

BScaler Web-Based ERP Stuns with Low TCO, High ROI

Milpitas CA, USA, October 8, 2007 – “We have the lowest TCO, total cost of ownership, for web-based ERP,” said Steven Mulhall, BScaler Sales and Marketing VP. He demonstrated how SMBs reap a big ROI return on investment when they embrace BScaler’s total online business management solution that includes web-based CRM and ERP. “By using only a browser to run on your company PCs, you don’t require a heavy IT burden. The BScaler ERM™ has fully integrated your CRM, SFA, Procurement, MRP, Warehouse Management, Accounting, the service and sales desks, customer and partner portals, executive dashboards – virtually everything that most businesses need.

“Let’s say your company will have 25 ERM users. For the first 5 years, your average cost per year of BScaler’s ERM is \$23,316, which includes the purchase of an ERM Appliance server, BScaler training, setup, hosting, data backup, bandwidth, customer support, improvements, upgrades and maintenance. This is a small fraction of the cost of one IT employee. After you have depreciated the equipment,” Mulhall explained, “your cost per user goes down dramatically, to about \$10,050 annual total expense or about \$33.00 per user per month. That’s less than a cell-phone account! You invest up front and get enormous ROI – return on investment – over the long term.”

With the BScaler next-generation web-based ERP business platform you can run, with no IT specialist, a local or global business using the top-of-the-line commercial grade relational database with the BScaler state-of-the-art total web-based business management solution. “After depreciation,” declares BScaler CEO John Pham, “your total information technology expenses would be about \$10,050 per year for everything, period!”

For fewer than 15 users, BScaler’s subscription model beats the competition, costing less than a web-based CRM contact manager alone, only \$88.88 per user per month for the complete enterprise suite. The up-front cost is minimal and, when business expands later, customers can migrate to full ownership. This freedom to move from a multi-tenant SaaS subscription to ERM Appliance server ownership is unique to BScaler.

If you had committed to a ‘Net-subscription-onlySuite,’ your recurring service and support costs for 25 users are estimated to exceed \$45,000 annually forever. Their up-front costs could easily reach a hundred thousand dollars, and their implementation might take several months. “You could say the TCO is infinite, when you don’t own anything and are forced to rent,” observed CEO Pham, “and the typical BScaler deployment has been just one to two weeks for data conversion, setup and training. It’s so intuitive – easy to learn and simple to use – some of our customers just trained themselves.”

BScaler customers get 24/7 usage and the confidence from BScaler’s patent-pending decision-flow architecture. As employees do their jobs, BScaler ERM does the GAAP accounting simultaneously. The customer would need someone to reconcile bank statements and approve credit and payments, but BScaler crunches the numbers in real time.

About BScaler:

BScaler, Inc. www.bscales.com provides a world-class business management system for small and medium-sized businesses (SMBs). The Enterprise Resource Manager integrates business information in the Sales, Service, Operations and Finance organizations using a Unified Database System that puts the whole business into online ERP in real time, with *SaaS Plus* payment options. People who hate computers find it easy to learn and simple to use. BScaler offers incentives to members of many industry groups. *The figures in the above article are based on current or most recently available pricing and are subject to change.*

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