

ETCETERA®

Disrupting the \$400B Software Marketplace

ScerIS White Paper

By: Dan Furbush
Division President ScerIS Informatics
dfurbush@sceris.com



Disrupting the \$400B Software Marketplace

The marketplace for business software products in the United States is huge, estimated at over \$400B. Enterprise Application Software (EAS) makes up a good portion of this amount. ERP, EHR, EAM, and other core products make up the bulk of the EAS market and are essential to how businesses run today.

EAS has its Achilles heel. Since many don't work the way their customers expect them to work, they become highly customized to address the uniqueness of the business which comes at a very high price – both financially and operationally. Customizations are expensive and make maintaining an upgradeable EAS platform nearly impossible. Even with extensive customization, companies find themselves investing in silo applications which are not enterprise class, to address other unique business needs.

With that \$400B spent annually on traditional licensed or SaaS subscribed offerings in the U.S., there's a proportional amount spent on infrastructure and support. The more complex IT gets with disconnected, often unintegrated siloes of technology, the more infrastructure and more support is required. And these technology progression costs are additive to nearly \$1T annually.

All that spending however was for a good reason. EAS and single-use solutions were all there was. Achieving a competitive advantage has meant investing in a plethora of technologies because EAS hasn't served the unique needs of customers without modifications.

One of the unfortunate things about EAS is that it levels the technology playing field. When competing companies use the same technology, the technological advantage is lost. Competitive advantage from IT investments, once derived from exceptional know how, is lost without those customizations.

So many organizations are moving away from legacy EAS applications. The two most frequently used rationalizations for the change include:

1. The current EAS can't scale to the needs of the organization. Much of that scalability is dependent on the database, and the top databases used in most products are highly scalable, certainly scalable enough for the business at hand, unless you're Amazon. So, the primary problem isn't usually scalability.
2. The company has customized themselves into the proverbial corner, where their EAS is so customized it cannot be upgraded.

The Circle of Insanity gets closed as companies change to a new ERP and immediately customize it. We all know what Albert Einstein said about doing the same thing over and over and expecting different results.

EAS deficiencies, even with customizations, leave gaps unfilled. This created an opportunity for innovative and creative minds to create software applications that address these deficiencies.

Many of these applications become branded as “Best of Breed” which by definition excludes them as EAS software and demands they get customized to address the uniqueness of the customer’s processes (see Circle of Insanity above).

The software costs, whether in traditional licenses or SaaS offerings, are but a fraction of the real cost of customizing your EAS and acquiring and customizing Best of Breed software products to fill gaps in your EAS. While some of IT’s resources have become programmers, the mix in IT is more towards supporting a plethora of applications and their attendant infrastructure.

As operating systems change, so do some of the software applications, but not all, creating a hardship for the company as it is forced to maintain older servers, databases, storage and backups. The same dynamic holds true for databases. Some software vendors provide updated versions of their applications that work with newer versions of operating systems and databases., but again, not all. Or worse, a mixture of application vendors upgrade their applications to work with the newer operating systems or databases at differing intervals, again creating a challenge for the company that must decommission older servers and database products for compliance and security reasons. The challenges are many with the progression of these technologies

What if there was a technology platform that vaporized the traditional IT operating model and its \$400B price tag? What if that technology accommodated all the challenges of EAS, Best of Breed, technology progression and Infrastructure? Well you found it - ScerIS ETCETERA®, the Platform for Everything Else

ETCETERA® is the platform for powerful, intuitive solutions and is changing the marketplace with its ease of use and rapid application deployment features. There is no further need for single-use silos of technology. EAS customizations can be eliminated and as much as this can apply to your current EAS, it is vitally important to make sure it also applies to your next one. The ETCETERA® Platform is designed to accommodate each business’s unique operating and process requirements and is the perfect EAS class companion product for your core EAS, eliminating the need for nearly all silo applications and costs while emancipating valuable IT resources.

The ETCETERA® platform is for this, that and nearly everything else, etc., etc., ETCETERA®!

It’s comprised of Application Development and Process Work Flow, Document/Content Management, Business Intelligence and Data Warehouse modules. The Platform integrates with ERP’s through standard methods and interfaces. The Authorization Services component leverages Active Directory and provides a very granular segmentation of privileges and permissions. Databases are encrypted, so from a risk management perspective, ETCETERA® helps organizations better protect their data, employees, customers and vendors.

A browser-based application that balances the infrastructure utilization between servers and user devices, the ETCETERA® platform is frequently updated to address both functionality enhancements and browser changes. And, there’s a utility for configuring portals that provide for employee, vendor, customer and patient access, all with security that protects company information.

ETCETERA® licensing is based on Concurrent Users for the modules licensed or subscribed. This model supports unlimited users and unlimited transactions for all modules.

Additionally, ETCETERA® provides for unlimited documents, unlimited indexing, unlimited workflows, unlimited work queues, unlimited applications, and essentially unlimited uses for any need in the enterprise.

Is ETCETERA® disrupting this marketplace, maybe several marketplaces? Decide for yourself.

With an ROI that is achieved in as little as two months, ETCETERA®:

- Replaces current silos of technology and eliminates purchases of future Best of Breed applications. This eliminates the costs associated with single-purpose applications including:
 - Software acquisition internal costs and external fees (new purchases), software maintenance and subscription fees.
 - New and replacement servers and operating systems
 - Virtualization software licensing
 - Technology progression
 - Risk management
 - Multiple disparate backup environments
 - Dedicated IT support staff

- Replaces EAS customizations and other costs. ETCETERA® eliminates the ongoing costs associated with your EAS including:
 - EAS module proliferation. Before considering another process-specific EAS module, use the ETCETERA® platform for the capabilities you need. Avoid additional base and user licensing and maintenance costs or additional subscription costs associated with your EAS.

 - Difficulties with performing upgrades. If benefitting from your EAS investment is critically important, and upgraded software is essential, then consider developing customizations in the ETCETERA® platform which is designed to be upgraded and support your unique requirements, now and in the future.

 - The internal and external costs of replacing your EAS. If your business has painted itself into a corner or is convinced it needs more horsepower or flexibility, use ETCETERA® to help you avoid a costly upgrade or conversion to a new product. Use your EAS the way it was intended. It too is a platform, but designed to work within the boundaries of its core purpose. The core purpose of ETCETERA® on the other hand is to support your customizations and uniqueness and augment EAS functionality.

- Helps you innovate without the wait.
 - New software applications require funding, either through annual capital approval processes or from operating budgets. With ETCETERA® applications are only limited by your imagination. Have you ever taken an inventory of all your applications, listed the employees or contractors with access to each application and cross referenced the names to see how many systems some employees are

licensed to use? Employees, even the best of them, can typically only use one system at a time, so why are all these applications licensed? Because that was the way it's been done for years. Break the Circle of Insanity with ETCETERA®.

- Using ETCETERA®, businesses innovate with solutions as quickly as they can. Businesses benefit from process improvements and can accomplish it without any additional capital, just internal efforts from existing staff who are encouraged to innovate. This is kind of like the old days, however, with new generation tools that accelerate solution development and process management.

ETCETERA® is disrupting the traditional IT model with the reduction of EAS customizations ensuring a long-term technology investment strategy. It eliminates silos of technology and their attendant infrastructure costs, improving bottom-line results. IT staff is reassigned from support services to more innovative and meaningful work moving the business forward with a newfound velocity. Organizations are repurposing IT dollars to other profit-producing parts of the business.

Best of all ETCETERA® is from ScerIS, the 29-year-old disruption company and one of Microsoft's Top 200 Partners in the U.S. Try us today.

About the Author:



Dan Furbush has been Division President of ScerIS' Informatics Group for over 20 years. A talented practitioner of process improvement methodologies across a wide range of industries, Mr. Furbush methodically engages customers relying on his 30 years of experience providing suggestions for refined processes, strategic analysis and solution recommendations that help to drive bottom line improvements, improved employee & customer satisfaction, growth and a competitive industry advantage.

About ScerIS, Inc:

Founded in 1993, ScerIS is the developer of ETCETERA® – the Application Platform for nearly everything. A resource to organizations spanning sixteen major markets, ScerIS also provides Managed Cloud Services, Professional and Outsourced Services.