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Compute Media

ERP Doesn't Plan Anything

"Planning. The operative word in ERP. But does ERP software actually plan anything? No. People do the planning. ERP software is supposed to provide the right people the right information at the right time."



Enterprise Resource Planning

ERP software is designed for desktops. We noticed people have feet and we think people should be mobile, not stationary. Compute Media helps people find data in real-time using smartphones. Don't bring people to the data --- bring the data to the people.



In a rational world, business people responsible for acquiring ERP software may want to think about what they're being sold. ERP software. What is it really? One ERP vendor might talk about supply chain management. Another, manufacturing. A third might frame ERP as accounting software. Today ERP is being peddled for compliance purposes. ERP software is like a chameleon.

Let's examine the acronym itself and ask three simple questions. Are we an enterprise? Yes. Do we have resources? Yes. Do we engage in planning? Yes. "Perfect" says the ERP software salesperson. "You need an ERP solution." Whoever created the ERP tag should be awarded the highest professional honor in marketing, because under the ERP acronym, every business in the world needs ERP software.

It's a Bird. It's a Plane. No, it's a Process.

Many professors of ERP claim ERP is a process. But if ERP is a process, then why isn't it called Enterprise Resource Processing?

The history of ERP is even more contrived. Software vendors partnered with accounting firms to subtly convince CFO's that they needed software to track their business assets using "best practices". This would indeed help companies receive the certified audit results they desired. No wonder accounting personnel rate their ERP

software satisfaction higher than other departments. The ERP vendors know who signs the checks.

ERP Pioneers Get Bored

As the ERP market converged around a handful of powerful software firms, entrepreneurs invented the parallel universes of CRM and HCM. But aren't customer and personnel data an enterprise resource too? Of course, and like aspirin, ERP can be sold in many types of bottles. Once the entrepreneurs helped the marketing and personnel departments get their own IT budgets, new CRM and HCM software came to the rescue.

The point we are trying to make is this. ERP software is really just another database with application modules built around it. Today, database software is a commodity. There is no complexity in creating additional tables. In fact, most ERP databases could be more efficiently refactored today. But it is still too difficult to get enterprise information out of the database and into the hands of employees and customers --- and too expensive.

Your mobile marketing efforts need access to enterprise data. At Compute Media we just have one thing to say about ERP software. "Mr. Kagermann, tear down this wall."

Mobilize