



Rand Group reaches 50 published apps for Microsoft Dynamics 365 Business Central

50-app catalog reflects more than two decades of client-driven Microsoft development and implementation experience

HOUSTON, TX, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- Rand Group, a professional services firm specializing in ERP, CRM, data analytics, and business technology solutions, today announced it has published its 50th app for [Microsoft Dynamics 365 Business Central](#). The newest release, the Promotional Pricing app, marks a milestone more than two decades in the making and brings the company's catalog to 50 supported apps designed to solve recurring operational challenges in Business Central. Promotional Pricing automates customer discounting by assigning customers to pricing tiers based on historical purchasing performance and automatically applying the appropriate discount to sales transactions in Business Central.

Each app adds focused functionality based on needs identified during real implementation and support engagements, reducing the need for businesses to build and maintain one-off customizations.

Rooted in real client engagements

None of Rand Group's apps began as a concept on a whiteboard. Each one emerged from the field, where the company's consultants have spent more than 20 years implementing and supporting Microsoft business solutions for manufacturers, distributors, construction firms, and service companies. The same needs surfaced again and again across those engagements: better container tracking, cleaner item data, smarter forecasting, and tighter control over vendor contracts.

Instead of rebuilding the same customizations from one project to the next, Rand Group packaged those recurring solutions into supported apps. Sales and Operations Planning, EDI 365, Item Attributes, and Vendor Contract Maintenance each grew out of an actual client engagement, and they are only a small sample of the full catalog. Collectively, the apps tackle day-to-day challenges spanning landed costs, rebate tracking, compliance, warehouse operations, manufacturing, project management, and tax reporting.

"Every one of these 50 apps started with a real problem brought to us by a client. We never build in a vacuum. That customer-driven approach is what allows each app in our catalog to deliver

meaningful results for our customers," said Adam MacIntosh, Director of Emerging Technology at Rand Group.

A catalog that grows with the business

Reaching 50 apps gives Business Central users a single source for extending the platform across finance, compliance, manufacturing, projects, sales, supply chain, warehouse operations, and system administration. Each solution is distributed through Microsoft Marketplace and runs inside Business Central, so teams gain new capabilities without leaving the environment they work in every day. Companies with sector-specific demands can adopt coordinated offerings such as the Food and Beverage Operations Bundle, which packages related functions into one solution.

What sets the catalog apart is the support behind it. Every app includes documentation and onboarding materials, and it is maintained by the same Rand Group team that built it. Most come with a free trial, and each receives ongoing updates that keep it aligned with new releases of Microsoft Dynamics 365 Business Central.

Looking beyond the milestone

The 50th app is a marker, not an endpoint. Rand Group's Emerging Technology team is continuing to build toward AI-powered capabilities, closer Copilot integration, and additional industry bundles, and the roadmap ahead is being set the same way the first 50 apps were: by paying attention to what clients ask for.

Businesses can explore the full catalog of Rand Group's [Business Central apps](#) or find them on Microsoft Marketplace.

About Rand Group

Rand Group is a Microsoft Partner, Oracle NetSuite Partner, and Sage Software Partner that helps organizations select, implement, and get lasting value from business technology. With more than 20 years of experience across manufacturing, distribution, construction, oil and gas, professional services, healthcare, food and beverage, and nonprofit sectors, Rand Group delivers ERP, CRM, reporting, cloud, and custom software solutions. The company serves clients across the United States and Canada from 18 locations.

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