



RAPID ROI

Business Software Selection

In a Nutshell

For any company, business software is a substantial investment. It may be the most significant investment that your business makes. And when you consider the effect that it can have on your profitability, it is certainly a critical asset.

We discovered years ago that the key to successful business software is (a) selecting the right package, and (b) getting rapid return on your investment. Our method is proven to increase your ROI.

Prepare a budget. Write a letter. Reconcile your bank account. Check the movie schedule on the web. Order a burger at the drive thru. If you do any of these, you've touched—or been touched by—software.

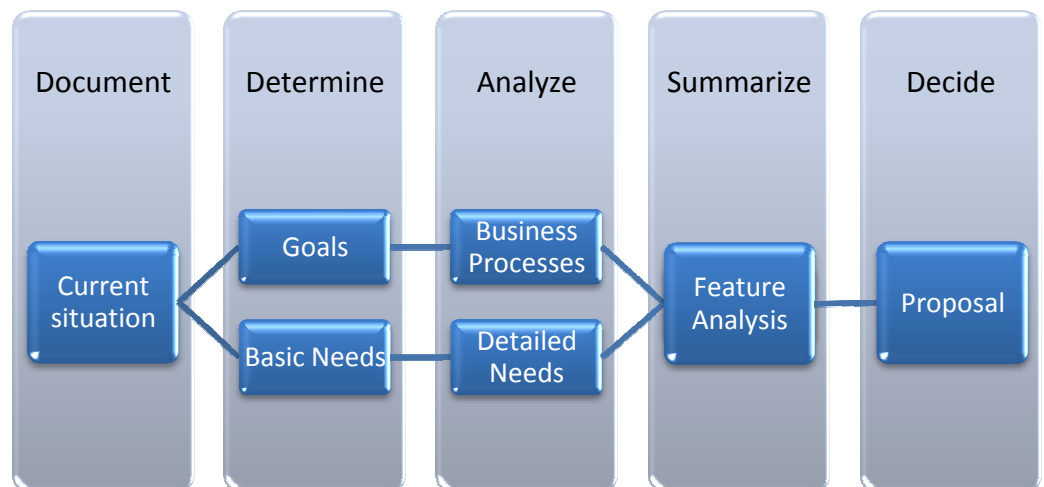
When it's time to select software for your business, it's important to make the right decision. There's often no time for a second try. There are a huge number of possible software choices. Hundreds, perhaps thousands, of software packages on the market.

Careful Feature Analysis Is Key

Thousands of features make the evaluation complex enough. Which features do you really need? Which features double the investment you must make without providing much ROI? It's difficult to absorb all of the information you can get, but much of the information you need to evaluate these software packages isn't easily available.

More Options for Better Decision

Many businesses limit their evaluation to only two or three packages represented by resellers. They make the final decision based on a few hours of study and a limited number of facts and criteria. The end result—as a Standish Group study found—is that 24.6% of all software projects are cancelled.



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The Process Helps You Make the Right Decision

Using the right process, evaluating the right features, and informed judgment will make the difference between success and failure.

At Data Guidance Group, we offer a proven process for selecting software. We begin with an analysis of your current situation—your industry, business, current software, current needs, and current requirements. We understand your business needs and goals. We then analyze your business and document your revenue cycle, purchasing process, and crucial business processes. At the same time, we prepare detailed needs analysis which assures that we don't miss even the smallest features you may need.

Data Guidance Group Can Help

We bring years of experience and a highly trained technical staff to bear on your needs. We assure that even the smallest details are taken into account. When all of this is done, you can be assured that the decision you make is the right one. And Data Guidance Group will be there to provide the expert assistance you need.

Our Guarantee

Since the value of Business Software Selection and the ROI it produces are delayed to implementation, our fees are structured to delay your investment until you benefit from the process. This means that until you get business benefit there is no fee.