Business Operations Excellence

Ondernemerschap

vallen en opstaan (in crisistijden)

en de toekomst van ICT

triple P

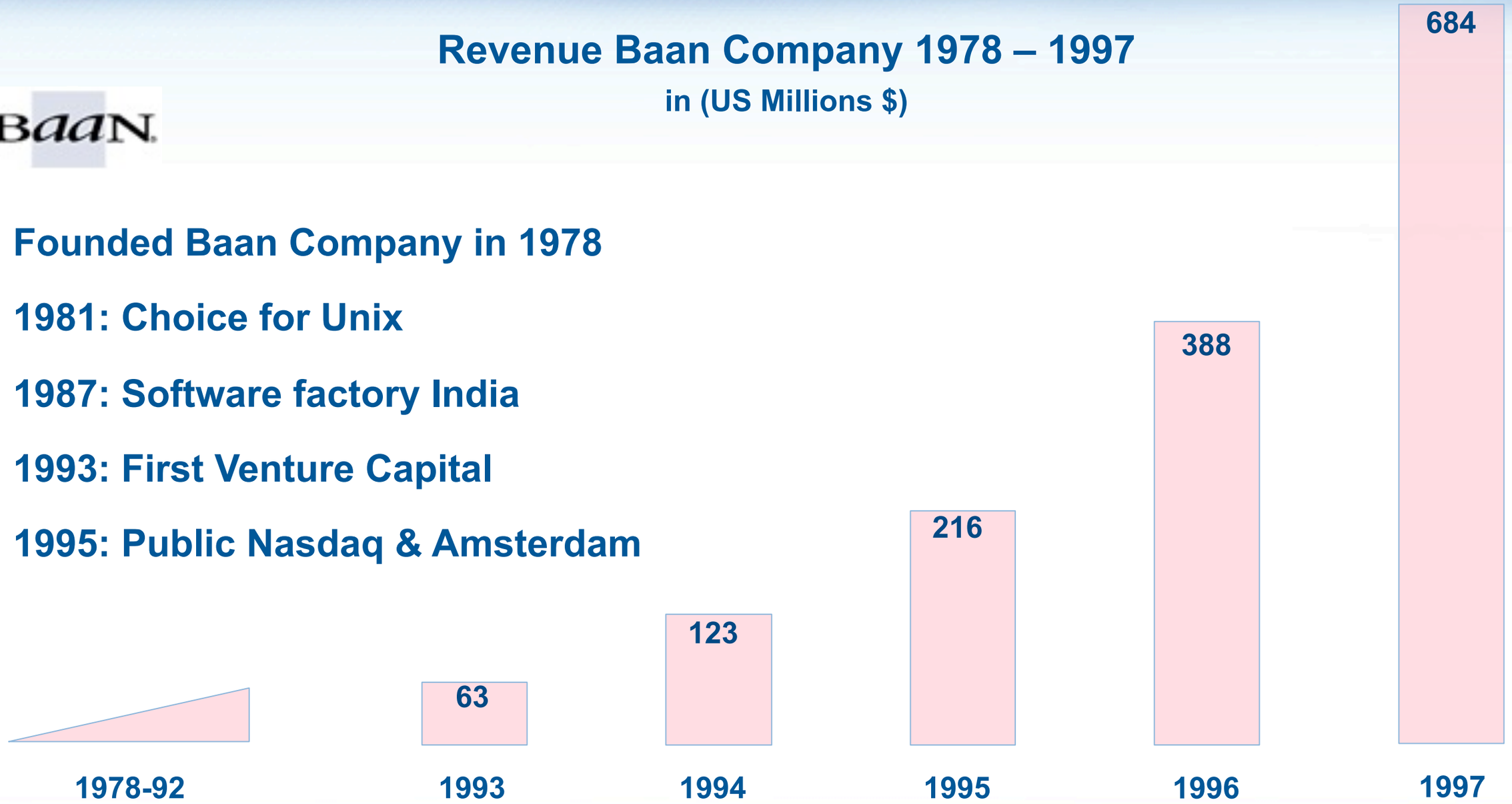
from **P**ain with **P**assion to **P**rofession

Done before

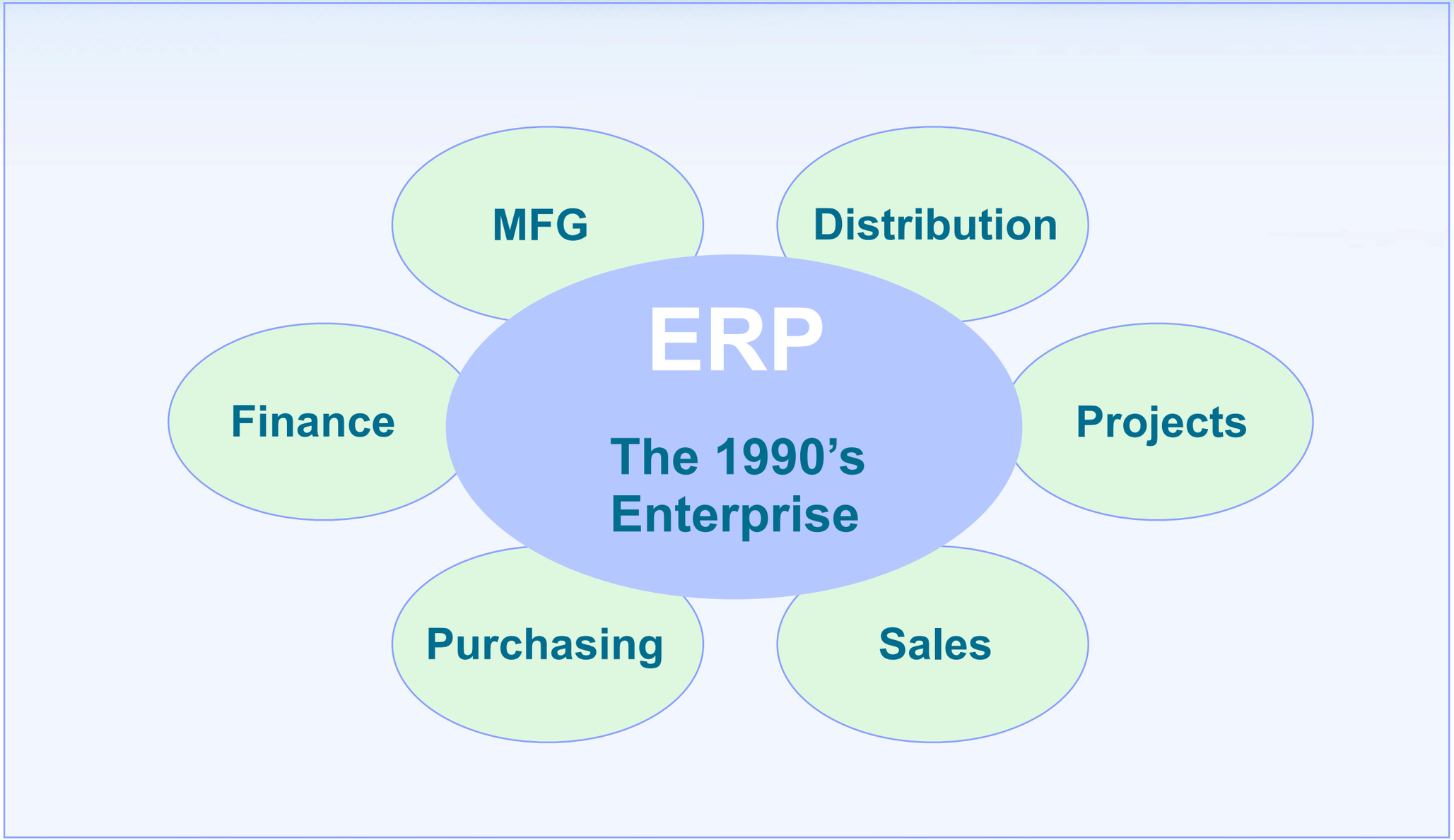
Revenue Baan Company 1978 – 1997

in (US Millions $)

- Founded Baan Company in 1978
- 1981: Choice for Unix
- 1987: Software factory India
- 1993: First Venture Capital
- 1995: Public Nasdaq & Amsterdam



Increasing Complexity



Boeing's Preferred Solution

Best Functionality

Configurable "Off the Shelf" Software

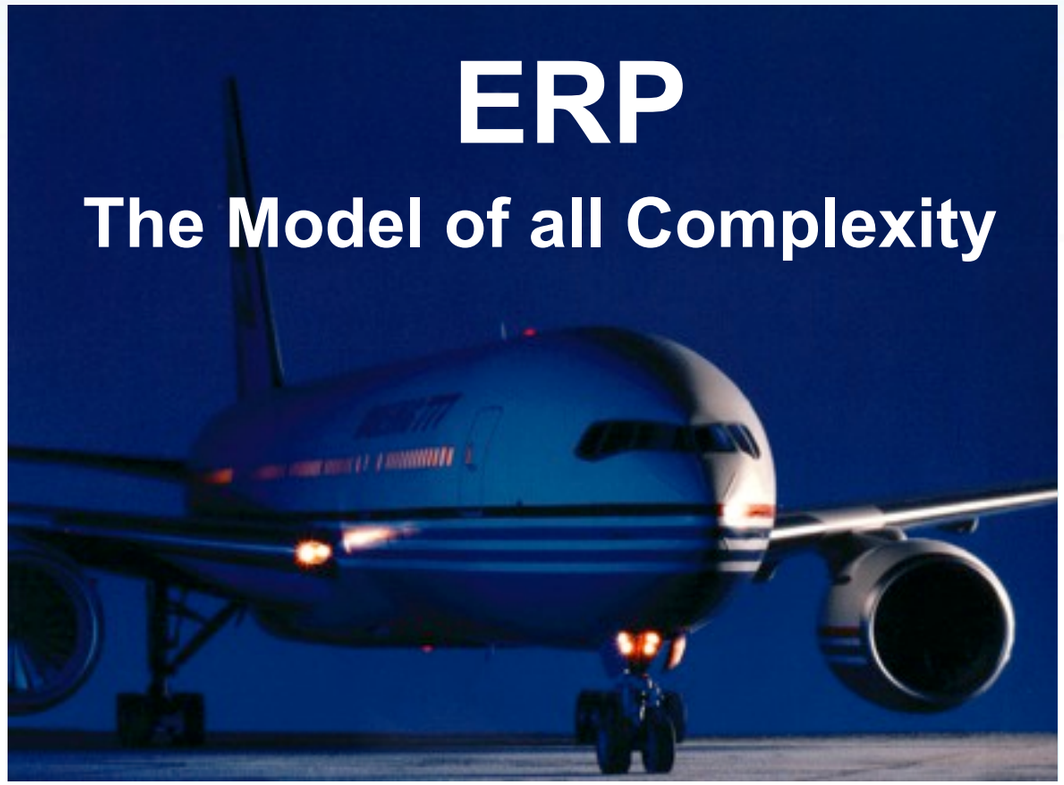
Best Technology Fit

Live in 1995

35.000+ users operational

MRP jobs 100,000 items run less then 2 hours

600 Gb of production data



"You can take great pride in knowing that wherever you see a Boeing airplane, your efforts at Baan helped building it."

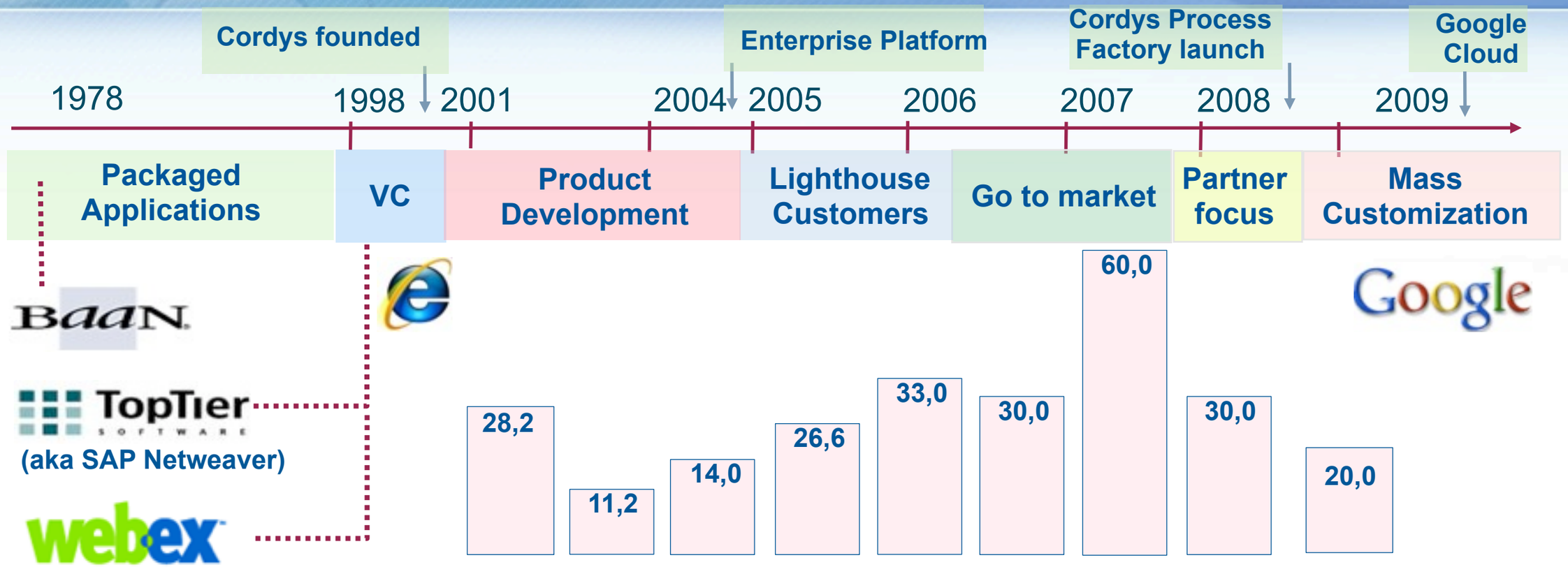
SPEER to cost even more at Dutch Ministry of Defense

Once again, the predicted costs of the SAP project SPEER at the Dutch Ministry of Defense have risen. The budget has now been increased from € 241 million to € 268.1 million.

In 2004, implementation costs were estimated at € 165 million euros, excluding € 20 million in licensing fees. New setbacks are on the horizon. One potential blow is the simultaneous management of legacy systems and the new SAP applications.

October 2008

Our Evolution



Funding Cordys > 250 million Euro

- 30 years of experience in enterprise S/W
- Highly experienced group of key architects
- Software factory with 300+ people most in India
- 600+ employees

Accelerate Time To Value

Lean - Six Sigma - Value Streams - Supply Chain

Strategy layer — 1-2 years

Organization layer — 3-6 months

Business Operations Platform

To sync different change cycles

Software layer — 6-10 years

Infrastructure layer — 6-10 years

Your Enterprise application Journey

BPR
To Be

Business Process Reengineering

Web 2.0

XML

Improvement of Technology

Not Static but... Dynamic Environment

"To Be"

Optimize Business

Parameterize to plain-vanilla

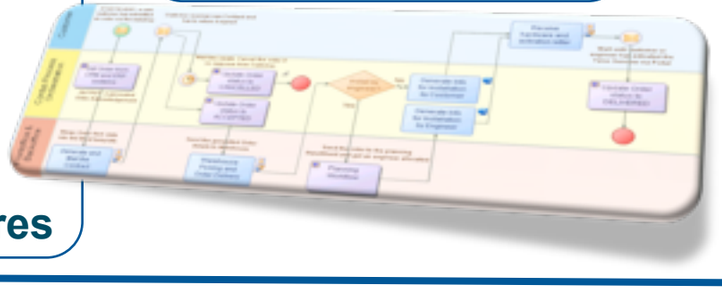
BPMS

Composers

Over time sunset of bespoken customizations

4 GL - Developers

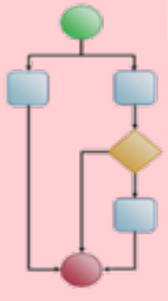
$ millions for integrators and consultants to build new features



Software Evaluation

No Match with ERP-vanilla Solution

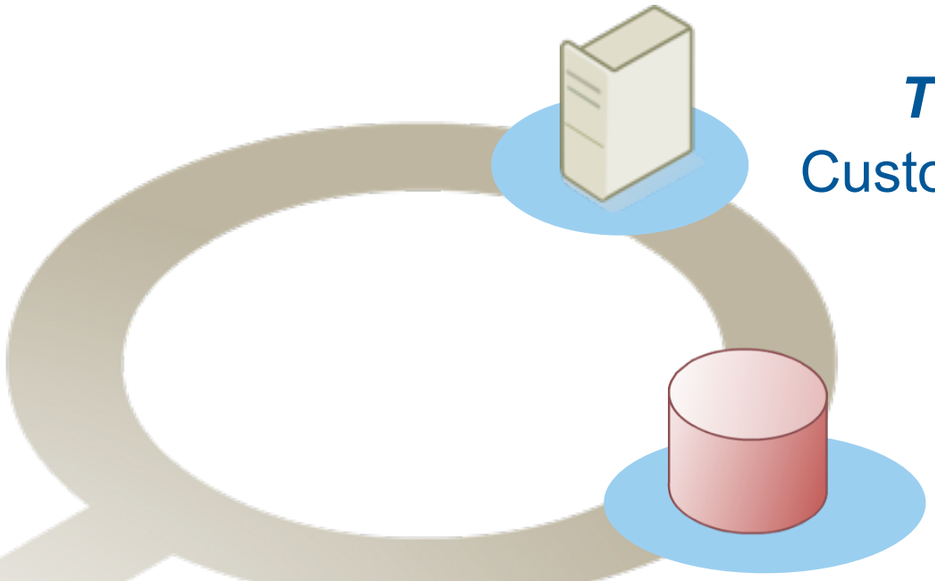
implementation



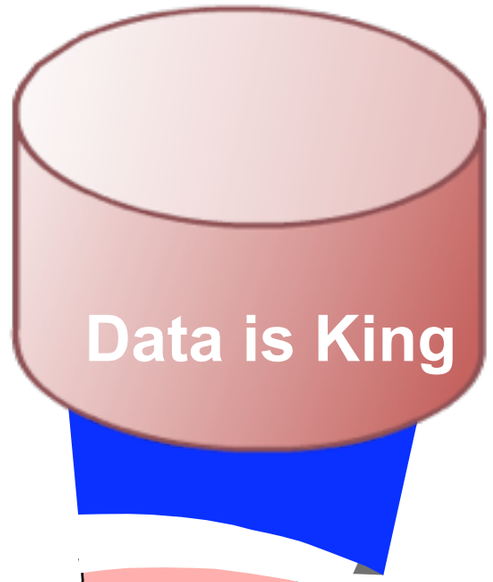
As Is

9-12 months | 6 months | 9 months | 24-36 months | few weeks

Yesterday's 3-Tier architecture

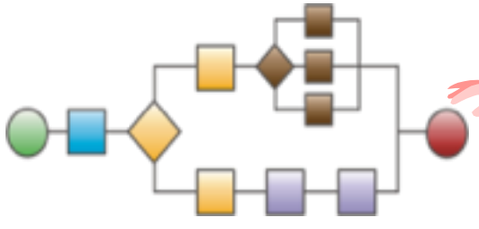


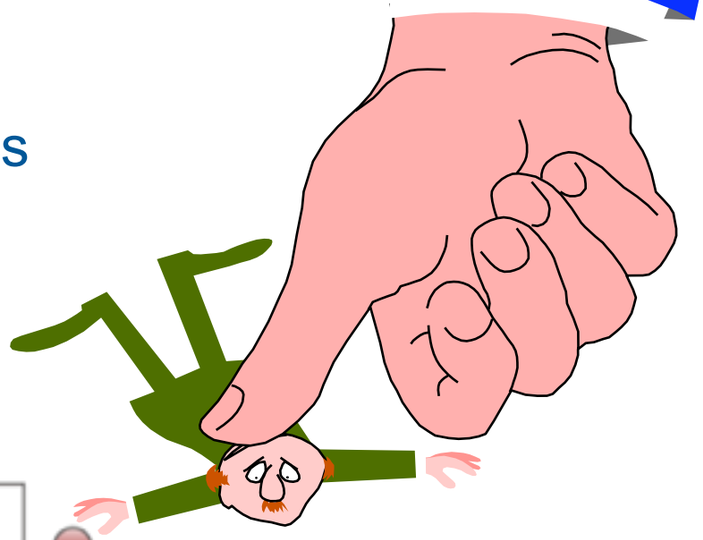
Tier 2
Custom Logic



Tier 1
Data Access

Tier 3
User Experience





What we have learned Today

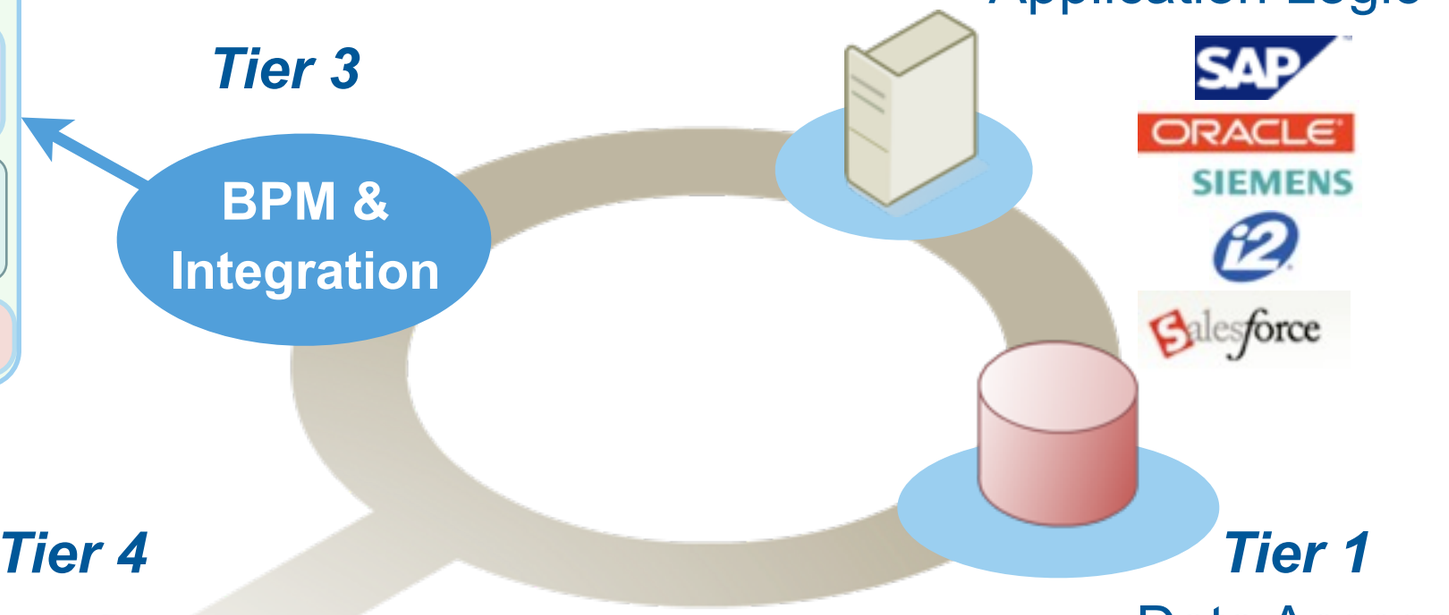
- **Today: 4-Tier architecture**
- **Collaboration is king**

Business Operations Platform

Business Operations Platform

Business Process Management Suite	Business Activity Monitoring (BAM)		
Master Data Management (MDM)	Case Management	SOA Grid	Rules

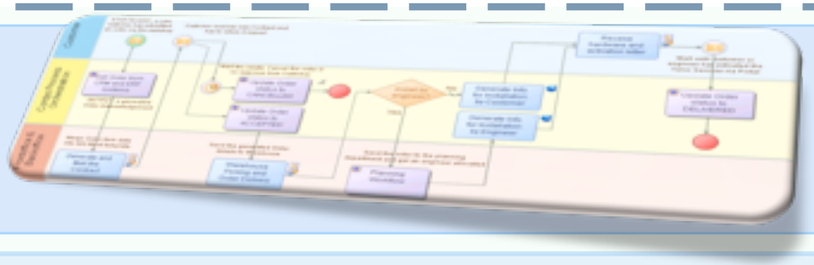
SaaS Deployment Framework (SDF)



Cordys for True Business Agility

Breaking the boundaries between On-Premise and Cloud

business user



Single View Enterprise MashApps

Google Apps · facebook · amazon web services · Salesforce

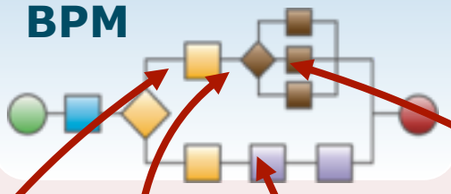
Admin

Situational Application Provisioning

Multi-Tenant SaaS Deployment Framework

Composer

BPM



Master Data Management
Composite App Framework
Model Driven Architecture

Developer

The switch between all Enterprise Services

Nonstop XML GRID

SAP · Salesforce · ORACLE · i2 · SIEMENS

ERP · CRM · Legacy · SCM · PLM

Grids are all about standardization and transparency- and building economies of scale

Cordys for True Business Agility

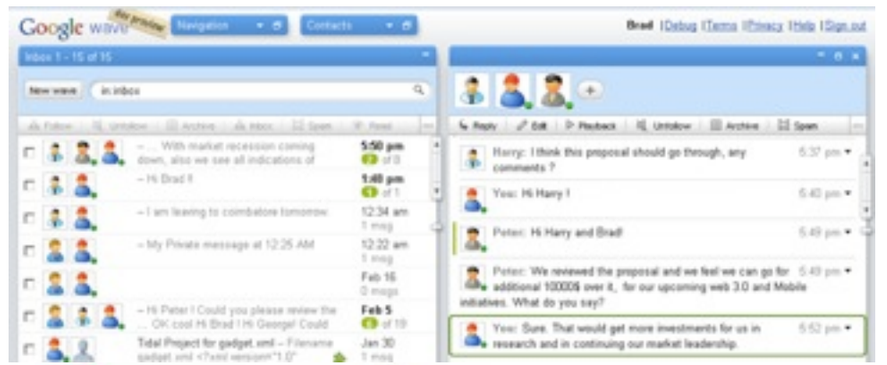
Breaking the boundaries between On-Premise and Cloud

Cordys Process Factory

Single View
Enterprise MashApps

Multi-Tenant

Google Apps · iGoogle · gooddata · OpenID · JACKBE · Salesforce · amazon web services · facebook · LinkedIn



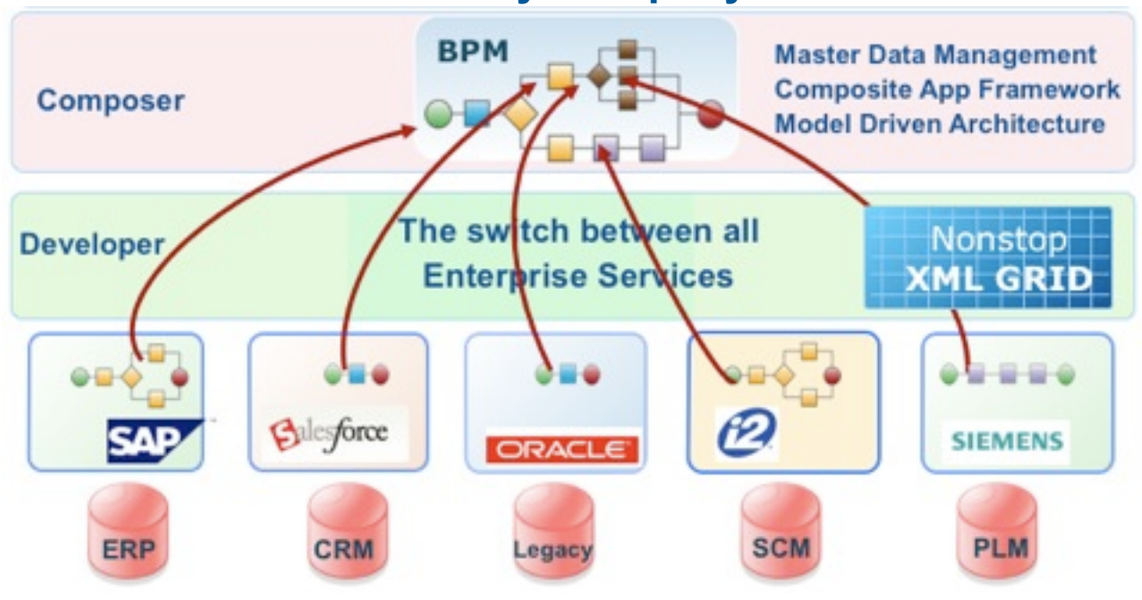
ADOBE AIR · corizon · Mashable The Social Media Guide

SaaS Deployment Framework (SDF)

My Supplier

My Supplier's Supplier

My Company



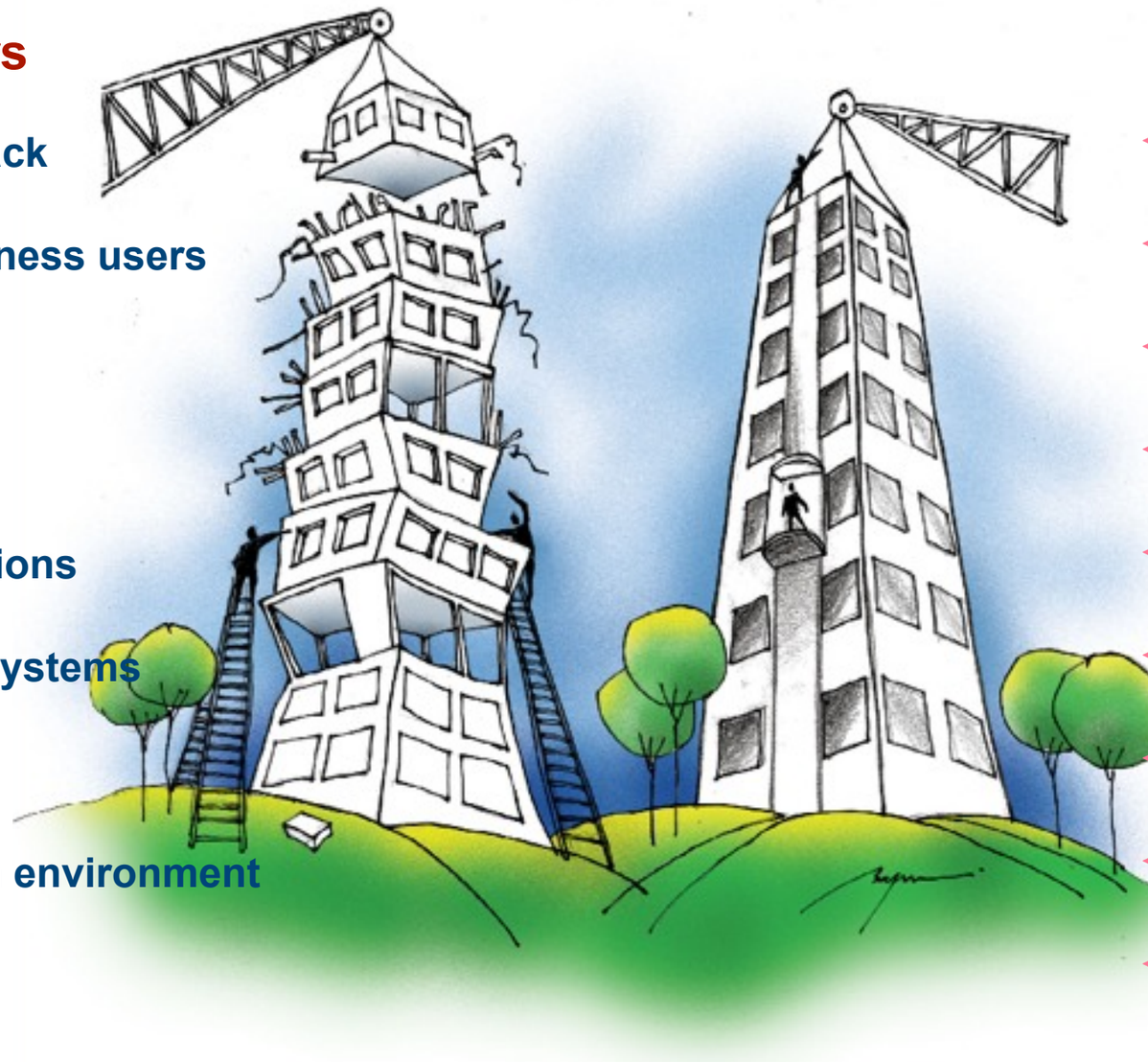
My Customer

My Customer's Customer

What makes Cordys different

The M&A Solution of our Competitors

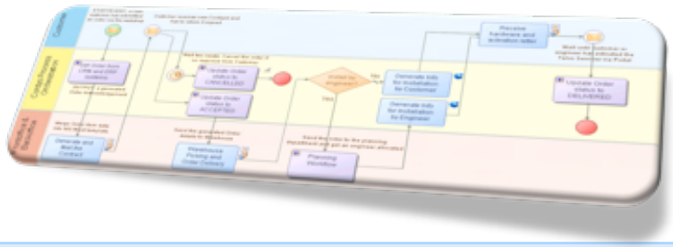
- Disparate product stack
- Too complex for business users
- Inefficient and costly
- Proprietary
- Uncertain growth options
- Diverse “plumbing” systems
- Costly to deploy
- No distributed design environment
- No clue about cloud



The One-stack Solution of Cordys

- One single platform
- Aligning Business & IT
- Shortened time-to-value
- Open standards
- Scales with your business
- One Collaborative Workspace
- Lower Total Cost of Ownership
- Browser based distributed design
- Complete multi tenant architecture

Connecting the dots between Enterprise and the Cloud



business user — **Single View Enterprise MashApps**

Admin — **Multi-Tenant SaaS Deployment Framework**

Business Operations Platform

Nonstop SOA GRID

- Stateful Object
- Late Binding
- Security-SSO
- Event driven
- Model Driven Architecture

NETWEAVER SAP

WebSphere SIEMENS

ORACLE FUSION MIDDLEWARE ORACLE Sieble

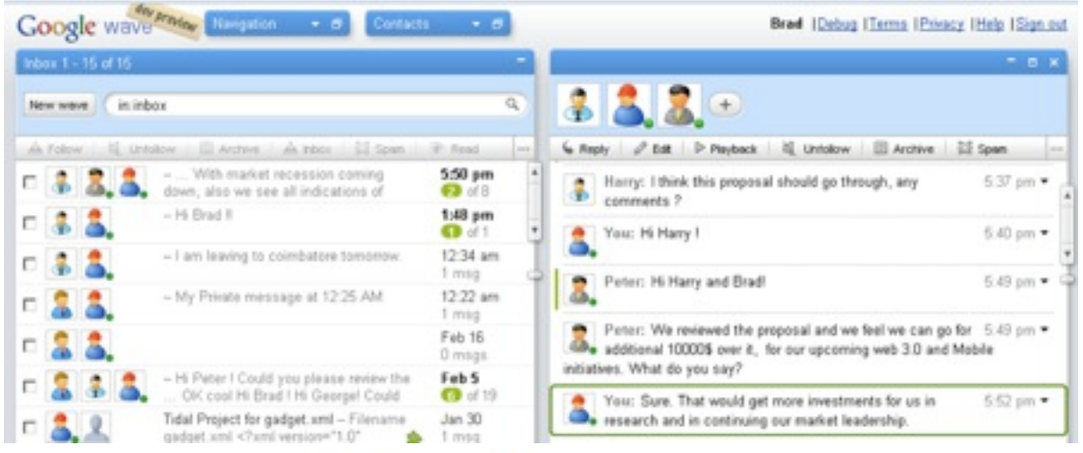
bea JD Edwards PeopleSoft

TIBCO The Power of Now

software AG i2

Force.com salesforce

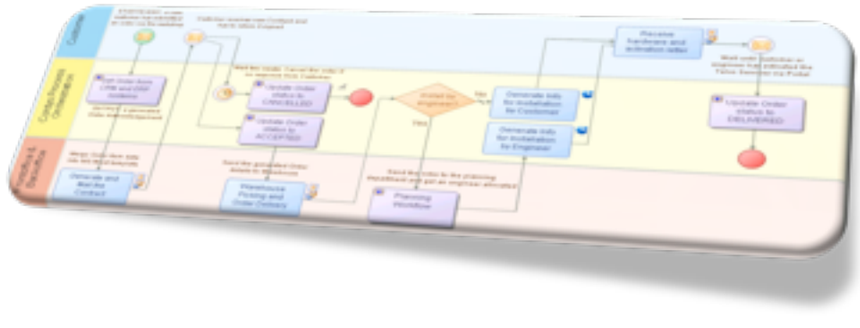
Microsoft BizTalk Server Microsoft Dynamics



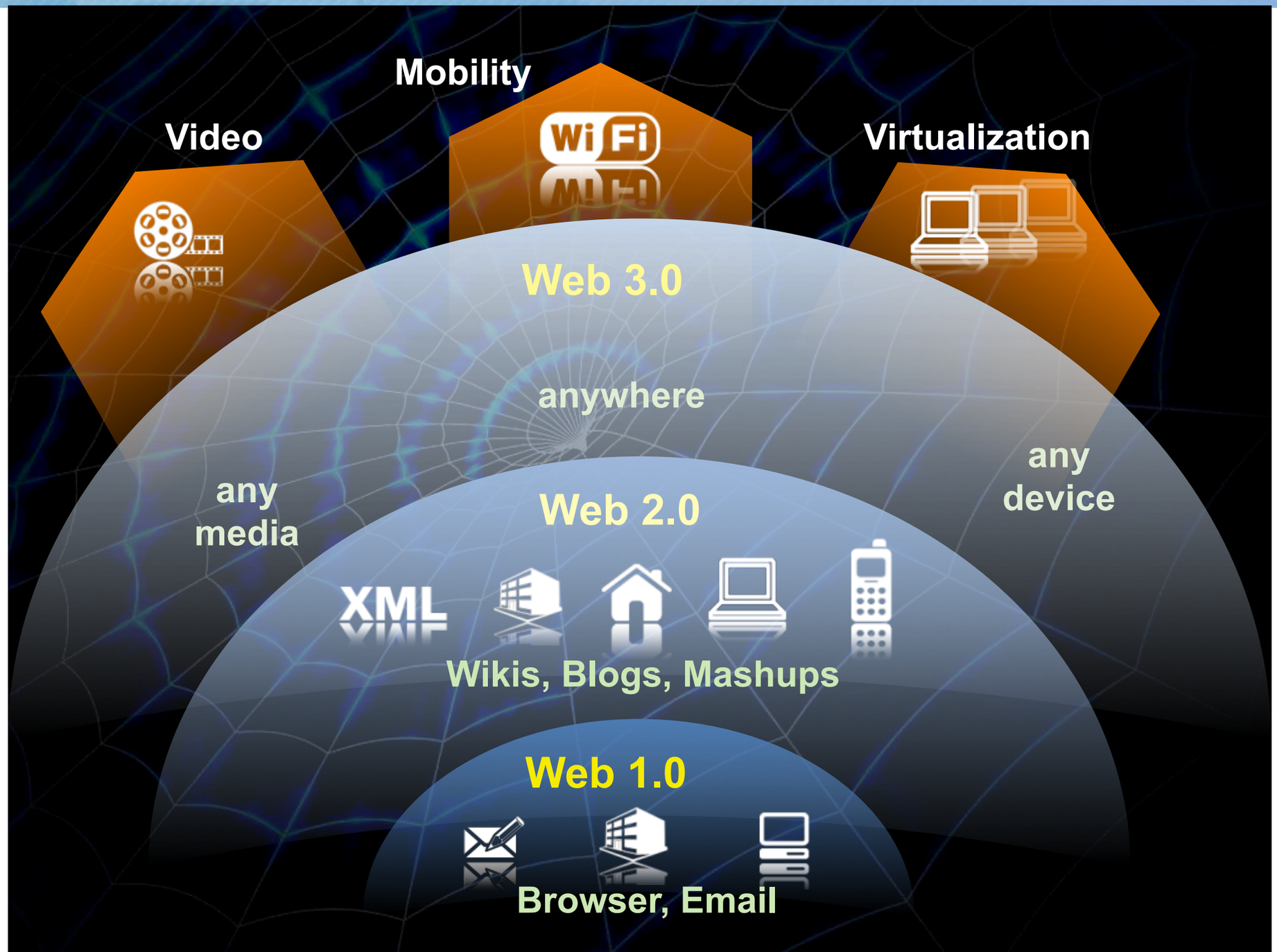
Mashable
The Social Media Guide

Google Apps iGoogle LinkedIn gooddata OpenID JACKBE.

salesforce amazon web services facebook ADOBE AIR corizon



Cisco's Web-view on Cordial



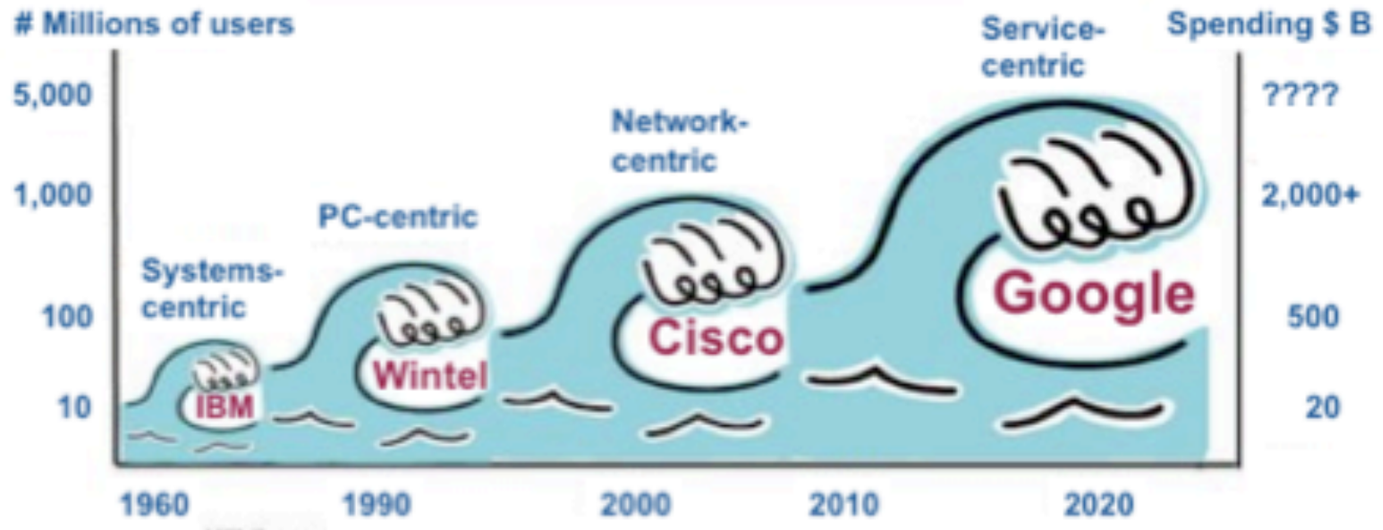
Google Apps Nipping at Microsoft's Heels

Written by:
David Vellante

12/23/2009

Advocate for IT professionals. Practitioner actively using social networks to foster collaboration and a sharing of free advisory knowledge. Former CEO and founder of three startups and former SVP of IDC's largest business.

Waves of IT Innovation



Source: Wikibon.org

internet evolution

- Each wave is successively bigger than the previous one -- more users, more spending, and more billionaires.
- The descriptors on the waves could be associated with the leading companies of the era, e.g., IBM Corp. (for mainframes), Wintel (for PCs), Cisco Systems Inc. (for network), and Google (for services).

There's little question in the minds of most observers that Google is driving the next wave. Its software innovation and advertising business model make it a threat to virtually every company in the business -- hardware, software, applications, cloud services... you name it.

Cordys: The Intelligent Cloud Platform

Google

Workflow

Situational Application Provisioning

Cordys Process Factory

MashApps

SaaS Deployment Framework (SDF)

Business Operations Platform (BOP-4)

Composite Apps (CAF) & UIs	BPMS	BAM		Rules
Business Services	Collaborative Engineering (CE)	Case Management	Master Data Management (MDM)	SOA Grid

CISCO

Service Delivery Infrastructure

egress | network Resources

Applications | Users | Systems

Services | Data | ingress

SIEMENS

PLM

Engineering Data

ERP

Structured Data

SAP

Rapid Innovation for Tomorrow's Business

Applications

New ***MashApps*** with Zero-programming tools ***One-runtime version*** on the cloud means no maintenance constraints

10x faster to build

Business Agility

+

Infrastructure

The cloud as the driver for ***Green IT***: sharing storage and process power, reducing system maintenance

10x cheaper to run

IT - Flexibility

+

Business value

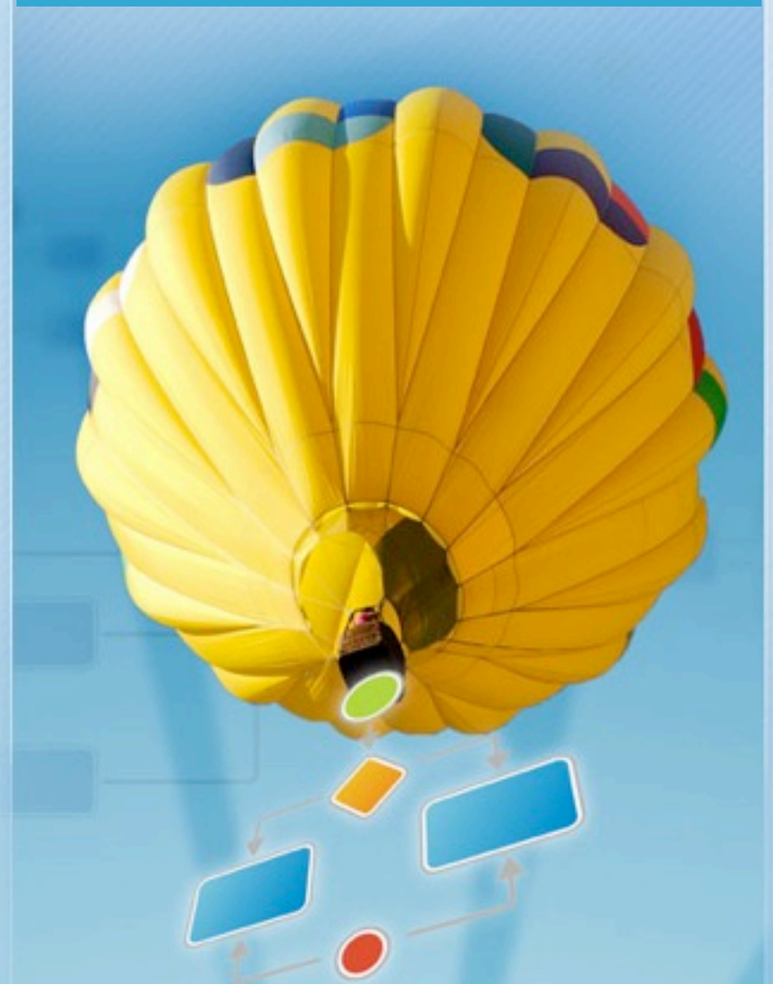
One process-view for **structured and unstructured** data collaboration among customers, suppliers and producers

10x more value

Customer Intimacy

Operational Excellence → **Michael Porter 2.0**

- Administratieve lastenverlichting
- Overheid is gebaseerd op georganiseerd wantrouwen



Flexibiliteit, Samenwerking, en Productiviteit in de Publieke Sector

- de centrale rol van de burger in de keten
- democratisering ICT
- CO2 neutraal datacentrum van de overheid in de cloud door gebruik van zonne- en wind-energie en gebruik van warmte in tuinbouwprojecten
- IT in the cloud; extreme kostenbesparing met een veel grotere flexibiliteit voor de gebruiker

The Process Driven e-Governance Office in the Cloud

425 Gemeenten

Nederlandse Vereniging Voor Burgerzaken

Kilometer-heffing

Elektronisch patiëntendossier

Financiële instellingen

Leveranciers electronic save

Persoonlijke burger services

Web-service Persoons gegevens

Burgers

data storage e-Governance process cloud CO2 neutral

Provincies

S V B

Informatie Beheer Groep

cwi

kadaster

Rijk

Belastingdienst

Publieke Instellingen

Bedrijven

Burgers

Gemeentelijke diensten

Cordys Process Factory

Google

Yes Green IT

Scholen

Zorg

Openbaar vervoer

Semi-publieke Instellingen