



**ERP
IS DEAD,
LONG LIVE
ERP!**

 **appiyo**

The subscription economy is re-defining the concept of ownership. Car rentals, music & movie downloads, software as a service, computing power served from the cloud are but few examples. In this continually emerging era of service consumption overtaking ownership, the 20th century concept of ERP cloaked with some modernity to masquerade as new, is absurd. Evolving from Material Resource Planning (MRP), ERP was fundamentally centered on resource planning. The emerging era of social, cloud and mobility has diminished that anchor. Instead, everything revolves around individual preferences which in turn are influenced by rapidly emerging trends in technology.

**In this
context,
will ERP
products
as we
know,
survive?**



What should they do to morph themselves into the contemporary world?

Before, we attempt to answer that question, it would be appropriate to reflect on the common reaction we would encounter from people 2 decades ago. To a question whether they would like to consider ERP, their response would be “we have fully computerized our branches”. A little bit of probe would reveal the true meaning of the response. The “fully computerized branches” would have PCs into which a data entry operator would feed the manually generated data and take a print out of the same. A proud display of the computer printed sheets would have to be acknowledged as proof of their claim!

In a sense we have come around a full circle. Taking an existing ERP and deploying it on a third party data center does not make it cloud enabled. Or, for that matter, sending out messages, whether through an email interface or through a SMS interface does not necessarily make it mobility enabled as many would have us believe. The inherent origin and architecture of ERP resting on structured approaches, cannot serve the emerging demands of SoMoCloEP (Social Mobile Cloud Event Process) world where events, action, communities, individual preferences, mobility, instant gratification, on-cloud and on- premise app integration are the new drivers of evolution.



Social



Mobile



Cloud



Event **P**rocess

APPIYO PLATFORM

Two ways can be thought of, for ERP morphing. First, is to create a new avatar. But it will be complex in many ways. The alternate approach would be to look at ERP as a data store. Everything else can be re-designed to transform to the emerging new. But, to accomplish this, there must be an enabling platform. The platform can be used to build unique Business Action Layers (BALs) which become the new arena for event and action. The platform itself will be the SoMoCloEP wrapper. The platform will also serve as the conduit for data movement among the BALs and the ERPs.

The overall architecture will comprise the following elements

- The Business Action Layer, where events and actions happen;
- The ERP, which is the data store;
- The platform which becomes the SoMoCloEP enabler;
- The Marketplace holding the miniaturized apps;
- The Enterprise Service Switch (ESS) which is an integral component of the platform designed to move information packets among multiple end-points, securely and reliably, thus eliminating the inefficiency of P2P integrations.

Dell, Salesforce, Zoho, SAP and many others from diverse industries are shifting their business away from a cost based model to a value based model, reinventing themselves around services.

From the way they are built to the way they are served, ERPs are shackled. And unshackling them is not only about technology but also about the new emerging behavior and expectations. ERPs have to reinvent themselves and the way we believe it can happen, is to look at them fundamentally as data repositories.

The ERP we have known is dead!

Long live the ERP !