



FOR IMMEDIATE RELEASE

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ERP Sales & Channel Expert Walt Goodfield Joins RKL eSolutions

The move solidifies commitment to sales, marketing, and partner alliance efforts for the rapidly growing Sage ERP partner.

Lancaster, PA – April 16, 2014 – RKL eSolutions (<http://www.rklesolutions.com>), a top tier [Sage ERP](#) partner, announced that Walt Goodfield has joined the company. Well-known throughout the Sage community and noted for his experience in ERP sales and channel partner recruitment, the addition of Walt is expected to have an immediate impact on the continued growth at RKL. The company says Walt's leadership will bring the same exceptional level of expertise, now evident in RKL's consulting practice, to its new customer acquisition and partner alliance efforts.

Bringing in a high impact player like Walt fits their organic growth strategy perfectly, according to RKL eSolutions' President Joe Noll. "Our growth over the years has come primarily from referrals, partner alliances, and an intense focus on customer service and support." Joe adds, "While this move affirms our commitment to focusing a bit more on sales, marketing, and new customer acquisition, we don't want to become just another big machine selling boxes of software. It's all about balance. Walt understands and appreciates that as much as we do. He fits the RKL culture perfectly."

With more than 20 years in the ERP channel, Walt is well known and liked in the industry. His most recent roles include Director of Partner Recruiting at Infor, Director of Partner Alliances at CDC Software, and Director of Sales at Sage. In addition to sales and marketing experience, his relationships throughout the channel are expected to strengthen RKL's technology partner alliances.

Joe points out that adding Walt fulfills a longstanding ambition to make the company a complete answer for customers from the time of their first contact. "He brings balance to the front end of our customer service efforts. Like most great salespeople, he's an exceptional communicator. But Walt isn't just some smooth-talking salesman. He has a genuine understanding of financial management, distribution, and manufacturing issues from his prior work as a Sage ERP solution consultant. Our prospective new customers will love the real value he adds to their discovery process."

Walt says he's excited about what this opportunity brings to him personally and RKL eSolutions as a whole. "I've had a great personal and working relationship with Joe and his team over the years, going

all the way back to the early days of [MAS 500](#) - and “Acuity” before that. We have great chemistry and I’m really excited to be part of the RKL eSolutions team.”

About RKL eSolutions, LLC

RKL eSolutions offers customized IT services to businesses in a wide variety of industries. As an authorized Sage provider, they implement and support Sage ERP X3, Sage 100 ERP, and Sage 500 ERP solutions. As a Microsoft Certified Gold partner, they also provide sales, installation and mentoring on products like Windows, Hyper-V, Exchange, Active Directory, SQL Server, SharePoint, Terminal Services, Cisco, and VMware.

Visit <http://www.rklesolutions.com> to learn more.