What is Ontrak™?

Ontrak™ is a cutting edge web-based management system designed to handle and coordinate purchasing, quotes, sales orders, shipping, billing, inventory, customer reports, web sales, and much more.

Ontrak™ was designed by and for distributors, wholesalers, and value added resellers.

Ontrak™ can help your company operate more efficiently from anywhere an internet connection is available. ontrak™ is an excellent example of SaaS (software as a service).

What is Software as a Service (SaaS) ?

SaaS is the use of application software over the Internet using the software provider's computing resources. SaaS requires only a normal office PC or Mac to use the application on demand or by subscription.

According to a January 2010 *Information Week* article, the use of SaaS has become commonplace by businesses for tasks such as computerized billing, invoicing, human resource management, service desk management, and sales pipeline management - among others.

How can these technologies help my business ?

Traditional on-site software lacks the flexibility and customizable capability found in well-designed web-based applications. Upgrades are disruptive and costly.

Buying hardware and software consumes valuable capital, is time-consuming to evaluate, implement and provide training.

It can be difficult to find qualified local support with expert knowledge of hardware and software systems, especially in specialized businesses.

What is your core business?

In his book, *Living on the Fault Line, Revised Edition*, Geoffrey Moore makes the case that companies should only focus on core activities and outsource all other activities. You should focus on satisfying your customers, and let ontrak™ focus on handling your software and computing needs (our core business).

How does SaaS compare to buying servers and application software ?
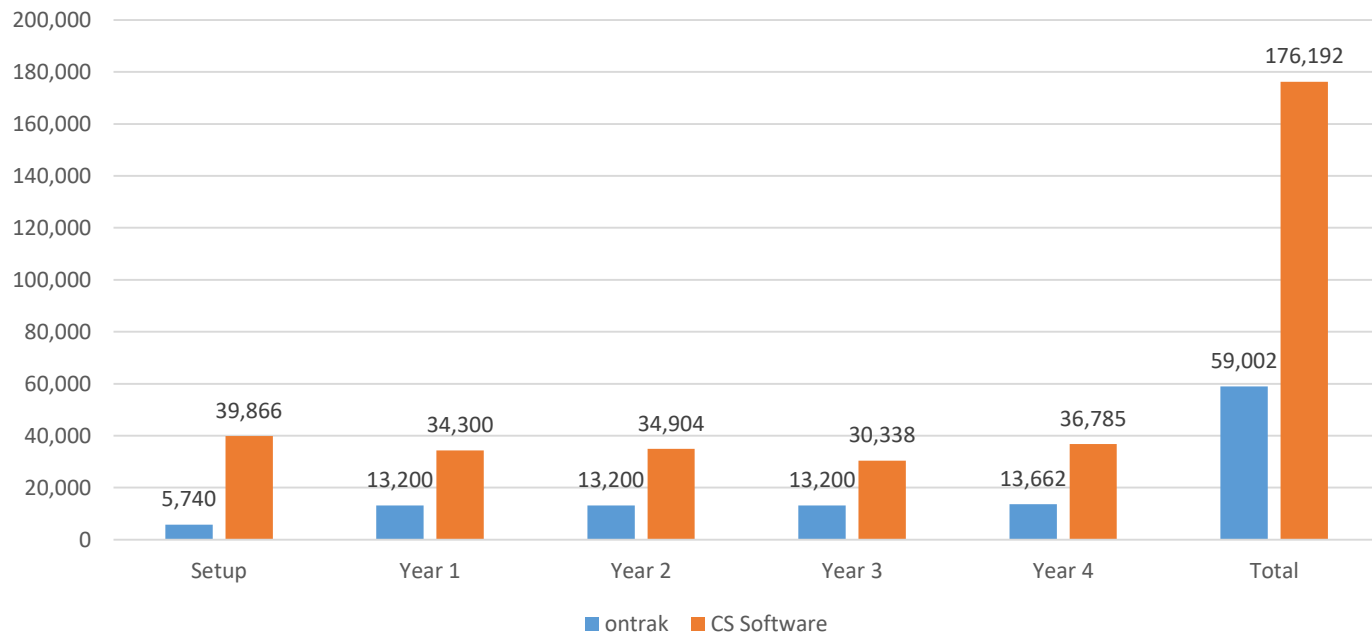
According to Gartner, a global IT research firm, "the *annual* cost to own and manage traditional software applications can be up to four times the cost of the initial purchase. As a result, companies end up spending more than 75% of their total IT budget just on maintaining and running existing systems and software infrastructure."

How does Ontrak™ compare to buying servers and application software, buying support and upgrades ?

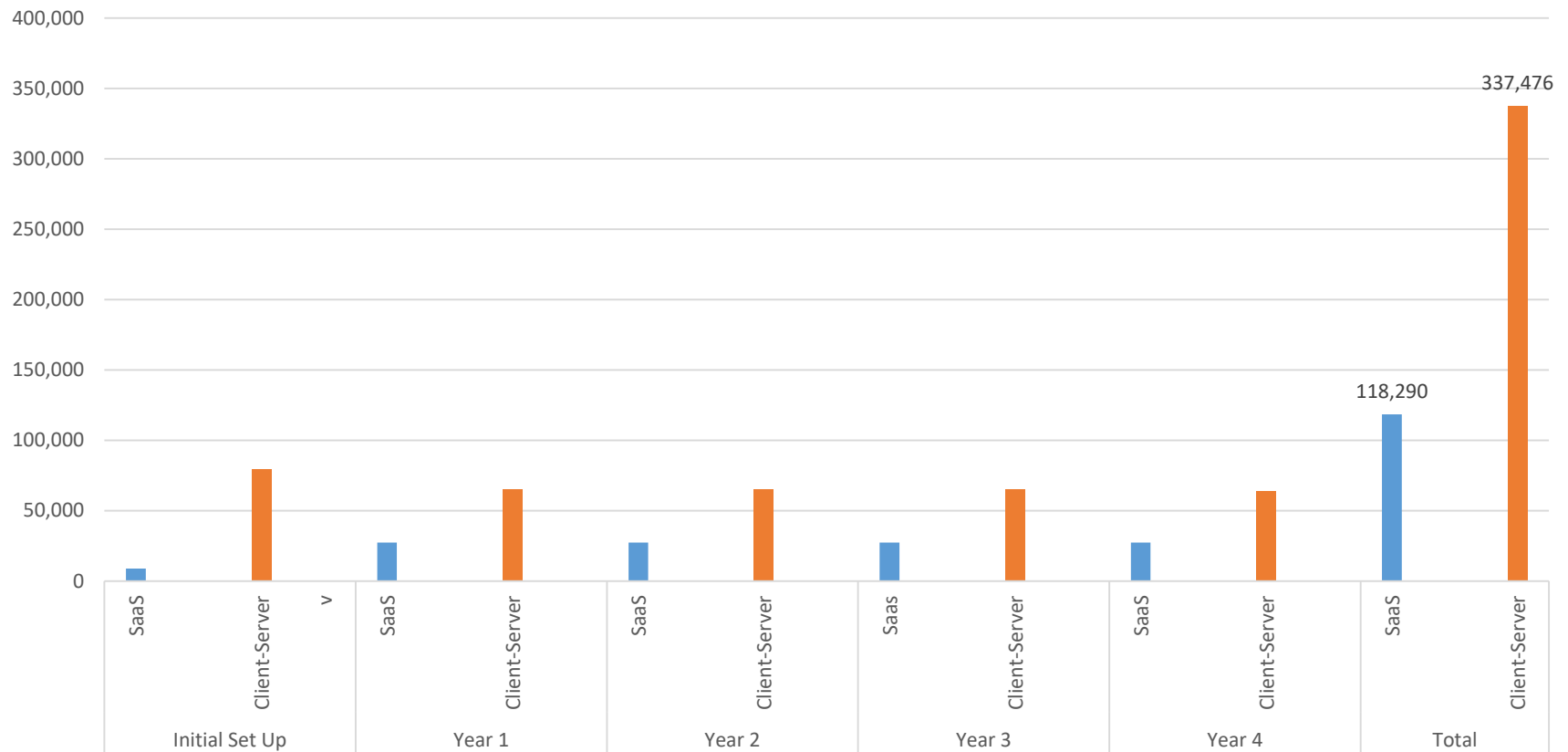Let's look at a customer that uses a $ 5,000 software package at two locations for 25 users.v

Note: Ontrak supports up to 50 locations and 500 users per instance.

TCO Analysis
$5k C/S Software vs. Ontrak, 2 locations

Now, let's look at a customer that uses a $ 40,000 software package at five locations for 60 users..........

TCO Analysis
$20k C/S Software vs. Ontrak for 5 Locations

Conclusion

The SaaS and Web-Based techniques employed by ontrak™ are the future of business management software.

The savings can be dramatic and the level of software sophistication significantly improved.

Contact me directly, and I will personally help your company conduct a Cost–Benefit Analysis to determine if the SaaS and Web-Based technologies employed by Ontrak™ are right for your business.

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