

VIEWPOINT

Informative Candid Conversation On Current & Future Trends Relevant To Enterprise Software Applications (Product Life-Cycle Mgmt (PLM), Project & Portfolio Management (PPM) and Other Enterprise Technologies)

Jump-Start For Vendors And An Informative Day For Analysts: Judith Rothrock's annual Grape Escape



July 4th, 2010 Sanjeev Pal

Recently, I attended the annual Judith Rothrock's [Grape Escape](#) event for the first time. I was briefed in detail by vendors like Unit4/FinancialForce.com, SYSPRO, Meridian and SYSPRO's customer Lee Spring & Meridian's well known customer Disney.



Attending vendor or end-user events is like getting drugged with a heavily concentrated dose of information in a day or two or even in a few hours. Despite getting detailed briefings from four vendors and end-users, all packed in a day, I hardly felt overwhelmed with the information at the JR's Grape Escape. The briefings were strictly organized to get the attention of analysts and had the right portion of information for my appetite. The evening was slated to have an open discussion with the executives, followed by never to be forgotten witty, yet very meaningful songs about each vendor by Doug Nervik.

Unit4/FinancialForce.com announced its vita CloudAngel – its latest versatile cloud offering. In addition to the industry recognized cost savings and speed of deployment from a cloud infrastructure, CloudAngel offers security features that promise no data mingling among various installations, location awareness for customers and no charge for physical data movement.

SYSPRO is one of those niche SMB enterprise solution providers for manufacturers and distributors that has proactively addressed its customer needs and has earned multiple awards & recognitions. Though the manufacturers have not readily embraced cloud solutions, the changing macro-economic and evolving software market will drive manufacturers to adopt solutions in cloud. SYSPRO announced its cloud solution and further solidified its future domination in the SMB market. SYSPRO also detailed its Enterprise Performance Management (EPM) and Business Process Management (BPM) solutions at the JR's Grape Escape.

Meridian Systems provided an in-depth market update of its project management software solution for the architecture engineering and construction (AEC) vertical, well articulated by its Plan -build-Operate message. Meridian's customer Walt Disney Imagineering (WDI) presented how they are using Proliance® to manage large projects and achieve their strategic business objectives. The recent stimulus spending has considerably helped Meridian with new business and its future looks promising as it plans to address the disaster management/tracking applications for infrastructure lifecycle management (ILM) business.

JR's Grape Escape is one of a kind opportunity for software vendors to showcase their offering irrespective of their marketing success by getting invaluable/unlimited face time with best industry analysts from a range of industry domains. The analysts also get a better understanding of the vendor's new functionalities and or products. Vendors are able to get feedback from analysts on their challenges and opportunities that may not be well accomplished in an indirect contact like phone briefings. Diligently planned and well executed agenda of JR's Grape Escape offers differentiated value for vendors, end-users and analysts that has driven higher year over year attendee count.

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