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Interview with a Senior Vice President in the ERP Industry

“How **XSOL** made every ERP implementation I saw a success”



What XSOL gave us was that we could take a process, show an organization how they could blue print or document that process, and then how they (a prospect or customer) could best manage efficiencies with it.

Without XSOL you were always describing a process and making software that didn't fit its purpose. With XSOL, the process is always tied to your product.

So whether its CRM or ERP or web, the whole idea is to be able to visualize your processes and your value streams, and that is what XSOL provided. So

1. It gave the comfort of being able to visualize the process and see where you can optimize it.
2. It enabled us to pre-build processes for industry and for our applications.

FASTER IMPLEMENTATIONS THROUGH NOT REINVENTING THE WHEEL

So what XSOL was able to do is bring the market not just a blank sheet of paper, but tools for documenting the best practice for your industry, and our application. That's the key to best practice for industry and the application that you're buying.

So does that mean that once you've done it for one industry type, the next time you do it for that industry, the customer is getting the benefits of all the work you've already done to document what those processes are?

That's correct. We were able to do it once, then re-use that template over and over again, which is exactly what you get in best practice. You get the yields of perfect continuity.

And part of what happens is that most companies we looked at were able to implement faster, with greater confidence, less headaches and less resources.

In fact, by using a model that was pre-described, I could still allow for change. But I could still then use that process and just optimize it for my business, versus creating the process out of my head; every time for every process.

So what you had was a model where you didn't have to reinvent the wheel every time. And this not only allowed you to implement faster, but it also had a lot of flexibility if there were specific customizations that a prospect or customer might need. Is that right?

That's right.

NO QUESTION THAT THE CUSTOMER WOULDN'T SOLVE THEIR BUSINESS ISSUE

So how did that differ from what you used to do?

Before you would never start with a model. You would drop right into set-up and procedures. You'd never visually see a model.

Let me use the analogy of building a house. We would never do the blueprint piece of it, and understand what visually was going to come out of it at the end. We'd always just start building a foundation from day one. We'd never understand what the end goal was up front.

So it's like building a house without having got the architect to describe what was going to be the end result?

Yeah, yeah.

And I imagine that once you do that then there's a high likelihood you might end up building an extra room. The customer says "hey we don't need that room", or you might take longer than the customer expects?

That's correct, it meant that if you wanted to add onto the house, there's a plan and an approach to add on to the house. And we could use that on a subsequent basis.

Which must make it a lot easier I would imagine to avoid "who said what to whom". And what did we actually agree, because you've got a common upfront understanding. So, I would imagine that it must make the whole process a lot easier for both the customer and the implementer?

Absolutely, it defines what you're agreeing to do. So once you implement the product there was no question that it wasn't going to solve the business issue.

Whether it was optimizing resources, whether it was LEANING the organization or whether it was increasing revenue. At the end of the day these are very easily defined and measurable once the process in place.

With XSOL there was no argument whether it was a success or failure because you had blueprinted the process; whereas before, you didn't have the process. XSOL put the process in place and we achieved extra throughput through it.

That's quite a major thing to say that there was no argument that it would solve the business issue, particularly when one of the major challenges in ERP implementation is the customer coming back and saying "hey we're not convinced your software has really solved what we set out to do."

It is.

Without XSOL it was like the customer going to a baker and saying "I want you to bake a cake". With XSOL its like the bakery can deliver the cake, and all that's left to do is put the frosting on it.

WORKING WITH THE CUSTOMER

What we were able to do with XSOL was take a custom flow, and develop on the fly with the prospect, what the process would look like, leaving out the application. We were describing the process flow of what they wanted to do, and getting agreement to do that. And then we could budget the hours to deliver that solution, versus, prior to XSOL we'd have to go in there and do a custom modification.

The customer saw the end game before it was even done. It gave them comfort.

So now you're able to model how you can actually meet the need, through using a process and solution approach?

That's correct.

NEW REVENUE STREAMS FOR THE CUSTOMER

You mentioned the word transformational right at the start, and I can start to get a sense of why it has been that for you. Anything else you'd add to that. I mean that's a pretty compelling list already.

You know, I think the other thing is the after care.

The thing they would ask about is managed services. Once you have all of your processes identified and implemented, your maps are all defined. So that assists with governance, risk and compliance for auditors, for industry standards, for upgrades. And also for managed services.

So if companies want to hire external firms to help them with processes, or testing, or augmentation, they have all their business processes already defined for someone else to come in.

Whether it's a direct employee, or a partner, or third party firm that needs to help them, it became an avenue for future revenue growth for managed services. That included outsourcing of processes, and also consultancy. So it's always a revenue generator, not just for the customer, but for the vendor as well.

Sure, and would the consultancy be in the area of helping them with their business processes?

It could be a number of business processes. It could be changing the way they do business, changing an old model, enhancing it, or making it leaner, and it could be from just an onset or update, staffing or a help desk.

So quite a few potential different revenue streams that were enabled?

Yeah.

Okay, well that's some tremendous things there, I'm just wondering, who can you see benefiting from using XSOL?

Well, from a business role standpoint?

Yes.

Certainly; executives.

They get to see the picture; they see end to end the process. It's tried and true, and tested and proven. So executives love that. Also Sales Managers, technical architects, and say sales reps. Because you've taken a highly complex subject and you've simplified it down. It's like business processes for dummies.

But it takes it to that elevation so that someone from the field can present it, an executive can see. And anyone in between could use the tool as well. So it's a tool that's purpose-build for everybody.

Okay, that's tremendous. Anything else you want to add to that?

XSOL gained the confidence of the large companies that we understood their business, that we understand the industry, and we could deliver results.

To find out how XSOL can benefit your business contact enquiry@xsol.com

