

## A Special Report from TechVentive

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# Successes in Software Marketplace

### Agresso – The Wins Keep Piling Up

I've been following the market successes that Agresso (part of Unit 4 Agresso) has been racking up lately. Their North American group has been securing a number of large ERP deals in a time when some of the largest ERP vendors are content just to make small in-fill deals with pre-existing customers.

I watch the Agresso success for several reasons but two are quite important for now:

- In a market where buyers are often moving away from large, capital-intensive licenses (and towards low capital-hungry on-demand, hosted or BPO offerings), Agresso's successes stand in contrast to prevailing market trends.
- Agresso promotes itself as a highly adaptable solution that is more appropriate for organizations that must operate in a constantly changing business environment. This message, the brainstorm of CMO Judith Rothrock, appears to be successfully tapping a vein of software buyer angst in the marketplace.

There's been little to write about with many ERP vendors of late except to discuss the ramifications of their latest acquisitions or architecture re-dux as that's all that has been worth writing. It's a pleasure to acknowledge something positive, something good happening in this space.

Let's dive into one theme further: the need for businesses to have a more flexible solution.

Anyone who's read Brown & Hagel understands that businesses need to be more dynamic if they wish to remain competitive. They need the ability to add/delete channel partners, enter/exit markets, outsource/insource productive capacity, etc. These types of changes are growing in frequency and CIOs can no longer defer systems changes for months and

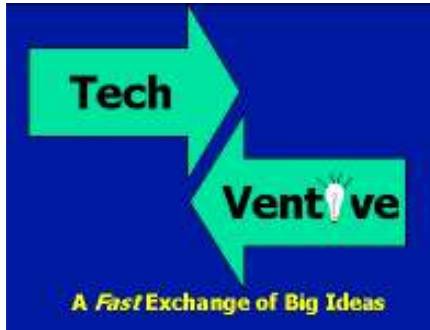
years to accommodate these market-driven needs. So to an ever-growing number of firms, agility is not just a nice-to-have, it is becoming an absolute business requirement.

Surprisingly, few, if any, ERP providers beyond Agresso have picked up on this theme. Workday, in a briefing I attended yesterday, emphasized agility in their solutions; however, they didn't make it a central market theme. For them, it was one of five messages they are promoting. Agresso's focus on agility is clearly hitting a buyer pain point and its resonance is driving big sales deals.

The consequence of this success should mean that more analysts and press will be tracking Agresso. More attention should also translate into even more sales. We'll know how successful Agresso is getting when we start seeing more of their competitors either mimicking their messaging or carping about sales losses to Agresso. I look forward to seeing these market actions soon.

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## About TechVentive



TechVentive, Inc. was founded in 2001 to provide strategic guidance and content on the technology sector. Some of TechVentive's recent clients included Progress Software, Intel, SAP, Primavera Systems, Workday and many more leaders in the technology sector.

TechVentive has published a number of thought leadership pieces on the BPO, project management and professional services sectors. This paper is another example of relevant expertise in the space where technology, people and business intersect. Guidance, a newsletter for technology CEOs, is another TechVentive publication.

## About the Author

Brian Sommer is the CEO of TechVentive, Inc., and a fellow with Azul Partners, a market-strategy and content firm. Brian closely follows what C-level executives think, feel and need. Brian also publishes two blogs, one on the application software market ([www.softwaresafari.typepad.com](http://www.softwaresafari.typepad.com)) and one on the professional services space: ([www.servicessafari.blogs.com](http://www.servicessafari.blogs.com)). He welcomes your thoughts and invites you to contact him at [brian@techventive.com](mailto:brian@techventive.com).

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