

SYSPRO and UNIT4, Like Vintage Wine¹

2011 DECEMBER 20

Tags: BLINC, cloud, CPM, EPM, ERP, financial, JRocket, Rothrock, SYSPRO, UNIT4

Category: Financial Management & GRC

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As with the annual Grape Escape events, Judith Rothrock of [JRocket Marketing](#) organized another original analyst event from the 15th to the 16th of December — only this time, no singing piano recitals or tap dancing, but vintage wine tasting. Yes, the analysts were greeted with a bottle of 1978 Chateau Ducru-Beaucaillou, and a bottle of 1980 Guigal Cote-Rotie. And the purpose? To “taste” how SYSPRO (founded in 1978) and UNIT4 (founded in 1980) have aged throughout the years. This period has marked tremendous triumphs and falls in our global economy, so by weathering through it all, these two software solution providers have proven themselves by enduring the test of time.

Let’s start with SYSPRO. Under the guidance of Brian Stein, SYSPRO USA CEO, the company has made some interesting recent announcements with regards to its “Quantum Architecture,” optimized for the SMB market. The driver behind this architecture is the strategic alignment of people, process, and tools. To achieve this objective, SYSPRO has introduced and improved its capabilities in multi-source / single repository data management, data collaboration modeling, leveraging pre-configured system and process models, and embedded role-based EPM / reports / measurement. The basis for these enhancement is to provide users with the versatility to strategize and execute in a dynamic business environment.

Speaking of changing business environments, “BLINC,” or Businesses Living IN Change, coined by JRocket Marketing, has finally made it into an official product name from UNIT4. Ton Dobbe, UNIT4 VP of Product Marketing, introduced BLINC Business Solutions as a platform that empowers executives and business line managers with the freedom to deploy and interoperate with best-of-breed business solutions, regardless of whether they are private cloud / on-premise, private cloud / off-premise, or public cloud off-premise. The innovative nature of BLINC Business Solutions lies in how it can be leveraged by users – a series of turnkey, analytics-infused, purpose-built applications that is designed to solve industry-specific problems.

With regard to managing business performance, UNIT4’s objective is not to “throw” a whole gambit of applications at a customer, but rather employ a “tapas-style” strategy, where the customer can pick and choose from relevant applications — which, in turn, reduces total cost of ownership, and accelerates ROI opportunities.

Both SYSPRO and UNIT4 seem to have a firm grasp on the needs of their target segment, so it will be interesting to see the adoption rate of their solutions in the coming quarters, as the economy continues to award companies that succeed in competitive differentiation.

Finally, kudos to Judith Rothrock for putting on another captivating series of events, making Grape Escape another anticipated analyst event for 2012.

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