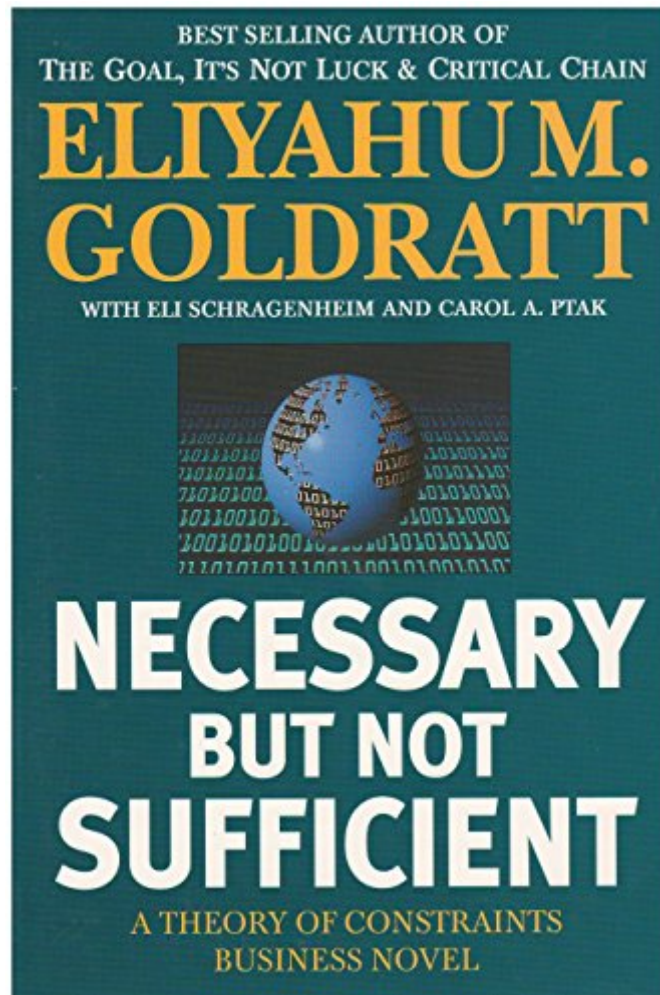


The book was found

# Necessary But Not Sufficient



## Synopsis

After reading the newspapers and following the sharp oscillations of the stock market, it becomes apparent that hi-tech companies are of a different breed. Never before have the chances of making a fortune been so realistic and never before have large companies been so fragile. What is really going on inside these hi-tech companies? What types of pressures and challenges are they facing? And how do they cope? Computer software providers, especially the ones that specialize in handling the data needs of organizations, are prime examples of these volatile companies. In the nineties we witnessed their growth from small businesses into multi-billion dollar giants. No wonder investors were attracted. In 1998 it was easy for such companies to raise as much money as they wanted. But now, investment funds have dried up. Why? And more importantly, is there a way to reverse the trend? This book gives the answers.

## Book Information

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## Customer Reviews

This book is a journey of about a year and a quarter into the ERP market through the eyes of a hypothetical company BGSoft and its implementation partner KPI Solutions. Scott the CEO of BGSoft is a visionary who delivers business results for his clients through his ERP software. Lenny

the head of Development, Gail his marketing chief and Maggie of KPI are the other key players in this novel. Like any other technology company BGSoft faces the uphill task of growing 40 % every year if it has to keep the analysts happy and retain its stock price. It is a key player in the ERP market and its customers are primarily Fortune 1000 companies who can afford the investments and fuel the growth that BGSoft is aiming at. Suddenly Scott realizes that most of the big companies have already adopted ERP and their next best bet is to look for mid size companies. If there are no more deer left in the forest then one has to go after the rabbits. Hunting for rabbits needs the same effort and results in lesser meat per win. Can BGSoft continue to grow at the same rate? Now there is an unusual call from Craig, CEO of Pierco one of BGSoft's largest customers. Thanks to a new Director, his Board has asked him to justify the investment that he has made in ERP. Call it by whatever name or any flavor of the latest technology jargon, the Board wants to know the impact on two important measures - top line and bottom line. The story now takes a very interesting turn, turning away from the routine issues of features, schedules, budgets, bugs, staffing and project management that are characteristic of any ERP company. The primary issue then becomes delivering true business value that customers can get from IT solutions rather than implementing software from leading vendors on fancy technologies.

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