

## Industry > Internet - Racing Simulation

### SOLUTION SUMMARY

#### Industry

Internet-based subscription service catering to motor sports enthusiasts

#### Company Profile

iRacing.com's mission is to create the world's most authentic, most sophisticated, most accurate PC-based racing simulations and grow a new branch of motor sport through real-time, online competition — otherwise known as simracing.

#### Scenario

Clean-slate implementation allows for head-to-head product comparison.

#### Benefits

- Easy Data Migration
- End user intuitive interface
- Versatility
- Overall ease of use
- Strong integration with Customer Relationship Management (CRM)
- Software pricing and licensing flexibility

#### Software Used

Microsoft® Dynamics GP Standard

For more information on iRacing.com., visit [www.iracing.com](http://www.iracing.com)

For more information on Paragon Software Solutions, visit [www.pssusa.com](http://www.pssusa.com)

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### iRacing.com Takes the Lead with Paragon Software Solutions' Implementation of Microsoft® Dynamics GP

*"Paragon has provided exceptional service, with timely responses by knowledgeable staff that understand our needs and made our transition easy and efficient. The continued advances being made within the Great Plains Software Solution as a result of Microsoft's investment continues to validate our decision in choosing this product."*  
- Tony Gardner, Chief Financial Officer, iRacing.com

iRacing.com provides a unique web-based service for motor sport enthusiasts. As a result of proprietary technology, the iRacing.com simulations include unprecedented accuracy of track replication and vehicle-handling dynamics. Currently, seventy race tracks from around the world and six race cars are available online for simulated runs. The technology is such that the race track and driving experience is replicated in the simulation.

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Race car drivers just starting out, seasoned professionals, amateurs and weekend road warriors can all enjoy a fully realistic simulated driving and race track experience. This allows new drivers to race a track before they even set foot on the track.

### Microsoft® Dynamics GP Beats the Competition in Head-to-Head Comparison

Founded in 2004, iRacing.com is a relatively new company. Using the services of an outside vendor, assess-

ing timing issues and the critical mass of the business were all contributing factors which led the company to bring general accounting and payroll practices in-house.

The company believes that starting from scratch without any overly restrictive requirements enabled their product comparisons to be straightforward and extremely thorough. EPICOR and Microsoft® Dynamics GP were the two vendors in this product tier that were evaluated in "excruciating detail".

The comparative areas where Microsoft Dynamics GP excelled are as follows:

- Ease of use and intuitive end-user interface
- Overall versatility and functionality
- Integration with Microsoft Office applications
- Integration with Customer Relationship Management (CRM) software
- Integration of iRacing's subscription-based model directly into Microsoft Dynamics GP
- Minimal end user training requirements
- Software pricing with concurrent licensing model versus per user licensing