

Make technology work for you

Or, how to find useful & cost effective software

by

Jonathan Brun, co-founder of Nimonik.com

Why me?

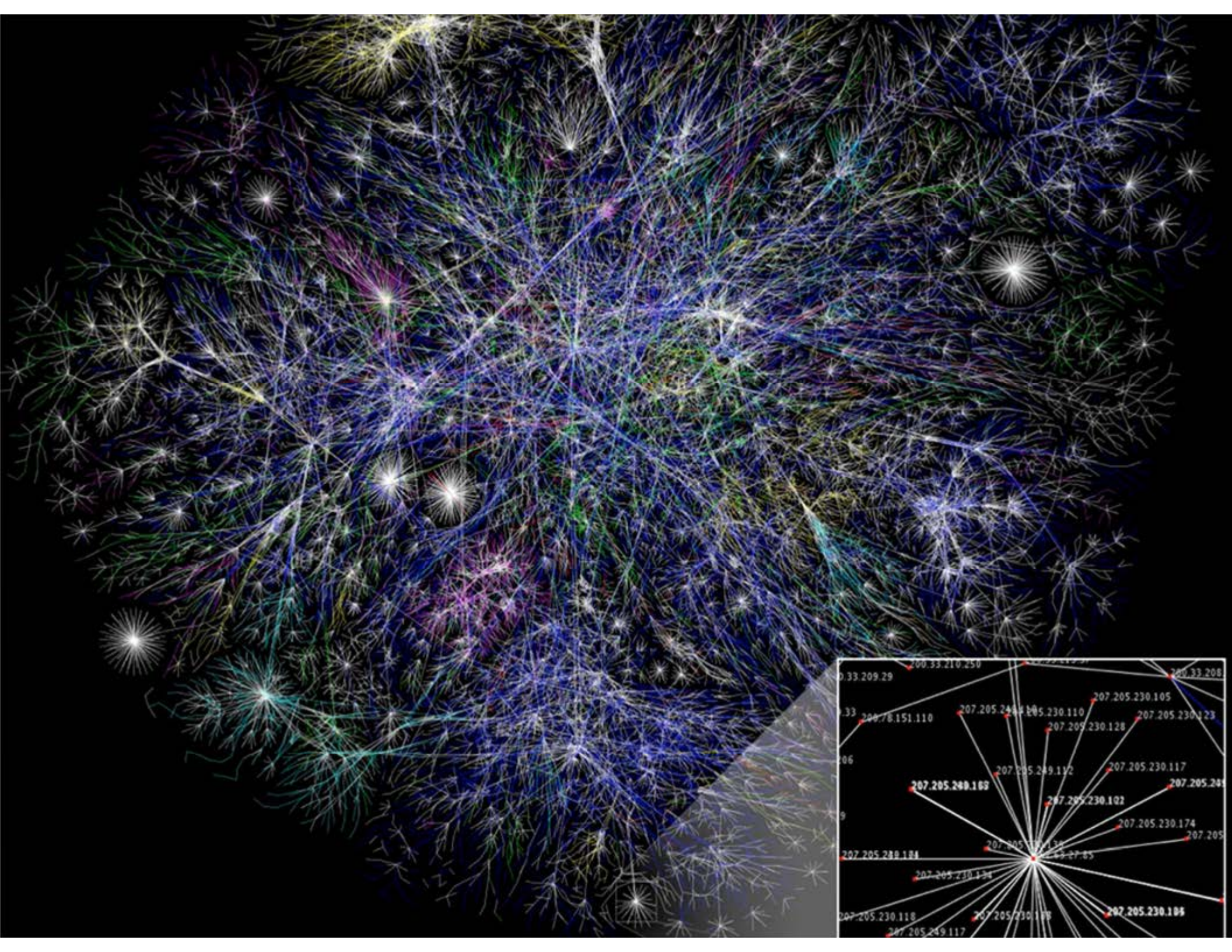
- I'm young(ish), 29.
- I grew up in front of a computer, got first one at 6, internet at 10.
- Run a software company that builds EHS applications. Nimonik.com if you're curious

Outline

- The basics
- Your deep, dark, secret needs
- Users
- Security
- Mobile/Desktop/Web
- Getting Real
- Through the looking glass

Definitions

- The Internet / the Web (<http://tomayko.com/writings/rest-to-my-wife>)
- Desktop software
- Web App
- Application Programming Interface (API)
- Software as a Service (SaaS)
- Enterprise software
- App Stores
- Web Mobile and Native Mobile Software





<http://www.youtube.com/watch?v=P65XdTIk4vA>

Desktop software

- Runs ON your computer
- Powerful, fast



Web App



- Runs on someone else's computer (server)

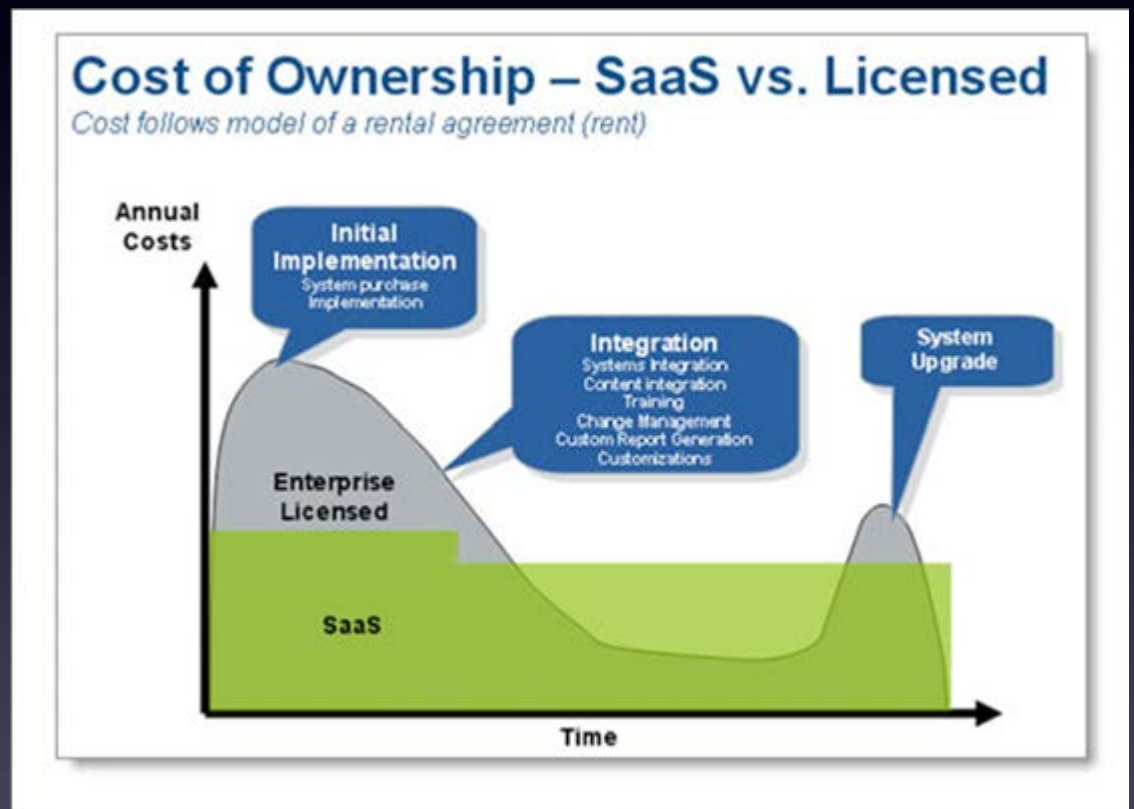
API

- Language/System for computers to talk to each other



SaaS

- You rent the software
- Free Upgrade
- No maintenance



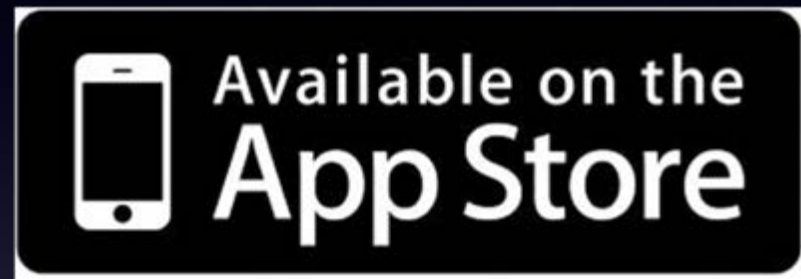
Enterprise

- Meetings with people in suits
- Expensive
- Big, complicated
- From Wikipedia, “...contrary to software chosen by individuals”



App Stores

- Online stores by 1 company
- Native Apps for mobile



Native vs. Web Mobile

- Similar to desktop vs. cloud
- Google Spreadsheet vs. Excel...



Buying software

KISS

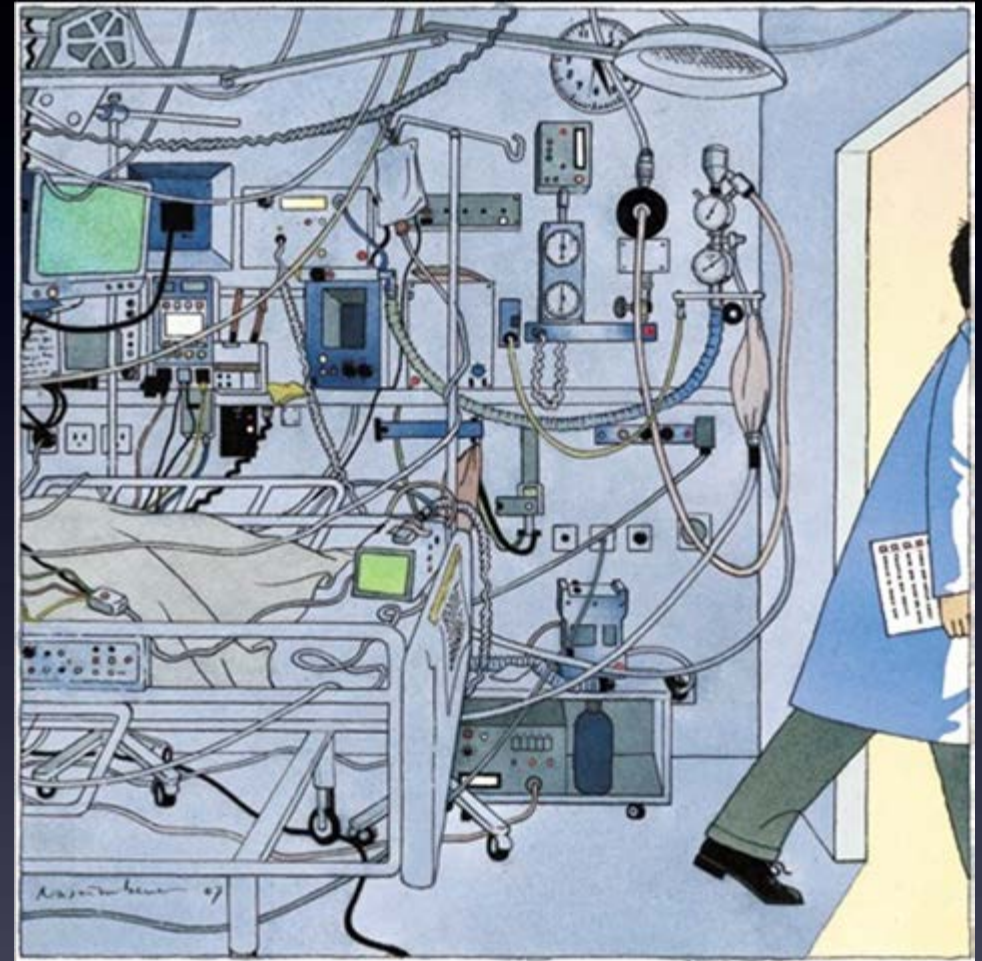
- Keep it simple stupid
- How many of you use a project management tool?
- How many of you like it?

Personally

- I use 5 - 8 apps on my iPhone
- I've downloaded hundreds, but the ones I use are digital versions of what I previously used offline - newspaper, weather, phone.

Software = Tool

- Helps pilots
- Surgeons
- Why not you?
- Should match your existing work habits



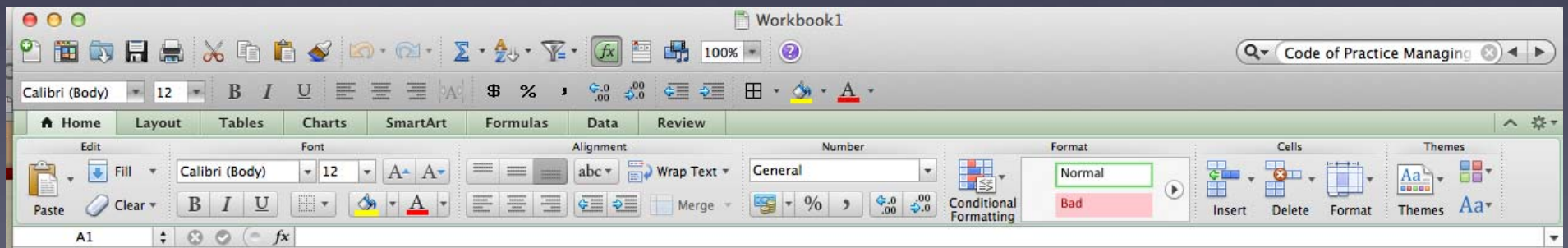
- http://www.newyorker.com/reporting/2007/12/10/071210fa_fact_gawande
-

Users

- Only users of software should be involved in decision.
- You boss needs a periodic report, fine.

Desktop and Enterprise

- For power applications only.
- Quants on wall street need excel, you might not, Google Docs is pretty darn good.



We ignore you

- We typically ignore your requests for the first 4-5 times you or anyone asks for a features, or else we get feature creep.



Customer complaint levels are on the rise. Illustration: Vincent Besnault/Getty

Boil down



Make a list, cut it twice

- 10 features
- 7 features
- 4 features you actually can't live without

Find that solution

- Evaluate based ONLY on those 4 functions

Security

- Web based
- Desktop
- Calculate cost of data loss
- Governments use Gmail



Security Failures

- You hear about web failures, not local ones.
- IT Managers
- Location of your data



HTTPS

Authorization Mechanisms

Administration separate from user end

Hashed passwords

Billing information storage

Backup procedure

Restoration costs

Logs

Mobile

- If it sounds too good to be true, it is.
- Nothing works on BB, iPad, Windows...
- Choose one device: support, support, support.





Native vs. Web Based

Fast	Universal(ish)
Functionality	More flexibility
Stability	Updates

Mobile web apps
maybe in 2-3 years

Web

- This is the future
- Distributed
- Lower Cost
- Interconnection
- Universal Access
- but....

Web apps

- Ownership of data
- Data extraction
- API
- Stability of provider

Act

- Once you have decided on your criteria, set your decision makers and determined your devices:
- **JUST DO IT**

Through the looking glass



Costs

- Software development
- Design
- Sales, sales, sales
- Death Zone
- Support, training

Typical Sales Cycle

1. Email intro - Conference Meeting (\$\$) - Phone call (annoying) - Google Search - ...
2. First demo/webinar
3. Boss missed it, second demo - 1 month out
4. Committee meeting
5. Follow-up email from us - 3 months out
6. Follow-up email from us - 5 months out
7. Contract negotiation - 6 months out
8. Training session - 8 months out
9. Deliver software, support, repeat training for new staff, fix things on site...
10. Contract renegotiation! - 1 year after signature

90% of previous slide's tasks are
unrelated to
software development
(i.e. building the car)

Death Zone

- Under 1k per year, most people can buy it
- 1k - 15 k, limited people, incurs committees
- 15 k - 1 M - gear up those sales teams

Our Job

- Make it so easy, you can't do wrong.
- That is really, really hard.
- Hence - salesman.



Enterprise

Lean SaaS



Record, watch



Actually record, watch

But

- Sales cycle is broken
- Boss wants that darn cheap VCR, you can learn how to work it!

How it should be done

- Getting Real

- <http://gettingreal.37signals.com/>

Take away

- Determine relevant needs, cut in more than half.
- Determine actual users, kick the rest out.
- Give decision making power to users.
- Spend \$ 500 now, save \$ 10 000 later.
- Choose 1 device
- Go Web or go home

Contact Information

- Jonathan Brun
- jbrun@nimonik.com
- www.Nimonik.com
- 1-888-608-7511 (9 - 5 EST)