Alexander Haig
former Secretary of State for President Ronald Reagan

Interviews Cincom CEO
Tom Nies

March 16, 2004

The Choice Between Adapting Software or Modifying Business Processes
Alexander Haig speaks with Cincom CEO Tom Nies about:

The Choice Between Adapting Software or Modifying Business Processes

Part two of a three-part series

On March 16, 2004, Alexander Haig, former Secretary of State for President Ronald Reagan and currently the host of “World Business Review,” interviewed Thomas M. Nies, CEO and founder of Cincom Systems, Inc., about the issues, challenges and answers for companies struggling with IT purchases and implementations. This three-part series documents the issues explored during that forum.

“When choosing a software or services provider, you need someone large enough to care for you, yet small enough to care about you.”

– Cincom CEO Tom Nies
HAIG: How can companies avoid choosing between modifying their software or modifying their business processes? Or can they?

NIES: That’s a big problem because customers have learned the hard way that it’s really dangerous to modify software you’ve purchased. And yet it’s even worse when you try to modify your business to fit the software, because now you’ve locked your business in to a software provider. So what’s the answer? You have to design software that gives you the functionality you want, so you can then “educate the software.” We call our approach “Intelligent Software Architecture” (ISA). You don’t modify the software, you don’t modify the business – you “teach” the software. It’s a revolutionary idea that really works well for our customers.

HAIG: How valuable have your services proven to be to your customers?

NIES: We figure we deliver at least $10, but probably $20 or maybe a lot more, for every dollar of revenue they generate for us. We generate over $3 billion in revenue, so that means that our customers receive between 30 billion and 60 billion value as a minimum. I would guess we probably have generated over $100 billion in value for our customers.

HAIG: So it seems that being big isn’t necessarily being beautiful, is it?

NIES: Not always. Small is beautiful in a lot of regards but I believe a medium-size company, such as Cincom, is the best provider. We like to tell our customers that “we are large enough to care for you and yet small enough to care about you.” And that’s the truth.
“Our mission is to serve our customers by delivering technology solutions that provide the highest value at the lowest reasonable cost – and deliver the quickest ROI with the lowest risk of any technology provider in the world.”

– Cincom CEO Tom Nies

The Cincom Proof

• Our customers typically reap at least $20 of economic value for every $1 investment in Cincom software.

• Profit improvement of $30 billion to $60 billion on $3 billion investment with Cincom.

The Sustainable Proof

Cincom’s strong historical performance enables us to continue to strengthen our technologies and support to sustain ever-higher ROI for our customers.

• A 47 percent increase in new sales in 2003.

• The 19th straight year of revenues over $100 million.

• Over $3 billion in total revenues generated.