

About migrating to a Software-as-a-Service Platform

Most organizations, profit and not-for-profit, have similar needs, such as:

- Increasing revenue by retaining existing customers / members / partners,
- Increasing revenue by attracting new customers / members / partners,
- Increasing revenue by offering more services,
- Reducing cost by running current services at a lower cost,
- Reducing cost by reducing the burden of errors due to wrong data entry: wrong addresses, phone number, ...
- Migrating from costly paper-based to digital communication,
- Transferring some of the responsibility of data input to the customer himself, who is pleased to do it more accurately at no charge, when given the opportunity,
- Understanding real-time the profile and evolution of their customer / member / partner base,
- Pro-actively engaging in pushing communication efficiently to each customer based on its profile,
- Getting real-time financial visibility on operations.

Most organizations involved with the management of Classic Automobiles as part a of their missions – Car Clubs, Dealers, Restoration shops, Parts vendors, Event organizers and photographers, Appraisers, Journalist, Historians - have an additional set of needs:

- Ability to access a database of Classic Car Models that can be trusted, whether to assign a specific model to a customer vehicle, or to a part to be sold, to know what was the price of a 1939 Packard Super 8 Club Coupe when new, what it looks like, ...
- Ability to document their customers / members / partners vehicles trough meaningful information and pictures.

Car clubs have additional challenges such as:

- Recruiting individuals willing to spend time to run operations, events, magazines, ...
- Organizing events in order to establish a physical relationship with customers / members / partners,
- Exchanging information between the different levels of the organization - International, National, Regional, Local – whether for membership management or for collecting stories for magazines and bulletins.

Some Classic Car clubs were founded more than 60 years ago. Officers created solutions to run their operations. Up to the 90's, both large and small organizations were equal in their ability to manage their regions properly, either with paper-based solutions or with simple, financially accessible software running on a personal computer. Most operations were conducted mainly through human manpower. A larger organization simply needed more people. The customer / member expectations were in-line with the low-technology of the era.

The environment gradually changed in the new Millennium with the generalization of Internet based communication. Websites became a 'Must Have' for all businesses, from the IRS to the flower shop next door. Many individuals discovered the flexibility and efficiency of shopping on-line through Amazon.com, Ebay.com, Ticketmaster.com, and thousands of other merchant sites. Information Technology became a major differentiator between a successful business and a 'not-so-successful'.

Developing an application was a very expensive endeavor. Therefore, software companies developed 'global solutions' to answer 'global needs', such as Accounting, Stock Management, Customer Relationship Management, Hospitals management, ... aiming at the largest, financially strong organizations. Up to 2005, there was no software technology enabling IBM, SAP, TATA Software or any other company to develop a financially viable global platform to answer the various needs of such a small market niche as the Classic Car organizations.

The largest Clubs had no choice but spending tens of thousands of dollars and countless days every year in building proprietary software trying to satisfy the increasingly demanding requests from their more-computer-savvy-every-year customer base. The smaller clubs had no other choice than struggling with traditional and now perceived inefficient solutions, unable to offer the services that many individuals were now expecting.

And then, suddenly, there was hope.

The Game-changer: Software-as-a-Service, aka 'The Cloud' and Salesforce.com



A new technology, 'Software-as-a-Service' (SaaS), symbolized by 'The Cloud', emerged in the mid-2000, mostly developed by Salesforce.com (Nyse: CRM). 'Software-as-a-Service' technology revolutionized application development the same way IBM and Microsoft revolutionized Information Technology with the Personal Computer in the 80's, or Internet in the 90's. CRM opened at \$3.75 on June 2004. Check it today.

Salesforce.com is 13,000 full-time employees and 3,500 Partners in 2014. Classic Car Network LLC is one of them since 2009.

References: Software-as-a-Service: http://en.wikipedia.org/wiki/Software_as_a_service
Salesforce.com: <http://en.wikipedia.org/wiki/Salesforce.com> ,

The 'Software-as-a-Service' advantages

Software-as-a-Service is a game-changer for application developers because:

- It cuts development costs by a factor of 5 to 20,
- Faster prototyping through pre-built components,
- Security aspects, back-up, and more are managed by Salesforce.com, which guarantees the security and integrity of the application,
- Customization allows to offer the same application to hundreds of customers, while answering the specific needs of each one,
- Annual fee license pricing model is extremely attractive.

Software-as-a-Service is a game-changer for customers because:

- Applications can be easily, quickly, customized to specific requirements,
- 'De-facto' collaborative architecture allows fast implementation of communication channels between different levels within the organization,
- New functionalities are available automatically with each new release of the application,
- Annual fee license pricing model is extremely attractive.

These factors allowed Classic Car Network LLC to offer in 2009 a global platform that would not be financially viable without the 'Software-as-a-Service' technology. The dilemma that a large Classic Car organization now faces is:

Does it need, and if so, how and when, to migrate to the Classic Car Network platform?

Smaller organizations have no dilemma as the only solution financially available is the Classic Car Network platform.

Advantages in keeping current solution	Advantages in migrating to Classic Car Network platform
One-year, Human & Technical	
<p>No human disruption. You know what you have and how to use it.</p> <p>Established relationship with current solution provider.</p>	<p>No Training required: Platform is documented with Help messages, Help pages, and documentation guarantying an easy adoption from both Office users and Members.</p> <p>No more time spent on new features, explaining to the current solution provider the new specifications to be implemented.</p> <p>No testing required. Faster Time to market.</p> <p>Clean data through 'professional' and 'secure' data entry system (Ex: all addresses are Google validated, Phone numbers formats are verified against regions, Models of Vehicles are entered based on sets of validated models, ...). No more 'Garbage-in, Garbage-out'.</p> <p>Large set of Features and Deliverables readily available that is financially difficult to get developed on current solution (Ex: Automatic Event renewal process for Membership, Event on-line registration, Event badges with Cart data on back, ...).</p> <p>Easy, fast of cost effective Customization.</p> <p>Offering new services to Customers. Just pick the ones that you want to offer.</p> <p>Multi-lingual built-in capabilities. User Interface offers English and French. Communication templates, ground-mail letters and Email, offer English, Spanish, Italian, French, German, ...</p> <p>Easy steps to progressively migrate from paper-based solutions to a digital world: Pictures everywhere, links to social platforms, Emailers, Newsletters, on-line payment.</p> <p>New synergy between National and Regional levels. ,Platform is financially accessible to the regions, and data can then be shared automatically between levels.</p>
One-year, Financial	
No migration cost	<p>The sooner the migration, the cheaper. Every new feature built on the current solution is somewhat wasted and will have to be migrated.</p> <p>Reduced and guaranteed fixed costs.</p>
Long term, Human & Technical	
<p>No human disruption. You know what you have and how to use it</p> <p>Note: the viability of a proprietary solution always becomes a hazard in the long run.</p>	<p>Evolution through platform releases. 'Once a year' new-release. Each release provides new features to existing Editions available at no cost. New Editions are also available providing a full set of new Services.</p> <p>No training required. Implementing new Features 'on-demand' is easy as modules are all integrated and uses the same user-interface.</p> <p>Ability to outsource the Operations to CCN directly or one of its sub-contractors.</p>
Long term, Financial	
	Revenue Increase, Cost Reduction, Customer Satisfaction

