Apptricity®
Newsletter
March 2015

CEOVision
Scalability and Expertise for Unrestricted Growth

Tim Garcia, President and CEO

Organizations looking for a software vendor today usually end up outgrowing that vendor's solution. Maybe you've had the experience of moving from vendor to vendor because your company has grown or modified its business processes, and what used to work yesterday no longer has the capabilities you need today.

Fortunately, with Apptricity, your organization's size and business model do not limit the capabilities you receive from us. That applies to the technology component as well as our subject matter expertise.

The Precise Configuration for Your Business Model Today

Whether you use our supply chain management (SCM) or financial management solutions, the systems are highly configurable. All Apptricity customers can readily achieve the configuration that precisely suits their business processes.

There are no tight restrictions on the mobile technology you use. Apptricity solutions work with the iPhone® and Android® smartphone, iPad® or Android® tablets, and virtually all other mobile technologies. Our customers frequently use devices they already have. Our systems work with the mobile solutions that make it easy for your teams to work efficiently without requiring you to invest in a specific brand or a proprietary device.

After you configure the system, that configuration migrates with you when the solution is upgraded to a new software version. For customers on maintenance, upgrades to next-generation technologies are free — and free mobile apps come with them.

The Precise Configuration for Tomorrow

You might have only 100 employees, but Apptricity gives you the same capabilities as the U.S. Army, which is among the largest supply chain entities in the world. That's a lot of room to grow.

With traditional software models, a three-person social media startup might begin with a small accounting software package from an office supply store. With years of exponential growth, the startup moves from vendor to vendor as the need for more robust capabilities increases. Eventually a global, enterprise-class vendor is required — and with all the upgrades and maintenance, the system costs $50 million a year to support.

Over the years, the startup in our example used seven different vendors and changed out its application seven times to handle the increasing transaction volumes at each growth stage. Why pay seven times for a new system? The startup could have chosen Apptricity early in its lifecycle and scaled up to an unlimited number of transactions and unlimited employee headcount worldwide while realizing dramatic cost savings.

Apptricity University Classes	Dates	Course Title	Course Type
	March 25-26, 2015	Asset 7.0	Functional and administrative training
	April 7-9, 2015	Expense 6.1	Functional and administrative training
	April 14-15, 2015	Invoice 6.0	Functional and administrative training
	April 21-22, 2015	Professional Reporting	Functional and administrative training
	May 5-6, 2015	Asset 7.0	Functional and administrative training
	May 12-14, 2015	Expense 6.1	Functional and administrative training
	May 20-21, 2015	Invoice 6.0	Functional and administrative training

Call (214) 596-0601 to schedule a class at your location or in Dallas for standard or customized training.

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Whether you have a small social media company or own the entire Facebook® platform, Apptricity will scale with you. With its architecture and inherent scalability, company size is irrelevant. Our solutions work the same, act the same and provide the same interface regardless of business volume or number of users. You can scale downstream or upstream as far as you want. For instance, at one point we were processing 200,000 invoices a year for a customer. That grew to 3.2 million invoices. Now it's at $2 billion in spend per month. We never once had to change our architecture or solution.

Besides gaining freedom for unlimited growth, your organization can also modify its business model during expansion. Our easy-to-use, highly configurable system lets you dictate your workflow and business process. If growth requires that you change your model, configuring the workflow to handle new business processes is simple.

Experienced Staff with a Consultative Approach

Our subject matter experts are highly trained information technology (IT) specialists with years of experience. Unlike the support staff many consultancies provide, our experts are not in on-the-job training at your expense. Part of the reason Apptricity solutions have an extremely rapid return on investment (ROI) is that our staff is at the senior level, and we take a consultative approach to implementations.

The expertise available to you is independent of your organization's size and business model. Just like the configurable, scalable technology Apptricity provides for all its customers, you can be a startup or the U.S. Army and still have knowledgeable professionals consult with you and implement your solution for the precise configuration you need to run your business. Due to our familiarity with each customer's situation, we know exactly where you are and where you need to go.

A Roadmap for Wherever You're Going

Apptricity customers receive enterprise-class solutions that can help any entity wherever it is in its growth cycle. Our objective is to give you a roadmap where the biggest obstacle to your progress is not the software! You shouldn't have to replace a system because it fails to support your growth or go through a two- or three-year implementation process where business falls off and you end up spending untold amounts of capital.

When you look for a vendor, find one that can support the vision you have for where you want to go, not just in the current year, but three, five and ten years down the road. If you worry about IT bringing in a new product you will have to duct-tape, you will have difficulty achieving that vision.

When planning to automate a business process, your forward-thinking people will say, "I want a system that can do that, but I don't want to pay seven times." At Apptricity, we're pleased to give you the solutions you need — along with free upgrades and world-class expertise — to support your vision and unrestricted growth. Our technology allows us to go to any part of the marketplace to help our customers. That's what we're about.

"We're still rolling out tablets every day to different areas, so it continues to get better. We might have our complete return in less than 12 months or right around the 12-month mark. I'd say there's a 12-month ROI on it."

Ronnie Hobbs
President and CEO, Lone Star

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Case Study: Lone Star Transforms Field Services and Billing Operations

Does your service organization struggle with excess paperwork and inefficiencies caused by manual processing and inadequate technology systems? By automating work order processing, you can streamline service delivery and revolutionize the way your service organization and administrative personnel collaborate. Here's how one company realized tremendous successes in work order management along with a 12-month return on investment (ROI).

The Company: *Lone Star Instrumentation & Electric Corporation*

An experienced provider of instrumentation and electrical support services, Lone Star Instrumentation & Electric Corporation serves the oil, gas, petrochemical and mining industries. Lone Star has a passion for exceptional service and takes pride in quality of workmanship, safety and integrity. The company invests in its people and in technology for ongoing process improvement.

The Challenge: *Excessive Manual Entry and Billing Delays*

Until recently, managing work orders, recording time for each job and invoicing clients took weeks. Much of it was done manually. Besides completing work orders, field technicians wrote everything by hand for each job every day. This included the date and job number, the location, the client's company name, the trucks and materials used, the number of hours worked, and the names of everyone assigned to the job.

Office personnel had to decipher the handwritten worksheets, enter them into a database and verify how many hours an individual had worked on each job. "Then the billing department would re-enter all of it, plus add the descriptions. It was just a whole lot of manual entry," said Ronnie Hobbs, president and CEO, Lone Star. "We were probably four to five weeks behind getting invoices entered manually."

The Solution: *Integrated Work Order and Billing Automation*

Lone Star implemented a comprehensive solution from Apptricity that provides start-to-finish control of work order processing. "We talked to Apptricity about developing a system that was tailor-made to fit our needs," Hobbs said. "Apptricity put the power where we needed it. That was really a good fit."

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Field services personnel quickly made the shift to mobile data entry, happy to use Android® tablets instead of handwritten worksheets. The automated system tracks labor hours and work orders, and it also assigns fees to the appropriate accounts. To enable Lone Star to generate invoices, Apptricity integrated the system with Lone Star's accounting software.

Dramatic Results: *A Happier Workforce and Greater Efficiencies*

"Once data came into the office, the headaches were gone," Hobbs stated. "It's helped not only the morale in the office because we're no longer swamped, but also the morale of the guys who were writing so much repetitive information."

Data entry occurs once, directly from the field. A worksheet summary indicates the number of work orders in process. Once complete, work orders are converted into invoices. The system saves numerous steps because the time sheets and invoicing are finished almost at the same time. "Before, if we could get everything billed out within two to three weeks, it would be a miracle," Hobbs said. "Now we're in real time. We can have invoices in the mail prior to paying our employees, which is huge when you're talking the volume of business we're doing."

Additional Advantage: *A 12-Month ROI*

The cost savings Lone Star realized from the new system was evident very quickly. Soon the entire system will pay for itself. "We're still rolling out tablets every day to different areas, so it continues to get better," said Hobbs. "We might have our complete return in less than 12 months or right around the 12-month mark. I'd say there's a 12-month ROI on it."

"It's helped not only the morale in the office because we're no longer swamped, but also the morale of the guys who were writing so much repetitive information."

**Ronnie Hobbs
President and CEO, Lone Star**

To find out more about Lone Star's dramatic successes and learn about the company's plans for an inventory control system, read the full case study, *Lone Star Transforms Field Services and Billing with Automated Work Order Management from Apptricity*.

Support Team Delivers Tremendous Value for Customers

Solving business problems by implementing supply chain or financial management technology comes with a plethora of decisions. First you need the right vendor and the right solution. Customer support is also an essential part of the package. At Apptricity, our customer service and support team stands head and shoulders above the competition, adding great value to our advanced mobile enterprise solutions.

Apptricity received a superior rating for customer support in an independent survey by Dun & Bradstreet®. According to Frank Salembier, the dedicated 25-year information technology (IT) veteran who manages our support team, "We've had a lot of success, and customers have recommended Apptricity to other companies based on our customer service and how we work with them."

What is it that makes Apptricity Customer Support different, and why is it such a critical part of our customers' success?

Personalized Service

Apptricity solutions are highly customizable. During an implementation, our support team becomes familiar with a customer's unique business practices and processes, gaining a hands-on understanding of how the solution meets the customer's needs. This awareness extends to support services. The result is continuous, personalized service tailored to the customer's needs and objectives.

The support Micro Center has received is just one example of ongoing personalized service. "We have been using Apptricity Invoice Management for over two years," said Michael Dieckman, Controller, Micro Center. "The Apptricity support team has given us excellent service to ensure uninterrupted processing of invoice payments for our stores nationwide. We are in the process of expanding our use of their products to include Apptricity Purchasing Card Management and Apptricity Expense Management. As with Apptricity Invoice Management, their support team through the implementation process has demonstrated that they listen to our company needs and execute the design and process of the final product to our high expectations."

Unlike many large technology companies, we schedule and tailor support activities around customers' needs and preferences. Our support staff works one-on-one with customers in a much more collaborative way than most other companies do. Anyone in a customer's company who has a concern — even an end-user — can contact support via phone, email or the support website.

Apptricity Customer Support seeks to personalize all customer interactions. Instead of talking to someone who's unfamiliar with their situation, customers have a main support person who knows them and understands their implementation. Backup support people are available who know the customer as well.

Prompt Resolution

Our support team prides itself on promptness. The majority of support calls are handled the same day — from how-to questions to lower-level issues like a customer asking about best practices. Questions are usually resolved within two hours.

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Often customers ask questions like, "What's the best practice for using the system to handle corporate credit cards?" Given the various methods our solutions provide for accomplishing specific tasks, we take into account the customer's particular implementation and offer suggestions. We also describe pros and cons for different scenarios.

Exceptional Commitment

Support team members go out of their way to deliver exceptional support. According to Maria Warren, Accounts Payable, TD Auto Finance, "At TD Auto Finance, we are always trying to improve our expense reporting processes, functionality and interfaces to meet our adjusting needs. Recently, we took on the huge task of integrating a new corporate card into our Apptricity Expense Management system. Frank Salembier worked late hours, during vacations and on sick days to complete the project to our satisfaction. The continued patience, support and dedication that Frank and his team exhibits are greatly appreciated and highly valued."

If a software-related concern arises, support staff will get detailed information and try to replicate the scenario. If needed, we'll generate a development ticket to resolve the issue as quickly as possible. All changes are implemented in a staging environment where the customer can review new capabilities before they go into production.

Often customers see a solution in action and request an adjustment so an application will behave in a certain way. Our team works with customers to identify their objectives and arrange the best possible means of addressing them. For example, customers using Apptricity Expense Management might want to incorporate travel requests, travel authorizations and cash advances into the system. The support team will enable that functionality and also recommend and implement related modules if those are needed.

Wide-Ranging Expertise

Most of the professionals on our team have been supporting Apptricity solutions for seven to 10 years. This timeframe spans several product versions and includes numerous customers. Our support staff truly understands Apptricity technology and how customers use each solution in their specific environments. The team's grasp of technology extends to third-party solutions, with extensive experience ranging from Java® development certification to Oracle® database administrator (DBA) capabilities to data security.

The team applies this kind of knowledge frequently. For instance, one customer had to rework its enterprise resource planning (ERP) system's backend and needed to run two versions of ERP software at once along with two corresponding instances of Apptricity software. Apptricity Customer Support helped migrate users division by division to the targeted version of the ERP solution in an organized way, assisting users on a daily basis.

When you're ready for your next round of technology decisions, remember that Apptricity Customer Support is here to see you through. Our team makes it easy for you to accomplish your goals and achieve your long-term vision for success.

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Bringing SCM Expertise to the National Retail Federation Tradeshow

One of the oldest and most prestigious retail shows, the National Retail Federation (NRF) 104th Annual Convention & EXPO brought 614 exhibitors and more than 32,000 attendees to New York City January 11-14, 2015. This impressive event — dubbed Retail's BIG Show 2015 — was held just outside of Times Square, drawing retail attendees from the States as well as a broad international audience.

The exhibitors, many of which were among the largest corporations in the world, shared innovative ideas and introduced advanced technologies for retail. A number of attendees went to the show for its educational setting, which included presentations and breakout sessions covering retail industry issues and best practices. We enjoyed visiting with many of our clients who attended the event.

Assistance for Attendees

Organizations come to Apptricity for software solutions. They also come for expert advice. When customers or potential customers can talk to a professional who has more than 25 years of supply chain experience and knows Apptricity technology, they realize they've found someone who can help move their business forward. This occurs on a regular basis.

It was no different at the NRF tradeshow. The Apptricity booth attracted a number of individuals who needed assistance with their supply chain management (SCM) operations. Some of those who sought recommendations returned to the booth several times. Because Apptricity experts were at the show, they were able to discuss at length in technical terms how Apptricity technology could help provide the right solutions.

At Apptricity, we prefer to bring professionals to tradeshows who have the subject matter expertise to deliver value to potential customers. At this particular show, Product Manager Todd Wiegand, Regional Sales Executive Kristi Garcia, VP of Marketing and Product Management Diane Ianni, and Designer Alex Mackenzie staffed the Apptricity SCM booth. Attendees could discuss everything from product, configurability and integration questions to strategic partnerships and broad-scope sales because we had the experts available.

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About Apptricity

Apptricity Corporation provides mission-critical supply chain management and financial management solutions to small, midsize and global enterprises and government organizations worldwide. Apptricity software and solutions mobilize any enterprise with unprecedented levels of real-time information and business intelligence so management has visibility into every action and transaction within the enterprise and among its partners, customers and suppliers. Powered by Apptricity JetStream platform, our solutions enhance legacy enterprise applications and extend the value of information technology investments. Our platform enables us to address the universal objectives of business, government and the military with accelerated business processes and command visibility. For more information, visit http://www.apptricity.com.

Retail Industry Trends and Issues

By connecting with key industry analysts at the show, we gained insight on current trends and common concerns in retail. The event provided valuable information for honing solutions, customizing features, generating ideas for new products and prioritizing customers' needs to meet the demands of the ever-changing retail market.

Our goal is to tailor our enterprise-level solutions to address the specific needs of retail industry customers and include essential configurable elements that enhance productivity by making the solutions easy to customize and use. By establishing and building additional business relationships in retail, we're better able to partner for technologies that help our clients and their customers. Partnering with key organizations gives us new ideas as well as opportunities to assist others with retail technology development.

Next-Generation Technologies

SCM solutions power the retail world by helping ensure the reliability and efficiency of retail supply chains. At Apptricity, our time-saving, automated SCM and financial management solutions are designed to facilitate smooth channel operations. These include Apptricity Inventory Management, Apptricity Asset Management, Apptricity Warehouse Management, Apptricity Invoice Management, Apptricity Expense Management and more.

Instead of offering SCM products as an add-on like some vendors do, Apptricity has its roots in SCM. Our founders are supply chain automation gurus, and their goal is to continue to improve customers' supply chain efficiencies. Apptricity is on the leading edge of next-generation technologies such as radio frequency identification (RFID), bring your own device (BYOD) and sensors for the mobile enterprise. Sensors in particular — including temperature, humidity and motion sensors — will be game-changers going forward.

As we continue to move ahead as one of the leaders in the mobile space, we will be able to expand our footprint and our capabilities for retail and other industries. We always want to be at the forefront so we can quickly leverage new technologies for the benefit of our customers.

Upcoming Events

Be sure to join us at tradeshows and conferences. Will you be attending SCOPE Supply Chain Conference in Baltimore this April? How about IOFM's Account Payable & Procure-to-Pay Conference & Expo in Orlando in May? We'll be looking for you at the Apptricity booth!