

Tim: Hey, good to see ya

Bryan: Hey, good see you.

Tim: Thanks for meeting me.

Bryan: Yeah, well I couldn't pass up again so

Tim: Sorry let me just finish this up I'm just kind of approving some of the purchase requisitions we've got

Bryan: huh, on your iPad?

Tim: yeah, acumatica you know it's an application they can run from my iPad

Bryan: we have acumatica in the cloud

Tim: ah ha ha in the cloud key distinction actually one of the most confusing topics that our clients face right it's actually not cloud based

Bryan: really?

Tim: so big distinction is acumatica can be cloud based in this case it's what I'd call browser based software so the advantage of browser based software

Bryan: yeah

Tim: is that you know we're traditionally running ERP applications on our laptops

Bryan: right

Tim: it's browser-based so I can run it on anything that supports a browser in this case my iPad

Bryan: Can you put it on your phone too?

Tim: You bet. So tomorrow you can enter your timesheets from your phone

Bryan: Yeah, cause there's loads of browsers

Tim: or anywhere I can get an internet access

Bryan: Got it, got it. So I guess we when it's all html5 so it can go anyplace

Tim: Oh another key advantage so what some of some of the dated browser based software actually relied primarily on something like Internet Explorer

Bryan: yep

Tim: you know Explorer was fine the challenge with Internet Explorer is you required a Microsoft specific device

Bryan: right

Tim: now with html5 and Acumatica is an html5 application again anything that runs a specific browser so I could run a Firefox browser or Safari browser because what allows me to actually run this on the iPad so it's not iPad specific software

Bryan: but it truly reaches all the users

Tim: exactly

Bryan: so how do you license something like? Cause there's all these different devices and how do you how does that work

Tim: well you know so licensing is as common topic right in this case we actually own the software it's running on our servers not in the cloud and we bought what's called perpetual license for the cell phone

Bryan: okay

Tim: at one time upfront fee so this is the whole thing perpetually

Bryan: this is running on premise?

Tim: It's running on premise.

Bryan: Nice

Tim: key distinction with browser based right

Bryan: yeah yeah

Tim: and the other advantage is we chose in this case that we thought it was a better investment for us to buy and own that software now there's an alternative to that called yeah I'm sure you're familiar with will with license a lot of software in a SAS model - software as a service

Bryan: right that's a monthly fee per user right?

Tim: yeah yeah yeah and again that allows people to make that choice of how they want to spend their dollar. Do they want to invest in a monthly fee?

Bryan: mm-hmm

Tim: in the cloud perhaps

Bryan: so it's really about options. Really about deployment options.

Tim: so I think that's a strategy we've tried to put in place right

Bryan: so it's so basically we have the opportunity to have browser-based deployed software running either in the cloud through a software as a service opportunity or actually running in our own data center using perpetual license but still being accessed on all these different devices and likewise we can actually deploy you know traditional software actually in cloud servers and then you know have access mechanisms to get to that something like a GP or something of that nature right

Tim: exactly browser-based software Acumatica maybe even Microsoft Dynamics CRM

Bryan: yeah

Tim: That's your browser based software. Classic kind of would call a desktop application like Microsoft Dynamics GP

Bryan: yeah

Tim: also can be deployed in the cloud

Bryan: yeah

Tim: it's just not browser-based.

Bryan: so we have to kind of access it and basically it gives us a desktop with the software on it

Tim: all the advantages we get of hosting in the cloud

Bryan: yeah

Tim: but not necessarily device independence, right. I'm more restricted to the devices I can use

Bryan: okay so that's good to know. Okay so that's great.

Tim: and I think that you know that distinction Brian what we tried to do to protect our clients investment you know as we migrate clients into this cloud strategy that choice of deployment critical component to it

Bryan: got it, very excited

Tim: so I think if we you know when we start talking to our clients again back to what are those simple

Bryan: yeah

Tim: talking points to have a simple conversation

Bryan: mm-hmm

Tim: cloud versus just browser-based software

Bryan: right, that's a big distinction

Tim: right and then you know making sure we separate browser-based from really what I call device independent software

Bryan: okay so making sure works on all types of devices not just simply one it was built for

Tim: Or Microsoft Internet only device

Bryan: yeah yeah

Tim: and then the different licensing models

Bryan: yep so

Both: Sap versus perpetual

Bryan: okay

Tim: and then finally our key strategy that we've tried to enforce with our clients how did the choice a deployment

Bryan: so we give people options

Tim: yeah

Bryan: but it really is just that kind of a simple trade-off we can just we can go down and tick those boxes right

Tim: exactly

Bryan: got it, well very cool well Cheers bud

Tim: rough day? time for beer?

Bryan: Time for a beer.

Tim: you know, next time six o'clock

Bryan: yeah

Tim: let's get outside. Arnold Palmer's on the patio?

Bryan: you got it.

Tim: all right I'm gonna take this with cuz I gotta run and finish up my uh....