

# Visit the clouds

An idiom often used to describe someone who is unrealistic and impractical is that they have their "head in the clouds." One man who defies such assessment is John Pham, founder and CEO of BScaler, Inc. a company that spends its time in the realm of a different type of cloud...cloud computing.

The foundation of B-Scaler is firmly grounded; it is a continuation of a previous Pham company, Acropolis Systems, Inc. which focused on IT (information technology) infrastructure. Pham says, "Practically it is one company, but it has transformed because over the last four years a lot of things have changed." He cites the demise of the dot com industry noting that the previous approach to IT infrastructure is a "halfway approach." The other half is business application. "The two together will give you the total picture. B-Scaler provides a total business management solution."

In the communication industry, the term "cloud" has been around for a long time. But it has now extended to the computer industry as a model to envelope the entire business process. A network connection allows gated access through an internet service provider (ISP) and browser to all business applications. Pham notes that banking online is a small slice of the cloud computing promise. Transactions can be initiated and completed using an internet browser. If the same concept is extended to all business operations, access and computing capability is possible from any location. This provides an integrated solution for business owners and managers. ISPs such as Google and Yahoo transmit static

information while B-Scaler and other cloud computing providers are designed to deliver a dynamic process.

B-Scaler arose from Pham's personal business needs. "Back in 2000-2001, I was looking for an affordable business solution for my needs but implementation alone was in the millions of dollars." For a small company of \$5 million - \$100 million the cost is prohibitive. "We developed the first generation



of cloud computing in 1997 for internal use. In 2001, the internet began to transform and we decided to commercialize the in-house version." The system was refined over seven years to create a second generation, Software as a Service (SaaS) and Enterprise Resource Planning (ERP), an all-inclusive application and accounting package.

At first glance, the name "BScaler" seems odd but it describes the ability of Pham's cloud computing product to be scaled to any size business. In high tech business, the word "scaler" is used for an instrument that can capture a high volume of signal transactions in a very

short period of time. The "B" identifies this as a business product that captures business transactions rather than signal transactions. "It doesn't matter how big or fast you grow, we will scale with you. The sky is the limit!" Instead of attempting to integrate separate software, all company functions are retained within a unified database - accounting, warehouse management, operations including orders, commissions, contact management, customer service management, sales support and much more. Since only one database is required, input errors are minimized. Secure off-site storage, accessed through the internet and managed by BScaler allows 24/7 immediate access to real time information resulting in timely and informed management decisions.

From personal experience, Pham knows the difficulty of managing the expansion of a business. In a startup, much information is known by a few individuals and can be accessed and analyzed quickly. As success propels growth, the amount of data expands exponentially and systems that were useful are no longer adequate. Companies begin to look for better ways to manage more complex interactions. BScaler, says Pham, "reduces frustration and brings the power of information to the fingertips." He adds, "Wherever you are, we deliver the information to you."

**BScaler**

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