

# Avanue Showcases Unified Business Solutions for SMBs at Executive Connection Summit

February 2, 2026 — News

Avanue is a business technology company dedicated to empowering small and mid-sized businesses (SMBs) through integrated, intelligent business solutions delivered within a single all-in-one platform built on SAP Business One. With more than two decades as a SAP Gold Partner, Avanue helps organizations streamline operations, gain real-time visibility, and scale with confidence.

As SMBs face increasing pressure to modernize operations without adding complexity, Avanue has positioned itself as a trusted technology partner focused on clarity, control, and sustainable growth. Built on strong relationships and real-world business needs, Avanue delivers connected solutions that replace fragmented systems with a unified operational experience.

Avanue's mission is simple: empower SMBs to define who they are within their industries while transforming how they operate. Rather than offering disconnected tools, Avanue brings critical business functions together within one all-in-one platform—reducing manual work, improving accuracy, and enabling real-time insight across operations.

A key part of Avanue's foundation comes from its acquisition of **FORZA**, a solution formerly owned by Konica Minolta that has served Managed Print Service (MPS) dealers for more than a decade. Following the acquisition, Avanue modernized the solution from the ground up, significantly improving stability, performance, and reliability while preserving the functionality and features customers already knew and trusted. Avanue continues to expand the solution with new capabilities, delivering ongoing innovation without disrupting existing workflows.

“At Avanue, excellence is not an accident — it’s a process,” the company stated. Guided by principles of humility, integrity, creativity, and people-first thinking, Avanue prioritizes long-term partnerships over short-term gains. Every solution is designed with a single goal: helping businesses work smarter, scale faster, and operate with confidence.

## A Comprehensive Suite of Integrated Business Solutions

Avanue's solutions are fully integrated with SAP Business One, providing enterprise-level control without enterprise-level complexity. Backed by more than 20 years as a SAP Gold Partner, Avanue brings deep domain expertise and proven implementation experience across multiple industries.

Across the Avanue solution portfolio, businesses can manage warehouse operations, field service execution, customer relationships, reporting, customer self-service, contract and meter management, and financial control through integrated solutions designed to work together—or independently—based on operational needs.

Key offerings include a modern warehouse management solution that delivers real-time inventory visibility, accurate picking and fulfillment, and multi-warehouse scalability; a mobile-first field service solution that supports smart dispatching, real-time technician tracking, inventory control, and direct SAP synchronization; and an integrated CRM that centralizes customer data, sales pipelines, activities, and communications.

Additional solutions include a customer self-service portal providing real-time access to orders, contracts, service requests, and secure payments; a self-service report builder that turns complex SAP data into clear, actionable insights; contract and meter management designed specifically for MPS providers to support accurate billing and profitability; and financial management and control solutions that connect contracts, billing, costs, and cash flow with audit-ready compliance and accurate revenue recognition.

Together, these solutions operate within Avanue's all-in-one platform, delivering one workspace and one source of truth for the entire organization.

## **Built on Values, Designed for Growth**

Avanue's approach is rooted in clear standards: people over profits, integrity over intelligence, quality over quantity, and openness to change. By combining deep industry experience with flexible, scalable technology, Avanue helps SMBs move from operational chaos to total control. Avanue is backed by its parent company, **Avaniko**, a global SAP Gold Value-Added Reseller with offices in three countries, more than 14 years of experience, successful implementations across 24 countries, and a team of 90+ consultants. Avaniko has earned multiple SAP Innovation Awards across several verticals and is recognized for driving business transformation by aligning people, processes, and purpose.

As digital transformation accelerates across industries, Avanue continues to invest in innovation—enhancing existing solutions while introducing new capabilities that keep customers ahead of change.

## **About Avanue**

Avanue is a business technology company delivering integrated business solutions within a single all-in-one platform built on SAP Business One. Backed by more than 20 years as a SAP Gold Partner and supported by its parent company Avaniko, Avanue helps SMBs streamline operations, gain real-time visibility, and scale with confidence.

Members of the Avanue team will be attending the **Executive Connection Summit**, where the company will participate in a panel discussion at **2:00 PM AZ time on Monday, February 9**.

For more information, visit [avanue.ai](http://avanue.ai) or contact [sales@avanue.ai](mailto:sales@avanue.ai).