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# QAD DEBUTS ADAPTIVE APPS AT EXPLORE 2019

ANALYST

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## THE BOTTOM LINE

At its QAD Explore 2019, QAD continued its push to bring enterprise resource planning applications (ERP) to the cloud and give customers the flexibility to tailor the software to their specific business needs and the agility to adjust their processes to changing market conditions. To that end, QAD announced the rebranding of its solution portfolio to QAD Adaptive Applications. In order to facilitate changes throughout the application lifecycle, the Adaptive Applications are designed to be deployed rapidly, extended easily, upgraded seamlessly, and to adapt and evolve. With its portfolio of adaptive solutions, QAD looks to answer the needs of its customers from end-to-end, including trade management, supply chain planning, and transportation execution.

## CONFERENCE THEMES

In celebrating 40 years in the industry, QAD executives led the keynote sessions to discuss the progress the vendor has made from its humble beginnings to the global enterprise resource planning (ERP) software provider it is today. QAD's industry-specific focus helped the vendor focus its message to the audience, highlighting the disruption and uncertainty experienced by the verticals it serves. With the drivers of cost, efficiency, and quality on the forefront of how QAD looks to help its customers, the vendor is looking to provide flexibility to adjust to disruptions and uncertainty. Some key announcements of the conference include:

- **Application rebranding.** To capture the agility that manufacturing enterprises will need to combat uncertainty and disruptions, QAD announced a rebranding of its solution portfolio to QAD Adaptive Applications. The vendor also renamed its flagship ERP solution to QAD Adaptive ERP. Off the back of its completion of the Channel Islands initiative, which became generally available in Autumn 2018, QAD is preparing its customers for shorter innovation cycles and the ability to extend and upgrade their applications more quickly and easily.
- **Application improvements.** QAD announced a myriad of enhancements to existing parts of its application suite including improvements to its global trade and transportation execution tools, a new application to address quality management, and a complete rewrite of its supplier portal. QAD also announced improvements to its fully integrated demand and supply chain management capabilities which feature mobility, sense and respond, social collaboration, and intelligence and analytics functionality.
- **CRM for manufacturing.** To help customers follow business from initial lead to completed sales order, QAD introduced its own customer relationship management (CRM) solution. Designed to address each of the initial stages of the sales cycle, the solution will help customers nurture prospects, convert leads to opportunities, and win those opportunities. While not its core competency, QAD is looking to have its platform address more of the processes that an enterprise would need to have.

With the conclusion of its Channel Islands initiative, QAD is turning its attention to expanding its new user experience (UX) and platform capabilities to all its solutions. Additionally, QAD is providing tools for organizations to build on the platform with low-code and no-code extensions. The moves are designed to allow businesses to change their applications rather than be static and locked into a particular configuration or business model.

## CUSTOMER REACTIONS

There were hundreds of customers and partners in attendance at QAD Explore 2019. Nucleus spoke with numerous attendees to understand their experiences working with the vendor and using its products.

### DISTRIBUTION COMPANY

The customer operates many different business lines, all of which are standardizing on a competing ERP vendor's solution. Despite other areas of the business moving to a different vendor, there is no business case to move away from QAD for the customer. Personnel from the company were attending Explore to learn more about best practices that other companies are using in order to get more value from the software. The customer has partnered with a third-party vendor to perform predictive service analytics on its operations and is looking to do more with the QAD platform in the same vein.

The customer said: *"We aren't looking for a consolidated global instance of our ERP, so standardizing on a single vendor has no value-add for our part of the organization. We've been focused on ways in which we can use more of the capabilities that QAD provides in order to get more value from the solution."*

*"QAD answered our functional needs at a price point that was attractive."*

### MANUFACTURING COMPANY

The customer operates a global manufacturing company that had been using a legacy system for many years. However, the old solution could not maintain the processes that the company required and was no longer receiving support from the original vendor. The business leaders made the case for the need for new technology and the move to QAD, and company ownership was supportive of the project. Due to the length of time that the customer was on the legacy tool, there was a lot of change management that was required and this delayed the realization of value for users.

The customer said: *"We definitely achieved a positive return on our investment even though it took longer than we initially thought. QAD answered our functional needs at a price point that was attractive."*

## MANUFACTURING COMPANY

A different manufacturing company opted to deploy its QAD applications in the cloud. The customer made the investment to upgrade to the cloud with the next five years in mind and what technologies the organization will want to start using within that timeframe. For the company the business case for cloud was not based on saving money, but rather being able to use the capabilities that are facilitated by the cloud such as the Internet of Things (IoT), machine learning (ML), and predictive analytics.

The customer said: *“I don’t think about the cost savings; I think about the pace of innovation and the opportunity cost of not innovating. We deployed to the cloud in order to take advantage of the latest capabilities that are delivered on the cloud platform.”*

## LOOKING AHEAD

Moving complex manufacturing customers from their legacy systems to the cloud is a difficult proposition for any vendor. QAD is approaching the challenges by giving customers flexibility and extensibility to keep their operations agile to changing business conditions. For organizations that have a history of being locked into a technology or system configuration, the capabilities QAD is providing demand a new mode of thinking about enterprise technology and its role within the company.

With a modern UX and continual additions to the applications, QAD can help manufacturing customers shift their consumption model and take advantage of technologies associated with Industry 4.0. Investments in Internet of Things, machine learning, and Big Data analytics are paying dividends for customers who are starting to actualize use cases that deliver value. A more open architecture and consolidation of best practices are the two major motivators that QAD is offering to customers for moving to its cloud platform. Although the business case for transitioning to the cloud may not be apparent for some customers, QAD is betting that the flexibility and services it is delivering on its platform will justify the investment.