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Model Driven Pure and Simple

Getting ripped off by SAP consultants? Not getting the desired effect from COTS?

Read on to discover why COTS systems or expensive management consultants will not give you what you need.

Then read how to address your true needs with modern – do it yourself – information technology using MDriven.

Business has a lot to gain from IT
A unique business requires unique IT
To be the best you must apply tailored IT

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COTS = Commercial Of The Shelf



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Bring on change by working from within

If you think that someone **outside** your company knows your information-needs better than someone **inside** the company you have a problem. You need to take charge and accept that information is the heart and soul of your business – know it– control it – own it.

We offer training and tools to structure the knowledge of your information-needs. We are sure you have talented employees to handle this inside the company already – let us help you find them and train them [abstract thinking talent identification].

Once you have the trained personnel to structure information we have the tools – MDriven – to enable you to maintain your own tailored ever growing information system.

This will give your organization tools that work as needed – no more disgruntled employees. And it will give you the ability to tune your business processes in order to reduce and remove waste.

You will do and maintain this with dedicated in-house resources. You will own it.



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Bring on change by working from within

Doing it our – MDriven – way will boost morale and motivation amongst your staff – and you will get results that actually stick.

Doing it our – MDriven – way will engage the right people and change how you work with constant improvement and growth.

Steer away from expensive management consultants – instead find your own talented personnel and make the whole company bring on improvements together.





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Why COTS software systems does not deliver what you need

There is one common thing that explains why COTS software never does what it promise for business: it tends to focus on the finished result rather than how we get there.

This leads to the need to first produce the result - using email, excel and paper – and then tell the system about it in extra steps.

The thing is that “being done with a task” is never as clear-cut as a bystander thinks – so you will never really know when it is optimal to use time on telling the system what the result was.

Because of this the **COTS system is never up to date**. As a result people will learn to distrust it and ask you directly about stuff. Or they will want to share your excel workbook – and we are back in the slippery slope of information decay when no one really knows anything unless they double check with their colleagues yet another time.





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Why COTS software systems does not deliver what you need – continued 1

Modern well adapted IT-systems – like the ones you build with MDriven – should of course support you along the way as you continuously refine your work until it is done. Once it is done – the system should already know everything it needs to know and you are free to focus on other tasks.

If you get direct benefits from telling the system where you are and how you are doing in the process you are more likely to use it. When you use it your colleagues will learn to trust the system – and they will be less likely to ask you mundane questions about things that they easily can look up themselves.





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Why COTS software systems does not deliver what you need – continued 2

So – if this is the problem with COTS software why do we not just fix it?

It turns out that even if many businesses share results there are very few that share **how they reach** the results.

The modern competitive edge of business is rooted in the ability to reach results smarter than the competition. As competition tightens and we meet ever evolving competitors that produce the same quality as we do, the main thing we can improve is how we get the results.

It is unlikely that you will find COTS software that supports you in how you reach results and at the same time lets you produce results smarter than the competition. You cannot be both plain vanilla and cutting edge.

To find your own way – create your own system.
MDriven makes it affordable and doable.





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Why COTS software systems does not deliver what you need – continued 3

Mostly we see successful COTS systems in highly regulated business – where not only the result is shared by many but also how the results are produced is controlled by laws and regulations.

There is one area that fits this bill perfectly – bookkeeping systems.



The producers of bookkeeping systems will tell you that their COTS systems works equally well in supporting the rest of your business processes - but unfortunately they fail to see that bending old truths is paramount in outsmarting the competition. Accountants seldom relate to changing rules and out of the box thinking – because for them it is often illegal – for all other parts of business it is success and survival.

Do not trust bookkeeping system vendors to improve your business processes. In fact – trust no one except yourself for this – you will find that the MDriven tools are perfect for the job.

When you outsmart your competition – do not share your solutions with them.



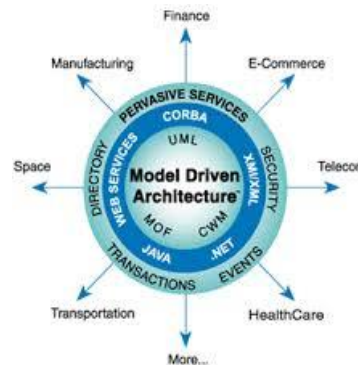
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We produce tools for system tailoring

Our tools for system tailoring are based on well-established open standards. We will educate you in modern information modelling strategies and techniques. Once you have this ability you can describe and document your information in a format that is precise and without need for further interpretation. Having this ability will make you a business developing super hero and make you a better thinker about your own information and process needs.

Once you understand you can change. So having a good understanding of the current affairs will help you to find areas of possible improvements. Once the areas are located you can easily produce modern information systems from your models and deploy them to the staff with MDriven.





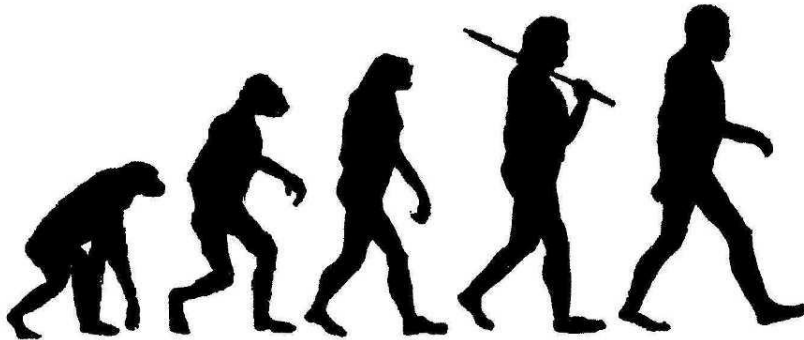
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We produce tools for system tailoring

The ability to evolve is central to MDriven and you will never stop to improve your tools and business. This is the key to earning the staffs trust and will to change and improve. Knowing that you can listen, document, understand and deliver will bring progress and the winning team feeling to your organization.

Send us your most talented staff members and we will send them back to you as skilled information architects with the abilities to really apply tailored information system technology to your business with MDriven.

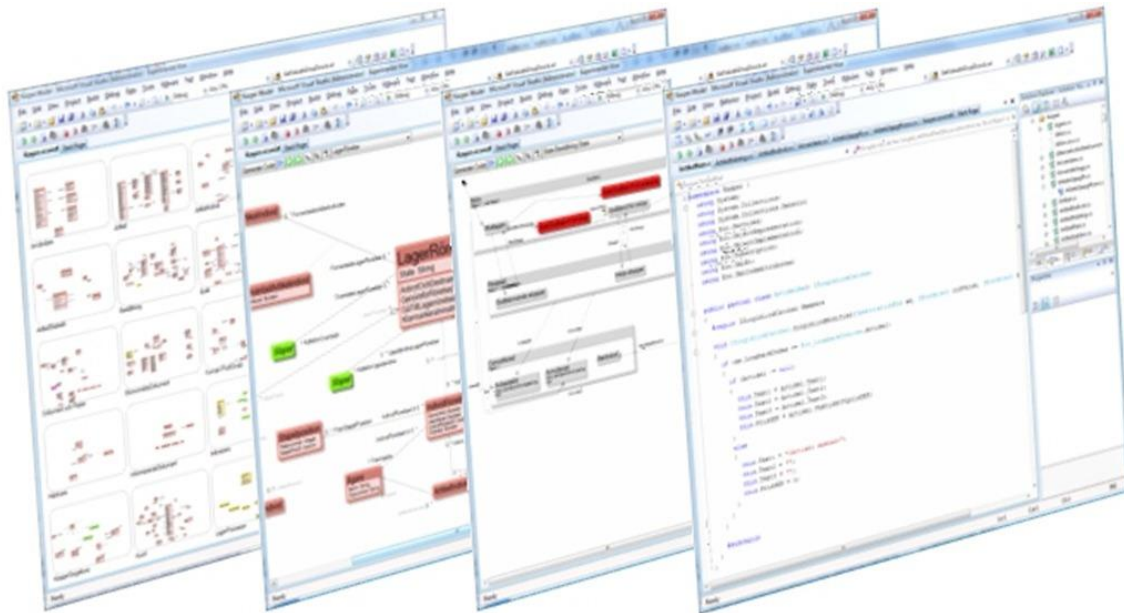




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MDriven is volume agnostic – from 1 to millions is all the same
– just add computer power.



MDriven Designer – document intellectual capital

MDriven Framework – transform intellectual capital into a .net system

MDriven Server – deploy **your** system to the cloud

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