tight timelines.

Established a strategic working relationship to support ongoing collaboration and future opportunities.

Marketing Updates

Neal Cranna
VP of Marketing

Product Update: MEM 1099 Update

- On January 15, 2026, Binary Stream released an announcement specifically for Multi-Entity Management (MEM) customers **on BC v26 or v27 who plan to file 1099 forms for the 2025 tax year using Business Central.**
- In this tax year, Binary Stream MEM does **not** support direct IRIS transmission to the IRS due to technical limitations.
- MEM supports alternative option by generating 1099 FIRE Report - If your customers want to use MEM to file 1099s
- The 1099 FIRE Report can be used for submission via the IRS FIRE system
- Next steps: Download the latest extension and contact Binary Stream Support bcsupport@binarystream.com to help set up

MEM Workshop

Binary Stream holding the First customer webinar next week

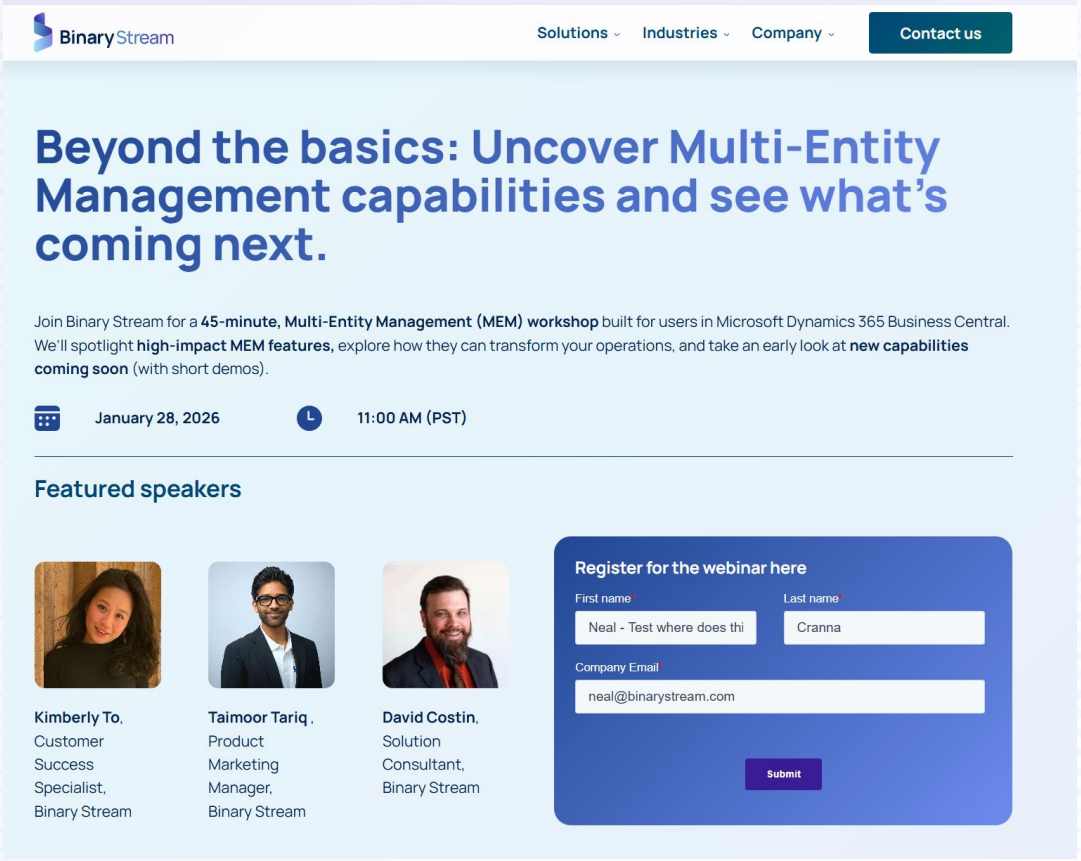
Title: Beyond the Basics: Uncover Multi-Entity Management capabilities and see what's coming next.

- Date: January 28, 2026
- Time: 11:00 AM (PST) / 2:00 PM (EST)

What you'll see there:
1. Uncover existing, powerful MEM features customers may not be using today, and learn how they simplify daily entity-based work. Example: Eliminations, price allocation and many more

2. Get a first look at exciting new features coming soon

Feel free to invite your customers to join the workshop, partners are welcome too!



Where to find us in 2026

By Partners, For Partners
DIRECTIONS
NORTH AMERICA

Event	Location	Event Dates
Directions North America 2026	Orlando, FL	April 27 – April 29
LS Retail – Customer Conference	Germany	April 27-29
Directions Asia 2026	Ho Chi Minh City, Vietnam	May 13 – May 15
DynamicsCon 2026	Vegas, NV	May 12 – May 15
AI Business Solutions Partner Executive Summit 2026 (Biz Apps Summit)	Renton, WA	July 28 – July 29
Community Summit 2026	Nashville, TN	October 11 – October 15
Directions EMEA 2026	Paris, France	October 27 – October 29

Partner Excellence Awards

- Announcing Parter Excclenece Winners in Feburary.
- Celebrating with Parters at Directions in April in Orlando.

By Partners, For Partners
DIRECTIONS
NORTH AMERICA

Wrap Up

Explore the Partner Hub:
https://partner.binarystream.com/partner-hub

Contact your account manager or
sales@binarystream.com