



White Paper

How Omniware's Unique Amaze Technology Platform Can Benefit Your Company Today... and in the Future

By selecting Omnicom, the world's premier enterprise contract management software, organizations can respond to their needs for future changes for as little as one tenth the time and cost of other contract management software

Recently, a leading international company stated that one of the biggest challenges with their existing contract management system was it “suffered from high maintenance costs and expensive heavy-lifting that was required for each change and enhancement.” The inability to make timely, affordable changes to home-grown or off-the-shelf software is a huge and growing problem throughout the world of technology. As a direct result of this universal challenge, thousands of companies are forced to “make do” with inferior, inadequate software that falls far short of meeting their needs. This, in turn, can lead to serious losses in operational efficiency and staggering hard and soft dollar losses.

To address this serious problem, Omniware, the developer of Omnicom contract management software, invented our unique Amaze Technology Platform. Before exploring how Amaze can have a positive impact on your organization and bottom line, let's first examine what traditionally occurs when a change to a software package is requested. Most changes begin with user concerns that they are unable to obtain mission-critical information from their software. Eventually the problem escalates to the point where a decision is made to do something to address the problem. Once the decision to fix the issue(s) has been made, the end users will typically meet to discuss and define the needed change(s). The requested change(s) will need to be written down or conveyed to the software developer or the appropriate in-house IT personnel. If the change is to be handled by in-house IT staff, management within the IT group will need to determine where the requested change falls on their already long list of existing projects and requested modifications. Unfortunately, many projects already on the IT department's to-do list may be deemed to have a higher priority. Moreover, due to cut-backs in IT departments, in many cases, the in-house IT department is simply not in a position to be as responsive to user requests as they (or the end users) would prefer.

Changes requested of software companies have their own set of challenges. Where (and when) will the requested change(s) fit into the developers' pre-existing list of projects and upgrades to be completed? Can the developer understand the business issues the client wants to address well enough to correctly make the requested change(s)? How will the requested change(s) impact on the developer's millions of lines of programming code? Will the



change(s) negatively impact the developer's ability to service other clients who do not need or want the change(s)? If so, the developer may not be willing to make the change(s) as they will damage the universality of their software. Will the change(s) be delivered in a timely manner? Will the changes work correctly the first time once made?

In addition to all of these considerable challenges, an even larger issue looms: cost. Many software companies bill out their programming and services staff at \$150 to \$200 or more per hour. This means that a relatively simple programming change can quickly turn into an expensive, seemingly never-ending morass of cost overruns, delays, frustrations, and problems. Accordingly, even if the developer *is* able and willing to make the requested changes, will the client be able to afford them?

Omniware believes there is a better way. To address the universal problems described above, after years of planning and development, in 2000, Omniware introduced our unique Amaze technology platform. Amaze represents a completely different approach to making software enhancements and user-requested changes... a proven approach that offers significant benefits to our clients. In the most basic terms, Omniware has divided our programming code into two distinctly different component parts. First, there is the behind the scenes component that deals with internal functions such as how does our technology display a field on the screen, how does it show data on a list, how does it send data back and forth to the database, etc. All of Omnicom's technical inner-workings reside in the software's source code.

All *business* information, the things most end users really care about, has been separated out from the source code. For example... issues such as how do I calculate a range of expiration dates in my contracts, or how do I find a list of all contracts we have with a specific supplier. These and hundreds of other business issues have been removed from our source code and *reside in each customer's own unique database which is 100% specific to them*. This means that Omniware can make any user-requested, business-oriented changes *without* having to impact our overall source code.

Suppose a client needs to capture specific information in a specific manner that is important to them but which would have little or no value to any other Omnicom client. Most developers would have to think long and hard about making such a change. But with Omniware, this client-specific change *can* be quickly, easily, and affordably made because the only thing impacted would be the *customer's* own unique database... *not* our source code.

Whenever Omniware develops a new piece of source code, we don't need to change each clients' unique functionality since all such changes reside in our



source code, not each clients' database. Accordingly, our source code is extremely standard which makes our software easy to change and support. There's no difference in source code among any Omnicom client anywhere in the world... we maintain one set of source code for everyone.

However, from our clients perspective, each Omnicom client has a version of Omnicom that is completely tailored to them and their unique needs. This is possible because each client views data from their unique database as it is interpreted behind the scenes by the source code to deliver exactly the information they want, exactly how they want it displayed. In essence, each client gets their own personally configured software application backed by 15 years of experience.

What does all this mean to a company or governmental agency which is considering obtaining new contract management software? Suppose your organization selects a vendor and down the line you have a need for specific functionality that does not exist in that vendor's software. Because you are tethered to the vendor's technology you have few options. You either go without the desired functionality, or pay through the nose to get it. Using conventional programming methodology, obtaining new functionality can be slow, expensive, and time-consuming. By contrast, backed by our unique Amaze technology approach, Omniware can deliver requested change(s) in as little as **one tenth the time and one 10% of the cost!**

Here's why Omniware can make this statement. Suppose your organization goes with a different vendor and down the line you need to add new functionality. The odds are their software was designed using a conventional programming approach where the source code maintains *both* technical *and* business information. This means that in order to add a new screen or functionality, the developer would have to write code to create the screen, write code to extract the appropriate data from the database, write code to display the data into specific fields, etc. They would need to write a great deal of code that is *technical* in nature in order to achieve your *business* objectives.

Omnicom is different. To use an analogy, our Amaze technology is akin to the difference between painting a room, versus building the room and *then* painting it. Clearly, one can paint a room in a fraction of the time it takes to build and paint the same room. In Omnicom's case, all core functionality resides in our source code. The source code doesn't need to know what a company is going to use a particular screen for. It just needs to know that the company wants to make a new screen and the software knows how to provide the required data. The specifics of what goes into a particular field, which users get to see a particular field, who is authorized to act on information in a particular field, etc... all these are *business* issues, *not* technical issues. So from Omniware's



perspective there's no reason they should impact the source code which is costly and time consuming.

Here's the bottom line. If your organization is looking to obtain contract management software that does not currently have specific functionality you are seeking, adding that functionality to Omnicom will be faster and less expensive. And, since It is nearly impossible for most organizations to predict their needs months and years in the future, when you select Omnicom, our unique Amaze technology platform ensures any future functional changes you request can be made more easily, quickly, and at a fraction of what the same changes would cost from any other software provider.

We realize that this is a big claim. However, Omniware can provide countless references who can confirm that they asked Omniware for highly specialized features and functionality that didn't currently exist in Omnicom and we delivered on what we promised. By selecting Omnicom Enterprise Contract Management Software, your organization will receive the leading functionality available today from a pioneer in the field of contract management software which today has more than 10,000 users on five continents managing 100,000+ contracts and projects valued at in excess of \$15 Billion dollars. Down the line, should your organization need any additional functionality over and above our regular software upgrades, you'll have the luxury of receiving these future functional changes in as little as **one tenth the time and one 10% of the cost you would be charged by other contract management providers.**