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## ■ Fast ROI

### Lazy Software Ltd : Sentences

**Classification: Web-enabled Database Management System & Development Environment.**

**Sentences is a multi-user, web-enabled database management system. Sentences is written in Java and is supplied complete with a full set of development tools, interfaces and a number of pre-built applications. Sentences uses the Associative Model of Data, the first major advance in database architecture since the advent of the Internet. The associative model "educates" data, greatly reducing the need for complex database programming and enables businesses to have custom applications running within days rather than months. The pre-built applications supplied cover asset management, skills registry, company recruitment, event management, continuous improvement and contact management.**

#### The Business Opportunities:

**Sentences provides a tactical, web-enabled database system capable of exploiting a market opportunity in days rather than months. The tool supplies the ability to create a customised, flexible intranet application in a matter of days. Sentences delivers the potential for organizations to exploit new Internet business opportunities rapidly.**

#### The Business Benefits:

**In essence the major business benefit that use of the integrated Sentences Deployment Environment provides is the ability for organisations to design and deploy sophisticated database applications more quickly and with less technical know-how than has previously been possible. The high cost of application development has forced many companies to adopt packaged solutions that may not be well tailored to their individual needs. Sentences brings custom applications back within their economic reach. The bottom line deliverable is the provision of genuine competitive advantage through the use of custom applications coupled with increased speed to market.**

#### Time to Implement:

**The software takes one day to implement onto an existing web server whilst three days of training gives a developer the Sentences skills required to become productive. It is then possible to create simple applications live in a matter of days. The building of complex applications with Sentences usually requires a number of weeks, rather than the several months that other tools frequently need.**

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## **In-House Requirements:**

**Clearly there is a requirement for an internal web server to be available or, alternatively, the use of a Java enabled ISP. In order to build applications it is necessary for the development staff to possess no more than average business analysis skills.**

## **Entry Cost:**

**The basic price for Sentences is £49,500 for the software license. The cost of the license includes on-site training (five days for up to eight delegates), consulting services, a pre-built suite of applications and membership of the associated user group.**

**A "Try & Buy" offer is available for a fee of £9,750, again including on-site training and consulting to deliver an application. After an evaluation period of two months, it is possible for an organization to "upgrade" to a full copy of the Sentences license for a cost of £39,750. Additional consulting and training services are available from Lazy Software.**

## **Estimated Payback:**

**It is easy to see how businesses can benefit from the use of a system that ensures that an application can be up and running in a matter of days. However, it is extremely difficult to quantify the value of the payback that the seizing of business opportunities that would otherwise have been missed. Indeed it is possible only if one understands the nature of the opportunity itself. Consequently in many instances it is impracticable to provide direct cost benefits attributable to the use of Sentences. However, it is possible to scope the cost-benefits associated with the application development process. Developing an application in Sentences can be up to 30 times faster than possible with other tools allowing for the development staff costs to be appropriately reduced.**

## **Analyst Comment:**

**It is very easy to see that the use of Sentences has the capability to supply a significant return on investment in a very short period of time. The comparatively low entry price of the product and the very low human resource investment required in order to be able to exploit the functionality of the tool should permit not deter potential users from deploying the system. Indeed the "Try and Buy" option is particularly attractive as it enables the financial risks to be greatly reduced whilst imposing no cost penalty. The low-cost entry point provides the potential for a very brisk ROI – even though many of the business benefits gained will be realised intangible or, at least, difficult to quantify payback.**

**The actual return on investment will come from multiple directions. The best returns are almost certainly going to come from intangible items such as increased business through the rapid exploitation of market developments. The effect of gaining this new business may take some time to show obvious returns but they will be significant. On the other hand, it is possible to make direct savings through reducing the time it takes application developers to build new systems. If staff skilled in database systems exist, especially those familiar with SQL\*Server, their productivity can be dramatically enhanced building systems using Sentences. In these scenarios, utilising Sentences provides the option of either redeploying resources to exploit other opportunities or perhaps reducing development-staffing levels. Overall. It is clear that Sentences can supply organisations with a significant and rapid ROI. Whilst there is a very slight risk associated with employing any new technology, the associative data model**

**has been very well received and its low entry cost significantly reduces the exposure.**

**Customers:**

**Major customers of the system include: Antalis Ltd, Commerzbank, Cyril Sweett Ltd, Johnson Matthey Plc, Lloyds TSB, Reuters and Scottish Executive.**

**Weblinks:**

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