Bryan: Hey Tim. Boy it's great to be back here at Wisconsin Brewing Company for another beer and another conversation.

Tim: It is as always. Great beer.

Bryan: Hey I got to tell you what, I heard you, you know talking the other day about about XRP and you know I generally get it, it's it's sort of like in the ERP I know what ERP does but really I don't know that I know the exact differences between the ERP and what an XRP would be. And so would you mind kind of explaining to me when we say XRP what we mean?

Tim: yeah I think you'll as soon as we kind of talk through this it'll make perfect sense. And you remember many years ago we coined the term XRM.

Bryan: sure

Tim: So that that started off by us looking at a CRM solution or a customer relationship management solution and saying every organization actually has relationships beyond just with customers. So what we were able to do is take a product that allowed us to do many to many relationships or relationships not simply with customers but with….

Bryan: So we really created a framework for with us to kind of represent relationships in a structure

Tim: and then we took the development framework that the relationship management software was built upon because it was highly extensible

Bryan: right an extensible means it's kind of open we can develop on top of it using a framework as a base, right?

Tim: That's right and still sustain

Bryan: mm-hmm

Tim: that code base to move forward as the manufacturer moves the product forward

Bryan: so that was in a relationship to relationship we were managing relationships between entities

Tim: very good

Bryan: so we moved that now to XRP

Tim: Perfect. So customers, vendors, anything with relationships was the xrm side. When you look at XRP you know let's think back more toward ERP so every organization much like having relationships has business transactions

Bryan: yep

Tim: they're typically invoicing customers, paying bills, keeping track of general ledger. With an XRP strategy we actually take the foundational elements of ERP

Bryan: yep

Tim: put them on top of the same type of framework that allows for an adaptable solution with a development environment.

Bryan: so let's say we needed to maybe customize screens for the way a particular business process flowed in the organization we could do that on top of this framework

Tim: That's right. So we take the ERP foundational elements

Bryan: yeah

Tim: Build the customization tier on top of it but when we start to customize software we always have concerns

Bryan: yep

Tim: and what we would have concerns about are really kind of from two perspectives. One, can we sustain the customizations as the manufacturer releases

Bryan: Well and even that and so sustain it means maintaining and moving forward as technology moves forward and I assume we're talking about common things like search and security and things that are really platform

Tim: so those are the things we typically don't consider when we develop customization

Bryan: yeah they're expensive, time-consuming

Tim: you use the keyword Bryan, "platform"

Bryan: yep

Tim: so when we look at an XRP strategy, we inherit the platform. Meaning we inherit a security model

Bryan: yep

Tim: a global search model. Typically you know a generic ad-hoc inquiry or reporting strategy and model

Bryan: mm-hmm

Tim: usually some type of user interface customization model that we tailor

Bryan: so so what we're doing is we're using a common platform of common functions that are sort of universal to all ERP systems and then we're really kind of customizing it for a specific business and the combination of the two means that we've got something business built but sustainable

Tim: you hit it right on the head

Bryan: Oh fantastic, okay great.

Tim: Again, a very powerful strategy. Allows organizations to adapt to their unique business needs

Bryan: without really the risk of doing pure custom development

Tim: There you have it and getting themselves locked in that trap right

Bryan: right with all expense and the constant development really we're much tighter

Tim: Yep

Bryan: okay fantastic, thank you.

Tim: You bet.

Bryan: fantastic beer

Tim: again

Bryan: Cheers