

## Hedgehog Enterprise and Magnetic D365 Complete Strategic Merger

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*Combined firm will operate under the Magnetic D365 brand, serving mid-market companies across the Microsoft Business Central and Dynamics 365 ecosystem*

**JACKSONVILLE, FL** — Magnetic D365 and Hedgehog Enterprise, Inc. announced today the completion of their strategic merger, effective December 2025. The combined organization will operate under the Magnetic D365 name, bringing together the client relationships, implementation history, and technical talent of both firms to serve mid-market businesses across the Microsoft Dynamics 365 and Business Central ecosystem.

Hedgehog Enterprise was founded by Ba Tran and built a track record of successful Dynamics 365 implementations for mid-market clients over nearly a decade. Magnetic D365 was established by John Panico with a focus on Microsoft Business Central and the integration of artificial intelligence tools to help organizations work more efficiently within their existing Microsoft infrastructure. The two firms identified significant alignment in their client focus, delivery approach, and long-term vision, leading to the decision to merge.

Magnetic D365 staffs client engagements exclusively with consultants averaging 8 to 10 or more years of hands-on Microsoft ERP experience. The firm's pricing is structured at 60 to 70 percent of rates typically charged by national consulting firms for comparable work.

*"Ba and I built our firms around the same idea — that mid-market companies deserve experienced consultants and straightforward engagements. Combining our teams and our client relationships puts us in a much stronger position to deliver on that going forward."*

**- John Panico, Chief Executive Officer, Magnetic D365**

*"The clients we worked with at Hedgehog trusted us because we treated their projects the way we would treat our own. That doesn't change. What changes is the depth of the team behind us and the range of capabilities we can now bring to every engagement."*

**- Ba Tran, Chief Operating Officer, Magnetic D365**

### About Magnetic D365

Magnetic D365 is a Microsoft-focused consulting firm specializing in Business Central implementations, Dynamics 365 transformations, and AI integration for mid-market businesses. The firm staffs every engagement with senior consultants averaging 8 to 10 or more years of Microsoft ERP experience. For more information, visit [www.magneticd365.com](http://www.magneticd365.com).

## **About Hedgehog Enterprise, Inc.**

Hedgehog Enterprise, Inc. was a Microsoft Dynamics 365 consulting firm serving mid-market organizations. Founded in 2020 by Ba Tran, who served as Managing Director, the firm built a reputation for practical, client-focused ERP implementations and maintained long-term relationships with its clients across multiple industries. Hedgehog Enterprise's operations and client relationships have been fully integrated into Magnetic D365.

## **Media Contact**

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