

## Reports Availability Question

# Reports Availability – No Competition:

## Purpose- Explain Why We Have No Competition

The purpose of this document is to explain why we have no competition. It's called reports availability because of the specific question: "What if the reports are not available?" While answering that question we address other questions that have been asked by people who were saying: "If it is so simple, why is it special? Why hasn't someone already done it? Who is your customer? What is your market? Who is your competition? How can your market be all businesses?"

## TeamsWin Information Heavylifting for Any Business

### *Small Business Customers*

Almost all businesses have electronic functional information. We have listed those systems and the reports they generate. Summarized, they have industry reports, business reports, accounting reports and management reports.

For businesses without electronic functional information, my software comes integrated to the many common functional databases available free from Microsoft.com. In other words it comes with free software. This software will probably save time and money functionally. So, electronic functional information is not the problem. Information Heavylifting is the problem. The problem is bringing the reports from each of these systems into an enterprise database organized for decision making.

To answer the specific question: "What if these reports are not available? My new database includes free supporting functional databases that can produce those reports. In fact, when there is an enterprise database for decision making, the nature of the functional system is simplified to only what is needed to support the function. The simple functional database systems given away free by Microsoft completely support an enterprise database and their functions. My research however says most businessmen have electronic reports of the information they need, but not in decision making order.

By the way, most of the functional advances in these systems are just new database technology that comes with each upgrade to Microsoft Access, advances like lookup drop-down lists that automatically select records from a few keystrokes. For example: the sales pitch for a new accounting system, and the part of a new HR system that our director saw was all new database functionality available when you have these free systems.

### *Large Business Customers*

As far as we can tell from our research, even businesses with large staffs have a problem integrating information. The problem with the large systems is they have trouble

## Reports Availability Question

relating their information to the summary levels of functional reports. Functional report summaries represent how the decision maker understands his business. If you do not have a functional report summary to tie to, the decision maker will have no responsible person as a source. My information comes with a bibliography listing the source report and that responsible person. We get our data from both internal and external reports. Those reports come with relationships that indicate who is responsible for the reported information. We use Monarch Software (from Datawatch) to read the reports. Their advertising talks about this large system problem.

## Functional vs. Strategic Integration

### ***Three Views – Three Integrations***

There are three separate types of functional systems. To see the “big picture”, they must be integrated strategically. Together, they form “three fold” integration, meaning they have always been and will always be connected functionally, but never integrated functionally.

Functionally, each of the three systems is integrated. Although connected, those three systems will never be integrated functionally. When connected functionally, the connection is only at one level, the lowest level. That connection supports the receiving function, which is integrated with only one of the three functional systems. For example: Business Sales Orders and Shipments are connected to Accounts Receivable; Business Purchase Orders and Receipts are connected to Accounts Payable; and Management Budgets are connected to the Business System; and Performance Reports are connected to the Management System.

These connections are all transactions at the lowest level. Decisions are made from information summarized at various higher summary levels. Those levels are found in functional reports, which indicate how the decision makers need the information summarized.

Any database that tries to force integration from those connections, will fail. They will fail because they will create a multi-purpose tool, inefficient and ineffective for each purpose. For decision making, a fourth separate Strategic integration is required. We will try to explain.

### ***Focus – Present Past and Future***

The first system is controlled by people and responsibility and focused on the future; the second is controlled by process (location, product and service) and focused on the present; the third is controlled by account (reporting) and focused on the past.

### ***Focus – Business, Finance and Management***

Our director had a finance job at Boeing in the early 80s where he had to know the information being produced by our systems. Finance was worried that Manufacturing

## **Reports Availability Question**

would produce a system that failed to support Finance requirements. Before that job he had already begun my business modeling, and was already orienting things present, past and future.

### ***Three Separate Functional Systems – Not Integrated***

Our director discovered in research for his job that other people had recognized the fact that there were always going to be three major types of functional systems. They are three separate states, or views of the whole business. For example: Department “X” does not have the same meaning in business system as Department “X” in the finance system, or Department “X” in the management system. We had hundreds of systems, almost equally distributed. We had three systems (a three fold system) of integration.

### ***Business, Finance and People – Integrated Strategically***

Business systems were integrated. Finance systems were integrated. HR systems were integrated. But, those three major types of systems were not integrated functionally. Nothing has changed. Even though they sell systems that are connected, nobody sells systems that integrate these three functions and never will. Another system (fourth integration) is needed for strategic decision making.

## **Enterprise – For Strategic Integration**

Like the other three, an enterprise database brings reported information into a separate integration (the enterprise). We are not selling an enterprise database. We are giving one away and training people to use it so we can sell another system (fifth integration) that fits nicely on a well designed enterprise database. Once people understand the need for a strategic enterprise database, We believe my our system will change the world.

## **Why No Competition? Technical Profit Focus**

There is a good reason people are not competing with me in selling or giving away the enterprise database. Remember the cost of the business model.

### ***Short Run – Inexpensive Service – Free DB***

Our approach is unique in that we can recognize a strategic business model in the common reports. In the short run you do not need a computing architecture to organize information from your current systems for decision making. We have experience building those strategic plans and dictionaries. That organization is already in the reports.

### ***Long Run – New DB for Computing Architecture***

The other people doing business modeling are also building requirements for functional business systems. It is important to have a computing architecture so you can plug-and-play the best functional systems as they come along. In the long run our new database that sits on top an enterprise database will be the best tool for building computing architectures.

## **Reports Availability Question**

### ***Technical Focus vs. Strategic Focus (How vs. What)***

Our work is focused on understanding. We could care less about how things are done.

We try to focus on things that will be here for a while. We focus on relationships, not sequence. Our director has a background in accounting because he likes the way accounting helps us understand things. His focus is strategic, not technical. In other words, our focus is on “what” not “how”. It seems to us everyone else in the business of business modeling knows nothing about management accounting and everything about information technology. We could be wrong.

### **Why Strategic Integration? – Why Enterprise DB?**

#### ***My Latest Effort - Why Enterprise DB?***

Our latest effort has been to get people to see the need for an enterprise database or strategic integration.

#### ***Teams Win General Business Model***

Our overall process has been to communicate the power of our general business model for information organization. For several reasons we have limited that communication to our director’s employer, friends and relatives. He believes we must first be successful with that group before we can expand our audience.

#### ***A New Thing to Understand***

The model is one thing, but getting people to understand how to use the model is another.

For example: we recently realized people needed to understand the need for an enterprise database. Previously because of our director’s lifelong focus, he assumed other people shared a little of our focus. Large businesses spend millions on enterprise databases and their strategic business models. We assumed small businesses wanted that information, but the cost was prohibitive. Lately, we realized most people do not understand the difference between integrating and connecting information. Now we realize people have a new thing to understand: the requirement to pull information into strategic order, the requirement to pull the three systems and industry reports into a separate integration.

#### ***A New Way of Thinking***

The model is a new thing. This is a new way of thinking. We are proposing a new process, not a new tool for an old process. It is new for people to understand the use of a thinking tool.

#### ***A New Tool for Decision Making***

The model is a new portable tool for thinking. They can carry with them knowledge and understanding they need to support their decisions.

# Reports Availability Question

## **Personal Vision, Character and Confidence**

It contains a neat strategic model or vision of their future. It also contains a realistic model of their current character (who they are and what they do right now). Also, they can “drill down” inside those elements of vision and character to see their confidence.

## **Historical Trends and Graphs**

They can also see graphs of trends of any history, any way they want to view it. If they think of a new way, they can have that most likely in a half hour. They can measure work. Work measurement can be used for many things including scorecards and identifying schedule variances.

## **Market Vision, Character and Confidence**

Plus they can instantly see what they know of other vision, character and confidence in the market (customers, suppliers, competitors). They have immediate access to everything they know about elements they see in their minds eye vision, including the rates and factors or relationships between those elements.

## ***Stable Views of Fresh Information***

These elements are not things that change very rapidly. The information about them refreshes every month, but the basic order changes about as fast as character changes, not very often. All the information that goes into this model is already electronically available. All that is needed is the Information Heavylifting.