RecFind 6 – The New Paradigm for Application Software Solutions

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Technology Background

RecFind 6 is a 100% Microsoft compliant product built using Visual Studio .NET 2008/2010 and using SQL Server 2005 and SQL Server 2008 as its relational database.

RecFind 6 is built using two types of client; the latest .NET 'smart-client' model where the same rich Windows client can be run on the network (using ADO) or over the Internet/Intranet (using Web Services) and the 'web-client' model where it runs in a browser and is operating system and browser independent (i.e., runs on Apple, iPad and Linux).

The customer can mix both types of client.

Introduction

So, you are interested in being part of the Knowledgeone marketing phenomenon but you have some questions.

Like:

- Who is the competition?

- What is the market?

- Who do we sell to?

- Where is the SWOT analysis?

- How do we sell it?

RecFind 6 is a new genre of product; a true generic application solution based on the .NET model. It can be described as either an ECM (Enterprise Content Management) or EDRMS (Electronic Document and Records Management Solutions). However, it can also be virtually any system your customer requires. For example, Asset Management, Human Resources Management, Help Desk Management, Complaints Management, Contract Management and CRM.

RecFind 6 can be very easily tailored to your customer's specific needs and specifications with minimal investment and no programming (apart from maybe writing a few triggers and stored procedures using our high level DRM tool). Configuring RecFind 6 to a customer's exact needs NEVER involves source code changes; your customers always run the 'standard' product regardless of what changes you or we make.

To understand RecFind 6 you need to discard the old concepts of what an application is and isn't and approach it with a totally new mindset. Please try to forget everything you have learned from other applications; please make no assumptions.

Part of this new mindset is a new approach to customer requests for customization. With traditional application products, requests for modifications included investigations, specifications, proposals, money, long time frames and ongoing discussions about what should and should not be part of the 'standard' product. In short, pain and suffering and RISK for all involved.

With RecFind 6 the new mindset says, "If you don't like it or need to change it then just change it yourself!" We provide the high level tools required for the customer to change the data model, any business process or to integrate to any other data source or application.

Customers also have to come to grips with this new way of doing business. For example, "If I change it what happens when you deliver the next version? Will I be able to install it over the modified version and still retain my changes?" With traditional applications, the answer is usually no. With RecFind 6 it is yes. "Will I need a special and expensive maintenance contract?" Once again, with traditional applications the answer is yes, with RecFind 6 the answer is no.

We deal with reporting the exact same way. RecFind 6 includes an embedded report writer and reporting wizard. It doesn't take months and thousands of dollars to produce a new report; it can be done in minutes or hours.

Another key issue with most customers is integration. "If I use RecFind 6 to roll out several different applications how do I integrate them?" The simple answer is, "You have to do nothing". Every application (we call them Personalities) implemented within RecFind 6 is already totally integrated with every other application. There is no duplication of tables and no duplication of data of any kind. Every application shares the same set of tables (though that fact isn't obvious to the end user who only sees what he or she needs to see).

"How do I integrate RecFind 6 to the other (non Knowledgeone) applications we use?" Easy, RecFind 6 come with a standard Import/Export Engine and API called Xchange. Xchange is a truly phenomenal product able to absorb external relational models and recreate those relational models in RecFind 6 in a single pass. It can also be run manually or fully automatically and it supports a long list of standard import formats including SQL, Oracle, Access, DBase, CSV, Excel, DB2, XML, etc. It is certainly an expert tool and is not for novices, but if you are a DBA or analyst programmer with a good knowledge of databases and Data Models then you will find it a doddle to use.

"How do I change the RecFind 6 Data Model and do those other things I need to do to modify RecFind 6 to my exact requirements?" Easy, we provide all the tools and our tools (like the RecFind 6 DRM) take away all of the complexity and the need for programming.

"Can I use RecFind 6 out of the box or do I first have to spend man years configuring it?" You can use RecFind 6 straight out of the box. To make life easy for our customers and partners we have pre-configured a number of personalities using the same tools you will use.

These 'out-of-the-box' personalities include:

- Records Management
- Electronic Document Management
- Imaging
- Workflow

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- Human Resources Management

- Asset Management

- Customer Relationship Management

- Help Desk Management

- Complaints Management

- Correspondence Management

- Workflow

80-100% Solution

We designed the 'out-of-the-box' personalities in RecFind 6 as generic industry application solutions. This means that each one may or may not be an exact fit for your customer's needs. But, most of the really hard work has been done for you. What each customer really has to do is look at each of our configurations and then specify what extra needs to be done to make it a 100% fit.

In some cases we will have more than you need. In other cases you may have to modify the data model (using the DRM) and or the logic (by modifying our stored procedures, triggers, links, filters and scheduled tasks or by modifying the way we have configured tables 'By Type' or by adding new stored procedures, triggers, links, filters, scheduled tasks and table configurations 'By Type'.

Who makes the changes required for a 100% fit?

The customer can make them, you can make them or the customer's IT outsourcer can make them or you can ask us to make them. If you would like us to quote to make the changes you require please contact us at support@knowledgeonecorp.com and explain what it is you need. We will then open a dialog with you and work out and specify in detail any changes required.

We use the very latest web-enabled tools from Citrix corporation (e.g., GoToAssist and GoToMeeting) to support our customers and partners all over the world. We can be 'onsite' in minutes no matter where you are. As no one knows our products better than us we are also the best and quickest at making changes. If you don't have the expertise to make the changes required, rest assured that we do and be assured that we can provide the services you need in a timely and very cost efficient manner.

The Really Hard Work has been done

At the core of our applications is a stable, secure and scalable architecture based on the latest technologies. We handle database integrity, recovery, error handling, multi-user access, etc. We utilize asynchronous processes and multi-threading and provide 'tunable' elements to make our applications as scalable as possible, from 1 user to 10,000 users. We include a fully configurable audit trail and sophisticated security system so you can satisfy any compliance requirement.

Who is the competition?

It is whomever you are competing against. We don't know of another solution like RecFind 6 so we can only assume you are competing against organizations offering traditional, focused, single-use application solutions. The list could be very long because RecFind 6 can be virtually any application.

What is the market?

RecFind 6 has been designed as generic application solutions with specific focus on the ECM and EDRMS horizontal applications – think records and document management. As such it applies equally to every market segment. It is a horizontal market products and it will uncover opportunities and satisfy needs in every industry.

This doesn't mean you can't target a specific vertical solution for your company. Simply configure RecFind 6 to meet the specific needs of your preferred vertical market and then market RecFind 6 as your preferred vertical market solution.

Who do we sell to?

Your choice; RecFind 6 will certainly appeal to the bright and innovative senior IT Manager or CIO or CFO who will quickly realize that RecFind 6 can solve multiple application problems and save them serious money. It will also appeal to the IT literate application owner who will understand that RecFind 6 empower the application owner.

Where is the SWOT analysis?

Try this simple one on for size.

Strengths

1. K1Corp has a new genre of product. A truly innovative product no one else has.

2. K1Corp has already sold this new product to customers all around the world, (even though our model is to sell through partners, we first had to prove to our partners that it is a sellable and installable product). This is a proven product with real world customers in both the private and public sector.

3. K1Corp is the 'easy-to-do-business-with' company with a flexible business model and is happy to tailor a partner relationship to suit your specific needs and business paradigm.

4. K1Corp provides all the services you need to be successful including training, certification and a worldwide 1-800 support service for you and the customer.

5. RecFind 6 applies to any industry and any organization with more than 25 employees.

6. K1Corp has been in the software development business for over 25 years and has been supporting customers and partners around the world for most of that time. We know what we are doing and we are good at what we do.

7. K1Corp will help you to wrap your business and services model around our products and maximize your profits doing the kind of business you want to do. We don't force you into our business model.

8. K1's concurrent user pricing model will undercut and blow away most of the opposition making it easier for you to close the sale.

9. K1Corp offers generous margins on software and helps you create multiple opportunities to on sell your services.

Weaknesses

1. It is truly a new genre of product and a new mindset is required from both you and the customer. It looks and works like nothing else you have seen.

2. It appears too good to be true. You have to be prepared to demonstrate and prove that RecFind 6 does what we say it can do.

Opportunities

1. The potential market is unlimited; it truly is any organization, public or private, with a computer system and over 100 employees; any organization with an 'information-management' need.

2. RecFind 6 is a world first and addresses key business problems (e.g., trying to run a business with 20 or more disparate applications systems from 20 different vendors written with different tools and supporting different architectures and none of which talk to each other) in a way that no other application solution can. That is, a single software solution to satisfy multiple application needs.

3. All user functions in RecFind 6 are either smart-client (run on the LAN and the Internet) or browser-based and the whole solution is based on the latest Microsoft .NET 2008 and 2010 development system and architecture. RecFind 6 will appeal to all IT managers and CIOs because of its ease of deployment and low maintenance requirements. It is also configured to synchronize with Active Directory making the IT workload as easy as possible. Latest technology products like RecFind 6 are very attractive to high end IT managers.

Threats

1. That a competitor will reverse engineer or copy what we have done and try to steal some of our potential market. So far, there is no sign of this; maybe this is because it is really, really hard to achieve what we have done. Assume five man years just to get to first base.

How do we sell it?

RecFind 6 has been designed for the consultative selling paradigm. It requires you to gain entry to a senior person in your customer or prospect organization and ask the key question.

This key question can be phrased in many ways but basically it is: "We would like your permission to look at your organization's application needs and see if there are one or more areas where we can add value. We need your support and we would like you to nominate one or more areas that are not performing to your expectations or where there is an unsatisfied need and challenge us to come up with a cost effective solution. We will do this investigation at our cost."

It isn't rocket science and it isn't a lengthy procedure. You just need to know how to open doors and ask the right questions. However, once the invitation is offered you then need to be able to back up your words by putting a business-process oriented analyst into the nominated business area and do a very professional job of the investigative work required. It isn't a job for a sales person unless that sales person is very IT literate and business-process savvy. It would be crazy to blow a good opening with a poor execution of the investigative study. In our experience, you should allow from one to three days maximum for this initial study.

Once you have a target application area (e.g., complaints management, help desk or records management or email management or contracts management) use RecFind 6 as a prototype to show the customer how you can solve his/her problem. Ideally at this stage you use the out-of-the-box functionality of RecFind 6 to 'approximate' (remember this is just a pre sales demo, not a final solution) the customer's solution. This is certainly not the time to be

building a 'real' solution and coding stored procedures and triggers and making major changes to RecFind 6. If it takes you more than a day or two to set up RecFind 6 for the demo you are doing something wrong. RecFind 6 has been designed so a prototype can be built and effectively demonstrated in the absolute shortest time.

We can also assist because we have built hundreds of different systems; just contact us and ask for our help.

If the customer responds with, "Yes, that certainly looks like it could solve our problem", you then need to prepare and present a costed proposal (using the information garnered by your analysts during the investigative study).

It is only when the customer accepts your proposals that you do the real work of modifying RecFind 6 to the defined requirements.

Then, once you have satisfactorily solved one business problem (especially if it was one that was causing grief for the customer executive you are dealing with) you ask the key question again. "OK, we have proven what RecFind 6 can do. Now, what else can we look at?"

Other Questions on how you could successfully market Knowledgeone?

Please contact me and I promise to answer each inquiry promptly and completely.

Best Regards,

Frank McKenna CEO

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