Case Study

Technology Consulting – Product Renewal

Our customer is an early bird ERP independent software vendor (ISV) commenced operation in 1996, when ERP was the buzz word.

With manufacturing enterprises as a target and that too medium and small enterprises as target the product was developed and periodically enhanced.

The product was adopted by hundreds of customers and with a firm belief that the product standardization is the key to survival and politely declined those opportunities where customers were demanding customization. However, when such customization feature is demanded by more than 20% of the customers, the ISV quickly incorporated that need as product feature ensured all customers get uniform product features and experience

That was the winning proposition of the product that retained some of customers who are loyally with this ISV.

However, the growth is a challenge.

⚠ Customer Situation

Though our customer ERP product is one of the world class for SME segment, the growth was elusive.
Along side, there were technological advancement such as cloud, in-memory database, columnar database, open source technologies and similar ones. Our customer attempted to address SaaS model competition, by hosting the product in a public data center and providing remote desktop (Pseudo Saas).
Stagnated with flat revenue, our customer was looking for options for renewing the product and the business model

The Strategic technology solution

Sagesse Abundance blended its strategy and technology consulting model to deeply review the customer situation.

Sagesse Abundance recommended two prone approach to break the revenue growth stagnation:
1. Embracing newer technologies and offering the product under "True" SaaS model and
2. Possible Googlization of the business model

Business Benefits

As of preparation of this case study, the project is underway and the envisaged business benefits are –
1. Googlization is going to offer tremendous volume of customer engagement
2. Renewing the product as "Ture" SaaS model, allow the customer to go beyond their home market India to reach out overseas market