



## BlythecoDev Strategy Update

a Blytheco Executive White Paper

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## Introduction

BlythecoDev is the complete development source for Sage business partners. Offering both catalog and custom enhancements for Sage products, BlythecoDev provides comprehensive and reliable solutions, working through business partners as a strategic resource to the Sage partner network.

BlythecoDev is unique in the Sage community. As a division of Sage's premier business partner firm, Blytheco, LLC, BlythecoDev is supported by almost thirty years of success in the industry. However, BlythecoDev team members are dedicated development professionals. Development work is all they do, and BlythecoDev leaders have worked to provide the infrastructure and environment that emulate those of leading development organizations.

## Products and Services

BlythecoDev is pleased to offer a wide range of products and services to complement standard Sage solutions.

### Catalog Solutions

BlythecoDev offers an extensive catalog of robust vertical and productivity solutions to complement and extend standard Sage applications. These products are available off-the-shelf, or BlythecoDev can modify the solutions to suit a specific need.

Catalog solutions include:

- **Vertical Applications:** enhancements that address industry needs. BlythecoDev offers enhancements or modules that fit the unique requirements of a specific industry.
- **Enhancements:** products that add functionality to the system or increase productivity. BlythecoDev products are seamless; many of Blytheco's productivity-enhancing applications have been integrated into standard Sage solutions.

### Development Solutions

BlythecoDev specializes in developing customizations, or programming modifications to the standard software, including system reports, to specific client needs. Blytheco can tailor your system to fit your



## Development Solutions

processes, using source code programming or built-in system tools such as user-defined fields or the Customizer module.

Why do users customize their systems? Customers choose Sage solutions because they are robust, reliable applications with the scalability and flexibility that ensure a long product lifecycle. However, business needs often dictate that systems adapt to a variety of factors, including compliance requirements, industry mandates, or even personal user preferences. Development solutions can answer this need for adaptation cost-effectively within the current system, saving companies the time and expense of implementing new or additional systems and re-training users.



Examples of typical development solutions include:

- Integration with external applications like legacy systems or industry-specific systems.
- Data import to or export from the Sage system.
- Customized reports, including incorporation of programming methods to increase reporting speed and efficiency for reports with large volumes of data or complex configurations.
- Comprehensive modules to accommodate complex business needs.

The best technologies from customized solutions are frequently added to the BlythecoDev catalog of solutions and thus are maintained and upgraded regularly. The BlythecoDev team also constantly analyzes the market to identify and develop needed products. In these ways, the BlythecoDev catalog continues to grow and evolve.

BlythecoDev is well-known as a reliable development resource throughout the Sage community. They are the leading integration partner for third-party vendors and Independent Software Vendors (ISVs) who wish to integrate their products with Sage solutions.

As part of a customized development project, BlythecoDev delivers:

- Design, programming, and testing services.
- An easy-to-install program in InstallShield, the industry-standard installation tool.

- User Guides upon request.
- Available deployment services. We urge the business partner to provide these services directly to the client. BlythecoDev is available to support the business partner as needed.
- Maintenance, including upgrades, updates, and bug fixes for one year from purchase. The maintenance plan includes unlimited support for business partners (no end-user support is provided). After the initial one-year maintenance period, business partners will be advised of plan renewals and are responsible for renewing maintenance plans directly with their clients.
- Warranty. Any required fixes to BlythecoDev programs will be provided during maintenance period at no additional charge.

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### Methodology

These comprehensive services are provided at a straightforward fixed price. BlythecoDev pricing is simple and inclusive, so clients can budget appropriately without experiencing “billing bombshells” from additional unexpected charges.

For almost thirty years, Blytheco developers have been working with customers to design, deliver, and support the highest-quality customizations available in the industry. BlythecoDev continues that tradition, but we have refined our development process with an commitment to quality and on-time delivery.

BlythecoDev specializes in complex development projects with many variables. To effectively manage and deploy these projects, the group is enabling “Scrum” methodology, a team-based approach to development based on project visibility, phased project goals, and frequent work evaluation to ensure the end result is a quality product. Scrum is a method of ‘agile development,’ which emphasizes responsiveness to changing project factors, collaboration with the customer, interactivity and increased productivity among team members, and on-time delivery of the product. Scrum and other agile development techniques are the methodology of choice for many top development organizations, including Sage.

**BlythecoDev Key Principles:**

- Standardized procedures for management of development processes.
- High quality assurance standards from specification creation through client use of product.
- Review and accountability throughout the development process.
- Completion of services on a timely basis.
- Open collaboration in the development team for sharing of resources and knowledge.
- The capability to work on cutting edge technologies and development solutions.

Our team works within a focused, standardized process to ensure that accountability is upheld throughout the development process and that services are completed in a timely and scheduled basis according to our firm commitment to a high level of customer satisfaction.

**BlythecoDev's standardized development process includes:**

1. Design – Consulting with clients about requirements and creation of a clear, defined specification document that ‘translates’ business needs into programming requirements.
2. Engineering – Programming of application code.
3. Quality Assurance – Testing within the virtual client environment by BlythecoDev's professional QA staff. This may be supplemented by testing by client users, using test scripts prepared by BlythecoDev QA analysts.
4. Packaging and Delivery – On-time and on-budget delivery to the end-user or business partner.
5. Onsite Installation – Remote assistance to install and implement the customization. BlythecoDev assistance is provided to the client's business partner, who is then responsible for deployment at the client site.

## Cross Team Approach



BlythecoDev projects involve the use of multiple programmers working together on specialty teams so that goals are met quickly with multiple review points in the process. BlythecoDev operates as four project teams: Design, Engineering, Quality Assurance, and Technical Service. Staff members may serve on multiple teams depending on project requirements and specialties. Design and Technical Service roles collaborate with clients to create specifications and coordinate smooth solution deployment. Blytheco Consultants may also serve in Design or Technical Service roles, to ensure consistency, continuity, and ease for clients requiring BlythecoDev customizations as part of a larger implementation project.

The team is guided by longtime industry leaders Nicholas Hoad and Danny Baker. Hoad, Vice-President, Technology Solutions, oversees Blytheco's development staff and leads research and development efforts with a concentration on vertical marketing. Nicholas has extensive experience in custom programming and multi-systems integration, including the development of several new modules for the MAS 90, MAS 200, and SalesLogix product lines. Prior to his work at Blytheco, he was the lead developer at Sage, publisher of MAS 90 and MAS 200 accounting software, where he designed and developed key applications.

Danny Baker serves as Vice-President of Development. Danny has over fifteen years of ERP and CRM implementation experience with major professional services organizations including Deloitte and Touche and Corio (now IBM). He manages Blytheco's development team and collaborates with team members and clients to design innovative complementary solutions for Sage applications.



## Client Collaboration

Clients share in every phase of the BlythecoDev development process, from solution design through deployment, and this collaboration creates mutual project ownership and ultimately, project success.

### Client Collaboration (continued)

BlythecoDev design team members have experience with diverse industries and business models. Their business and product knowledge, combined with their technical skills, provide them with the ability to serve as solution consultants during the initial design phase. They work with clients to define project goals and drill into functional details to translate these goals into a technical specification which is provided to BlythecoDev engineers.

Once clients approve the project, BlythecoDev establishes a duplicate of the client's complete software and hardware environment using virtualization techniques. The use of industry-standard virtualization tools allows BlythecoDev team members to work in a system that looks and behaves exactly like the client's production system.

Client proof-of-concept is critical throughout the project. Clients review the ongoing project at key checkpoints during the development process. They appreciate that the process is completely transparent, and their approval before moving forward with the project ensures that the ultimate product will meet their needs completely.

The testing phase of the project may also involve clients if the business partner and the client choose. BlythecoDev team members test each product thoroughly. If clients desire, BlythecoDev can also provide test scripts to clients, enabling them to do their own testing from the perspective of actual system users.

### Respectful Relationships

The goal of BlythecoDev is to serve as a development resource for Sage business partners, and creating and maintaining excellent relationships with business partners is BlythecoDev's primary objective. Pricing, order forms, license agreements, and other key business documents are accessible **ONLY** to Sage business partners. Product inquiries from end-users will be referred to the end-user's Sage business partner. BlythecoDev will not solicit any products or services to end-users.



BlythecoDev relies upon business partners to have not only extensive knowledge of their individual clients' needs and goals, but also expertise in relevant applications. BlythecoDev partners should maintain a staff sufficiently trained to sell and implement these products. Partners are strongly encouraged to play an active role in the implementation of their clients' solutions. This ensures a smooth integration and continuity for the client.



### Commitment

While BlythecoDev functions largely as an independent entity, it is a division of Blytheco, LLC, Sage's premier partner firm and a pioneer of the Sage Master Developer program. Since 1980, Blytheco has served thousands of clients in a variety of industries with award-winning Sage Software products and the highest-quality consulting available. With over 140 employees in dozens of locations across the US, Blytheco is the only truly national Sage business partner.

Blytheco has been named Sage's "Partner of the Year" for Sage MAS ERP Solutions for the past nine years. We sell and implement more Sage systems than any other company. Our experience reduces your risk and saves you money.

Blytheco is the largest and most honored national Sage Authorized Training Center (ATC) and is Sage's Authorized Training Center of the Year. Blytheco is also a Sage Certified Support Center, and Blytheco executives serve on Sage's Business Partner Advisory Council.

Blytheco, LLC has built a reputation as an industry leader, and has been recognized by Sage, by industry press, and by local organizations for the firm's ongoing commitment to quality.

BlythecoDev is committed to the same level of quality. Our development team has the experience to understand your business challenges, and to translate your needs into innovative, high-quality customizations to Sage Software systems. BlythecoDev has the largest development staff in the industry, and our nationwide locations and responsive service ensure that projects are managed professionally, on time and on-budget.



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#### About Blytheco, LLC

Serving the business community since 1980, Blytheco, LLC offers business management software and related consulting services to the mid-market. Blytheco, LLC represents Sage Software solutions, and has consistently been named Sage Software's Accounting Solutions Partner of the Year for MAS 90, MAS 200 and MAS 500. With over one hundred employees across the US, Blytheco works with over 4,000 companies in many industries to help clients meet their business goals with award-winning software products, customized solutions, and the highest quality consulting in the industry. For more information, please visit [www.blytheco.com](http://www.blytheco.com).