

A LEADERSHIP GUIDE FOR FILIPINO BUSINESS OWNERS

Why ERP Projects Fail in the Philippines

And the CEO's Playbook to Make Yours Different.

RICH QUIN

Founder & CEO, Cloudian Philippines

PUBLISHED BY

Cloudian Philippines

Acumatica Gold Partner · Cloud ERP Specialists

Construction · Manufacturing · Distribution · Service Management

ABOUT THE AUTHOR

Rich Quin is the Founder and CEO of Cloudian. He was the CIO of a major EPC firm in shipbuilding and oil-rig construction before he ever sold an ERP to anyone, and built and led 5-star NetSuite partner operations across Singapore and the Philippines. Twenty-plus years inside ERP — first as the buyer, then as the builder.

© Cloudian Philippines. This ebook may be shared freely in unedited form. Please do not reproduce excerpts without attribution.

CONTENTS

Front matter

A Short Note Before You Read

Introduction: The Most Expensive Software You'll Ever Buy

Part One — Why ERP Projects Fail

Failure 1 · It was treated as an IT project

Failure 2 · It was built around one person's vision

Failure 3 · The root causes were never confronted

Failure 4 · Leadership delegated, then disappeared

Failure 5 · Family dynamics overrode governance

Failure 6 · It was rushed for go-live, not adoption

Failure 7 · The vendor disappeared the day after sign-off

Part Two — The Leadership Playbook

The Owner's Mandate · Five commitments before kickoff

Discovery · Why one month of questions saves a year of fixes

Operating discipline · Running an ERP project alongside the business

Adoption · Getting your team to actually use the system

Sustainment · Life after go-live

Part Three — Choosing Your Path

A self-assessment for Filipino owners and CEOs

Acumatica vs. the alternatives in the Philippine market

When R.E.A.P. fits, and when full implementation is the right call

Closing

Your Next Move

About Cloudian Philippines

A Short Note Before You Read

I have been on both sides of this table.

I have been the CIO who inherited a half-built ERP from a previous regime, the executive who had to explain to a board why the system everyone hated was the system they had paid eight figures for. And I have been the implementer on the other side, the one walking into a boardroom on day one, watching faces that have already decided this is going to fail.

I built Clouidian because the companies I served deserved a partner who stayed, not just a vendor who delivered and disappeared.

This ebook is not a product brochure. It is not a buyer's guide ranking ERP vendors. It is the conversation I wish someone had forced me to have before I ever signed an ERP contract.

If you are a CEO, an owner, or the person whose name will be on the project charter, this is for you. Read it once, then keep it on your desk through the next twelve months. The chapters you skim today are the ones that will come back to find you.

— Rich Quin Manila, Philippines

Introduction: The Most Expensive Software You'll Ever Buy

There is a number that almost no Filipino business owner gets right when they first ask it.

The question is: *how much does an ERP cost?*

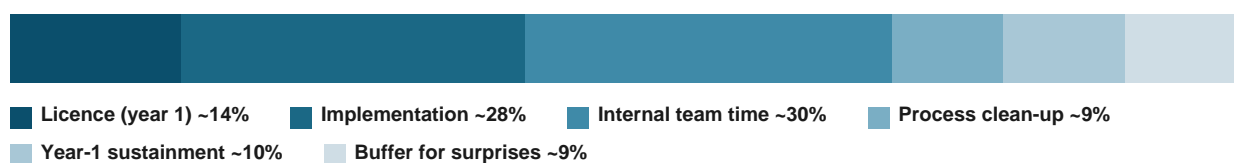
The answer most owners hear is the license fee. A per-user-per-month figure on a slide. Multiply it by your headcount, multiply by twelve, and you have a number you can take to the board. It looks reasonable. It is also wrong.

The real cost of an ERP is not the software. It is the cost of the year your senior team will spend living inside it. It is the cost of every process you discover is broken once the system refuses to accept your data. It is the cost of the customer order that ships late because the warehouse team is still on the old Excel sheet. It is the cost of the controller who quits because the close cycle she designed in 2018 no longer exists.

ERP is the most expensive software your business will ever buy because the software is the smallest part of what you are actually buying. You are buying a forced rewrite of how your company runs. The license fee is the receipt for the hammer. The renovation is the real bill.

WHAT YOU'RE ACTUALLY BUYING WHEN YOU BUY AN ERP

Indicative breakdown of total first-year cost. The licence is the smallest line.



Indicative only. Actual ratios vary by industry, size, and the maturity of existing processes — but the shape of the bar is consistent: the licence is a small share of the true total.

This is not an argument against doing it. Most growing Filipino businesses reach a point where the absence of ERP costs more than the presence of it. The family-built spreadsheet finally cracks. A second branch makes consolidated reporting impossible. An audit reveals you have been reporting numbers nobody can reconcile.

It is an argument for doing it with your eyes open. In the chapters that follow, I will walk you through the seven ways I have watched ERP projects collapse, and the leadership moves that, in my

experience, separate the companies that come out of an implementation stronger from the ones that come out broken.

Let's start with the failures.

PART ONE

Why ERP Projects Fail

Most ERP failures are not technical failures. The software works. The vendor delivered. The reports run. And yet the company still does not use the system the way it was designed.

The reasons repeat. Across industries, across sizes, across vendors, the same patterns appear. Below are the seven I see most often in the Philippine market.

AT A GLANCE

The seven failure modes

Each is treated in detail in the chapters that follow. The patterns repeat across industry, size, and platform.

01

TREATED AS IT

Delegated to the IT manager.

02

BUILT FOR ONE

Designed around one person's vision.

03

ROOT CAUSE

Underlying problems never confronted.

04

ABSENT LEADER

CEO disappeared after kickoff.

05

FAMILY OVER GOVERNANCE

Informal authority undermined the system.

06

RUSHED GO-LIVE

Speed prioritised over adoption.

07

VENDOR GONE

Partner left the day after sign-off.

FAILURE 1

It was treated as an IT project

01

The single most predictive sign that an ERP project will fail is this: the kickoff meeting is run by the IT manager.

This is not because IT managers are not capable. It is because ERP is not a server upgrade. It is a redesign of how the business operates: finance, sales, inventory, procurement, fulfillment, payroll, reporting.

The IT manager owns none of those processes. He cannot make a decision about credit terms, write-off policy, costing methodology, or which warehouse location is the master. The moment he is asked to, the project stalls.

A CEO who delegates an ERP to IT is treating it the way you would treat a new firewall. It is the kiss of death. Every decision the IT team escalates upward is a week of delay. Every decision they try to make on their own becomes a process the business will refuse to follow at go-live.

***The diagnostic question:** Who in your company has the authority to change a business rule on Tuesday afternoon and have the entire operation follow it by Wednesday morning? That person, not your IT manager, must own the ERP.*

FAILURE 2

It was built around one person's vision

02

I once walked into a construction company south of Metro Manila whose ERP looked, on paper, like a masterpiece. Custom dashboards. Bespoke project P&L reports. A revenue-recognition engine that handled their unique progress-billing model. The president had personally designed every report.

Eighteen months later, the president left. His successor took one look at the system, asked three people in the office what each report meant, and got three different answers. Nobody could explain

why the numbers were structured the way they were. Within a quarter, the new CFO had quietly stopped using half the system and built her own Excel model alongside it.

The best systems I have seen fail were not badly built. They were built for one person, one vision, and one moment in time.

This is the *system-for-one* problem, and it is endemic in owner-led Filipino businesses. The founder knows what he wants the system to show him. He does not always pause to ask whether his organization knows *why*.

When the vision lives in one head, the system has a single point of failure. When that person leaves, whether by promotion, retirement, a board reshuffle, or a family transition, the system collapses. Not because it stopped working, but because it stopped being understood.

FAILURE 3

The root causes were never confronted

03

ERP has a quiet, brutal property: it does not fix dysfunction. It exposes and amplifies it.

If your sales team has been quoting prices that bypass your margin policy, the ERP will reveal it on day one, and either force the policy to change or watch the team find a way around the system. If your warehouse has been adjusting inventory counts to mask shrinkage, the cycle-count module will surface every variance. If two branches have been recognizing revenue using two different methods, consolidated reporting will refuse to reconcile.

Owners often hope that *implementing* an ERP is the same as *solving* the underlying problem. It is not. The system is a mirror. What it shows you is what was already there.

Companies that succeed with ERP do the unglamorous work first. They document the broken process. They make the political call about which branch's method becomes the standard. They write the policy. *Then* they configure the system to enforce it. Companies that fail try to do all of that during configuration, and discover, six months in, that they are designing a system on top of arguments that have not been settled.

FAILURE 4

Leadership delegated, then disappeared

04

There is a specific moment, about three months into every implementation, when the CEO stops attending the steering committee.

It is understandable. The business does not pause for ERP. The quarter still has to close. Customers still call. The CEO sends a delegate, then a delegate's delegate, then a calendar decline. By month six, decisions that need owner authority are sitting in someone's inbox for two weeks at a time. The

implementation team, internal and external alike, starts making smaller and smaller decisions, because the larger ones cannot get answered.

By go-live, the CEO returns to find a system he no longer recognizes, configured around compromises he never sanctioned, owned by people who do not have the authority to defend it.

If you are not ready to lead the ERP yourself, do not start.

This does not mean the CEO has to attend every working session. It means the CEO has to be the visible owner. Present at kickoff. Present at every steering committee. Present at user-acceptance testing. Present on the day of go-live. Present in the weeks after. The team takes its cue from the leader's calendar. If the calendar says ERP matters, ERP matters.

The flipside: leadership that arrives only at pricing.

The other version of this failure is the CEO who only shows up for pricing.

Discovery? "Send the deliverables to my team, I'll review at the end." Configuration decisions? "Whatever the consultants recommend." User-acceptance testing? "I'll trust the team." But the moment the implementation invoice arrives — or the change-order discussion begins — the CEO is suddenly fully present, fully engaged, and fully prepared to argue every line item.

This is the worst version of leadership. The team has spent months making decisions the CEO never sanctioned, and the CEO arrives at the end ready to renegotiate the cost of those decisions. It is a recipe for an adversarial relationship with the implementer, a project that drags into a second year, and a system that nobody — neither the CEO nor the team — actually trusts.

If you are going to be involved at the end, be involved at the start. The cost of an ERP is decided in the first three months of Discovery, not in the final invoicing meeting.

Family dynamics overrode governance

05

In the Filipino mid-market, this one runs especially deep.

The founder's son does not formally run operations, but the warehouse manager defers to him on every inventory question. The patriarch's brother is on the books as "advisor" but signs off on every credit-limit exception. A daughter heads marketing on paper but rewrites the chart of accounts on weekends because she has opinions about how revenue should be categorized.

ERP requires governance. It requires a single answer to questions like: who can approve a credit override above 500,000 pesos? Who has the authority to reverse a posted journal entry? Who decides which branch becomes the master for a duplicate customer record? In a family business with informal authority structures, these questions are not just procedural. They are political.

The system will not implement itself around your family dynamics. It will force you to choose. Either the formal authority on the org chart becomes the actual authority in the system, or you write workarounds into the workflow that effectively hide the informal decision-making from the audit trail. The first is uncomfortable. The second is dangerous.

Owners who succeed at this navigate it before the implementation begins, not during. They have the family conversation about authority. They write down who decides what. They put it on paper. They get the family council, the patriarch, the next-generation principals to agree to the rules.

Then they implement.

If you are not willing to have that conversation before kickoff, do not start the project. The system will surface every unresolved question as a configuration decision, and you will spend the next six months relitigating family authority in front of consultants who have no business being in that conversation.

The diagnostic question: *Has your family ownership group formally agreed, in writing, to a governance model the new system will enforce? If not, that is the prerequisite, not the project.*

FAILURE 6

It was rushed for go-live, not adoption

06

Go-live is a date. Adoption is a year.

I have watched too many implementations declare victory at go-live, hold a celebration, hand certificates of completion to the steering committee, and then quietly fall apart over the next six to twelve months as the team reverts to spreadsheets, the parallel processes resume, and the system becomes a glorified general ledger that nobody actually uses for operations.

The pressure to compress the timeline almost always comes from the top. The owner has heard "twelve months" and wants "six." The consultants, sensitive to budget, agree to attempt it. Discovery gets shortened. UAT gets shortened. Training gets compressed into a two-day workshop. Go-live happens. The system technically works.

But nobody told the receiving clerk why the new put-away workflow asks for bin location confirmation. Nobody trained the AP team on the new approval matrix. Nobody walked the sales team through the new pricing override flow. So the receiving clerk stops scanning. The AP team starts emailing approvals offline. The sales team uses old pricing because the new pricing requires too many clicks.

By month three, the system is a shell. Configurations work but workflows do not. The implementation is technically complete and operationally a failure.

Adoption is what you are buying. The license fee is the receipt. Everything in the implementation should be optimized for adoption.

FAILURE 7

The vendor disappeared the day after sign-off

07

Most ERP vendors make the bulk of their margin on implementation, and a thin trickle on support. Their commercial incentives reward closing the project and moving the consultants to the next account. The companies they leave behind are often left with an account manager who answers email on a three-day cycle.

Twelve months in, the system looks good on the surface. Two years in, an audit reveals that several customizations were never documented, the test environment has drifted from production, and the original implementer's notes are inaccessible. Three years in, you are renewing licenses on a system you do not fully understand, supported by a partner who was last meaningfully involved on the day of the go-live celebration.

I built Cloudian to do the opposite. We measure success by how clients are doing in year two, year three, year five. The relationship is the product. The implementation is just the beginning of it. If a partner cannot articulate what they will do for you a year after sign-off, you do not have a partner. You have a vendor.

The diagnostic question: Ask your prospective partner to walk you through their support model in year two. If they cannot answer with specifics — named contacts, response time SLAs, quarterly reviews, system health checks — they are not planning to be there.

PART TWO

The Leadership Playbook

These are the moves that separate the companies that thrive after an ERP from the ones that merely survive it. None of this is about software. All of it is about leadership.

The Owner's Mandate: five commitments before kickoff

Before kickoff, write these down. Sign them. Share them with your senior team. Re-read them every month for the year that follows.

01 I will personally own this project.

Not sponsor. Own. The project charter has my name on it. I am present at every steering committee for the first six months.

02 I will not allow any 'fix-it-after-go-live' decisions.

Every shortcut taken during implementation becomes a permanent feature of the business. We fix it now, or we delay go-live.

03 I will use this project as a forcing function for governance.

Approval limits, segregation of duties, master-data ownership — every grey area gets settled during this project.

04 I will not allow a single person to become the system.

Every report, every workflow, every customisation must be understood by at least two people, with the *why* documented.

05 I will measure success by adoption, not by go-live.

Go-live is a checkpoint. Success is the day my team runs a full month-end close from the new system, with no outside help.

These five are deliberately uncomfortable. They commit the owner to behavior that is not easy to sustain through the chaos of a real business. Sign them anyway. The companies that I have seen come out of an ERP stronger are the ones whose CEOs treated those five sentences as personal contracts.

Discovery: why one month of questions saves a year of fixes

A good implementation begins with what we call Discovery. It is a structured period, usually three to six weeks, during which the implementation team does almost no configuration. They ask questions.

To owners under deadline pressure, this can feel like wasted time. *We are paying consultants to ask questions we already know the answers to.* The answer is: you do not know the answers, and neither does anyone else, until the questions are asked properly.

What Discovery surfaces, in order:

- **Process variance.** The way Branch A handles a return is not the way Branch B handles a return. Both teams thought they were doing it the standard way. Neither was.
- **Master data ambiguity.** Two systems hold customer records. Neither is authoritative. The same customer has three different credit limits in three different files.
- **Approval reality.** The org chart says one thing. The actual signing authority is something else, often vested in people who left the company three years ago.
- **Reporting inconsistency.** The CEO's dashboard and the CFO's pack do not reconcile. Neither has noticed because they read different lines.

Discovery is not a delay. It is the only chance you get to find these things *before* they become configuration decisions you cannot reverse without rework.

"The month of Discovery felt slow at the time, but it was the only month of the project where the team got to think instead of react." – CFO, Cebu-based distribution group

Operating discipline: how to run an ERP project alongside the business

ERP implementations fail not in dramatic explosions but in a thousand small slips. Meetings that did not happen. Decisions that were not made. Owners who did not show up.

The discipline that prevents this is unglamorous and largely consists of the following:

- **A weekly steering committee**, on the same day, at the same time, for the duration of the project. No exceptions. The CEO attends.
- **A single-page status report**, every Friday. Three colors. What is on track, what is at risk, what is blocked. Blocked items have a name and a date attached.
- **A decision log**. Every business decision made during the project is recorded: who decided, when, with what reasoning. Six months later, when someone asks why a workflow was configured a certain way, the log has the answer. This single artifact saves more rework than any other practice I know.
- **A test environment that mirrors production**. No exceptions. Configuration changes are tested before they are made live. Sounds obvious. Routinely ignored.
- **A user-acceptance testing phase** that is run by the business, not the consultants. The people who will use the system day-to-day must run it through real scenarios, with real data, before go-live. If they cannot, you are not ready.

Run the project this way and the project *tells* you, every Friday, whether it is healthy. Skip the discipline and you find out at go-live, which is too late.

Adoption: getting your team to actually use the system

The hardest part of an ERP project is not the configuration. It is the change.

Filipino workplaces, in my experience, are conflict-averse. A team that disagrees with a new system rarely raises it openly. They smile, attend the training, then quietly continue doing things the old way. By the time leadership notices, the parallel process is entrenched.

Adoption is a leadership problem, not a training problem.

The interventions that work:

- **Make the old system inaccessible at cutover.** The Excel sheet is locked. The legacy database is read-only. The team cannot fall back to the previous tool because it no longer exists for them.
- **Identify and recruit super-users in every department.** These are the people the team turns to for help, not the official trainers. Win them over and the rest follows. Lose them, and no amount of training will land.
- **Tie the close cycle to the new system from month one.** If management reporting must come from the ERP, the team will make the ERP work. If reporting still comes from Excel, the ERP becomes optional.
- **Reward the questions, not the workarounds.** A team member who flags a system gap publicly is a hero. A team member who quietly invents a side process is a liability.

The signals you send in the first ninety days set the culture for the next decade. Adoption is what you are buying. The license fee is the receipt. Optimize everything in the implementation around it.

Sustainment: life after go-live

The first twelve months after go-live are when the value of the system is either captured or quietly lost.

This is the period when:

- Edge cases the implementation did not anticipate emerge.
- Statutory and tax changes require system updates.
- The business itself changes: new branches, new product lines, new compliance requirements.
- Users discover features they did not know about and ask for help unlocking them.
- Reports that were good enough at go-live need to be properly tuned for management use.

A sustainment plan covers all of this:

- **A named partner contact** who knows your configuration and is reachable inside Philippine business hours.
- **A quarterly review of system health:** usage, exceptions, customization drift, performance.
- **A roadmap of enhancements**, prioritized by business value, that you work through over the year.
- **A formal training refresh** six months after go-live, when the team finally knows enough to ask the right questions.

Treat sustainment as part of the project, not an afterthought. The companies that do are the ones still on the same ERP a decade later, growing into it rather than replacing it.

BEFORE YOU SIGN ANYTHING

5

*Commitments in the Owner's Mandate.
Sign them to yourself before kickoff.*

— PART TWO · THE LEADERSHIP PLAYBOOK

PART THREE

Choosing Your Path

If Part One is the warning and Part Two is the playbook, Part Three is the decision. It is for the owner asking: what does this mean for my next move?

A self-assessment for Filipino owners and CEOs

Before you take a single sales call, work through these ten questions honestly. Score each from 1 (not at all) to 5 (completely true). The total tells you what to do next.

#	STATEMENT	1	2	3	4	5
1	I, the owner or CEO, am personally prepared to lead this project for the next twelve months.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	My senior team has the bandwidth to commit 20–30% of their capacity to this work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Major business processes are documented, or we are prepared to document them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	There are no major unresolved governance questions that will block configuration decisions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	The board, family council, or ownership group is aligned on the need and the cost.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	We have a realistic budget covering licence, implementation, infrastructure, internal time, and year-one sustainment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	We have a clear <i>why</i> — a specific business problem the ERP is being purchased to solve.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	We are prepared to delay go-live if quality is not where it needs to be.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	We will not allow shadow systems to persist after go-live.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	We are choosing a partner who will still be present a year after sign-off.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1 = not at all true · 5 = completely true

<p>40+ READY</p> <p><i>Start the conversation.</i></p>	<p>30-39 ALMOST</p> <p><i>Homework before kickoff.</i></p>	<p>Under 30 NOT YET</p> <p><i>Have a structured conversation about what to do first.</i></p>
---	---	---

- **40 and above.** You are ready. Start the conversation. This score does not guarantee success, but it tells me you have the leadership posture and organizational readiness to make a project

work.

- **30 to 39.** You are almost ready. Identify the items where you scored 3 or below and do that work *first*, before signing anything. A quarter spent here saves a year of pain later.
- **Below 30.** You are not ready, and a sales process started now will end badly. Have a structured conversation with someone you trust about what would have to be true for the score to be 35+. Then go build that. The ERP will still be there when you are ready.

Acumatica vs. the alternatives in the Philippine market

I will not pretend to be neutral. Cloudian Philippines is one hundred percent Acumatica-focused, and it is the platform we have made our standard. But it is worth understanding why.

In the Philippine mid-market, owners typically choose between three categories of ERP:

- **Legacy on-premise systems.** Long-established names, often with a local presence built up over decades. Strong domain knowledge in some industries. Architecturally rooted in an earlier era of computing, with license and infrastructure cost models that no longer reflect how modern businesses operate.
- **Global cloud ERPs from large vendors.** Capable, well-supported, and often appropriate for enterprises with sophisticated global operations. Frequently expensive, and sometimes over-specified for the Filipino mid-market business that simply needs a clean, modern, integrated system.
- **Modern cloud-native platforms.** Built from the ground up for the cloud, with consumption-based licensing, modern user interfaces, and architectures designed for extension. Acumatica sits firmly in this category.

What we have found, after years of implementing Acumatica across Construction, Manufacturing, Distribution, and Service Management, is that its commercial model is uniquely well-suited to the growing Filipino business. Licensing is based on resources consumed, not seats, meaning you can give every relevant employee access without a per-user penalty. Industry editions provide depth without forcing you onto a heavily customized version. And the platform's openness means the system grows with the business rather than constraining it.

The right answer is not always Acumatica. The right answer is the platform whose strengths match the problem you are *actually* solving. The wrong answer is choosing on the basis of brand familiarity or sales aggression. Make this decision the way you would make any other strategic capital decision: with a structured evaluation against criteria you defined before any vendor walked in the room.

When R.E.A.P. fits, and when full implementation is the right call

Cloudian Philippines operates two delivery models, and the choice between them matters. The honest conversation with a prospective partner should establish which path is right for you in the first meeting.

R.E.A.P. <i>Rapid ERP Acceleration Programme</i>	Full Implementation <i>For complex, multi-entity, long-horizon work</i>
<ul style="list-style-type: none"> • Standard processes; willing to adopt platform conventions • Speed is critical — existing tools are breaking under growth • Leadership willing to standardise rather than preserve every nuance • Constrained budget but real ambition • Single-entity or simple multi-branch operations 	<ul style="list-style-type: none"> • Genuine complexity: multi-entity, intercompany, regulated industries • Refined processes that contain real competitive value • Large enough that change-management justifies a longer engagement • Implementation will be the foundation for the next decade of growth • Time invested in Discovery and configuration repaid many times over

The honest conversation with a prospective partner should establish, in the first meeting, which path is right for you. Beware of partners who push you toward the larger engagement when the smaller one would serve you better — and equally of those who promise the smaller engagement when your business genuinely warrants the larger one.

Closing: Your Next Move

If you have read this far, you are not the kind of owner who buys software on a whim. You are the kind who wants to walk into the next twelve months with eyes open. There are three useful next moves.

01 • FREE — Take the ERP Readiness Assessment. *Fifteen minutes. Tells you where you sit today across leadership readiness, process maturity, governance, and technology, and what your most important next step is. Non-commercial. Visit cloudian.ph to take the assessment.*

02 • NO-PRESSURE — Have a Discovery conversation. *Thirty minutes. No agenda beyond understanding your situation. If we can help, we will say so. If you would be better served elsewhere, we will say that too. We have no interest in starting a project we do not believe in. Visit cloudian.ph to book a call.*

03 • GENEROUS — Pass this ebook on. *If you found it useful, the most generous thing you can do is send it to one other Filipino business owner who is somewhere on the ERP journey: considering it, midway through it, or recovering from one that did not work.*

About Clodian Inc.



Also known as *Clodian Philippines*, Clodian Inc. is the premier implementer and support partner for Acumatica Cloud ERP.

We are an Acumatica Gold Partner, recognized by Acumatica with the **Cloud Adoption Partner of the Year Award for Asia** and the **Customer Excellence Award for Asia**.

We work with companies in **Construction, Manufacturing, Distribution, Services and Institutions** — from fast-growing single-entity businesses to multi-entity conglomerates — and we measure our success by what our clients achieve with the systems we build, long after the implementation is over.

We are based in the Ortigas CBD, Pasig City, with delivery capability across the Philippines and the wider region, including Singapore and Australia. Founded by Rich Quin in 2018, after two decades on both sides of the ERP table — first as the CIO who lived inside other people's implementations, then as the partner who decided to build the kind of firm he had always wished he could hire.

"I built Clodian Philippines because the companies I served deserved a partner who stayed, not just a vendor who delivered and disappeared." — Rich Quin

Clodian Inc. • Acumatica Gold Partner Web · cloudian.ph · LinkedIn · [/cloudianphilippines](https://cloudianphilippines.com)

© Clodian Inc. • Vol 01 • 2026