

## SYSPRO and Unit 4 Bridge the Gap Between Data and Decisions

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Last Friday, I had the pleasure of attending an event presented by Judith Rothrock of JRocket Marketing at the Nine Zero hotel in Boston. While I was unable to attend the vintage wine tasting on Thursday night (which I'm told was excellent), I was able to enjoy the great view of the Boston Common from the Cloud Nine suite. The purpose of the event was to brief with executives from SYSPRO and Unit4 on recent and upcoming announcements. In my capacity as a researcher of both ERP and Business Intelligence applications, I was excited to hear about some developments in these businesses that align closely with Aberdeen's research.

Since we met with SYSPRO first, let's start with them. The companies "Quantum Architecture", which is optimized for SMEs, helps organizations to align people and processes with data located in a single repository. The solution is quite robust, benefitting organizations that have been challenged with providing a single source of truth combined with embedded BI for better decision making.

We spoke of the importance of the ability to provide this data in a consumable manner to those in individual roles. The benefits of SYSPRO's product are featured extensively in my research (which can be found in the following links), but I wanted to briefly highlight two here. First, my report [ERP in SME 2011: Setting the Stage for Growth](#) found that Best-in-Class companies are 41% more likely than all others to have enterprise applications form a complete and auditable system of record. Also, my report [Turning Data Growth into Business Growth: ERP and BI in the SME](#) found that 51% of Best-in-Class companies have BI embedded into other applications compared to only 21% of the Industry Average. So you can see that SYSPRO is positioning its software to give SMEs the information they need in a consumable form to grow their businesses.

Speaking of making data consumable, Unit4 briefed us on an exciting addition to their business. BLINC Business Solutions empowers the individual business user to answer the questions that are most effecting their job roles.

Ton Dobbe, VP of Product Marketing at UNIT4 described the product as using a "tapas-style" strategy. This means that individual users can purchase apps from Unit4 that help them answer specific questions. This reduces TCO and optimizes ROI on software, but most importantly, it makes data more consumable and interactive for the end user. I think this strategy will be really effective in helping managers to make better decisions, as Aberdeen's research has consistently found that implementing a culture based around using analytics is a Best-in-Class strategy. This is in the face of increasing amounts of data coming into the organization. By providing apps designed to help answer specific business questions, Unit4 is giving more power to the people.

All in all, this was a great event last week. It is always exciting to hear from vendors that are doing new and exciting things that will help end users get more out of ERP and BI; and I believe that SYSPRO and Unit4 have made great strides towards providing organizations with the ability to drive performance with data driven cultures.

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