

# The Next 2 Years: Your Technology

Top Technologies Your Business Will Need To Grow Through  
2018



With

**GENE MARKS**

Of

**The Marks Group, P.C.**

The  
Washington  
Post

**Forbes**

THE HUFFINGTON POST



**Inc.**

**Entrepreneur**  
MAGAZINE

# 1. ERP is going to the cloud

9 Technology Trends Every Distributor  
and Manufacturer Should Know

**Microsoft GP**

**Sage X3**

**Large customer base**

**Significant resources**

**Microsoft technology**

**Many integrations**

**Older architecture**

**Strong reseller channel**

**ERP/Accounting Is Going to the Cloud**

## **Epicor Prophet 21**

**Large user base**

**Epicor trading network**

**Cloud/on-premise**

## **Distribution One**

**8,000 users**

**On-premise**

**Smaller, customer service oriented**

**ERP/Accounting Is Going to the Cloud**

**Infor**  
**Oracle**

**Cloud and on-premise**  
**Higher cost**  
**Enterprise focus**  
**Strong reseller channel**  
**High name recognition**  
**Significant customizability**  
**Multiple module offerings**

**ERP/Accounting Is Going to the Cloud**

**Plex Systems**

**NetSuite**

**BizSlate**

**Fully cloud based**

**Plex – recent fundings**

**Netsuite – long history**

**Stand alone modules**

**Newer architecture**

**ERP/Accounting Is Going to the Cloud**

**Highjump**

Fully cloud based  
Focus on warehouse  
management  
14,000 customers

**Handshake**

Fully mobile  
Order entry and inventory  
management  
SMB focused

**ERP/Accounting Is Going to the Cloud**

# Find Accounting Software

Capterra

ERP/Accounting Is Going to the Cloud



**Focus on the  
company first**

**Have a good  
partner**

**Flexible, modular  
and open**

**Prioritize  
business  
intelligence**

**Get referrals**

**5 Tips When Researching**

1. ERP is going to the cloud
2. IoT/Wearables will gain steam

9 Technology Trends Every Distributor  
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## **Google Glass for the factory:**

- report data**
- hands free/safety**

## **DAQRI Smart Helmet:**

- Built-in thermal sensors and 360-degree cameras**
- "Don't touch that until it cools down"**
- "Watch out for that beam behind you"**
- Security guards would scan factory equipment for excessive heat or out-of-bounds behavior while they do their nightly rounds.**

**IoT/Wearables are gaining steam**

# Parker Hannifin Automation Group - Vibration sensors

- Determines that the vibration signal has moved outside of the control range, indicating that the gearbox should be replaced.
- Sourcing then orders the gearbox and maintenance schedules the repair.
- Saves on inventory and supply chain efficiency.
- Scheduled maintenance instead of down time.

IoT/Wearables are gaining steam

# ThyssenKrupp's - Elevator reliability

- Microsoft Azure Machine Learning

- IoT-connected elevators also provide condition reports that alert engineers to potential issues.

- Preventive maintenance system that lets engineers access real-time data to prevent elevator breakdowns.

IoT/Wearables are gaining steam

# Kuka (industrial robots and automation products)

- Microsoft Azure IoT platform

- Robotic hands thread a tube into a small hole in the back of a dishwasher.

- Movement data from the robot is streamed to the Azure cloud where workers can monitor progress and receive status reports from the factory.

- Assembly errors can be addressed in real time through Windows tablets, making the automated process faster and easier.

IoT/Wearables are gaining steam

## Other Benefits:

- Perform tasks from one location
- Catching the issue before equipment breaks down can save any unnecessary downtime or a complete machine replacement
- Analysis of systems to fine-tune and tweak the performance of equipment, increasing machine life expectancy and ramping up production capability.
- Reporting tools that help with performance, budgeting, and documentation (injury or breakdown)

**IoT/Wearables are gaining steam**

1. ERP is going to the cloud
2. IoT/Wearables will gain steam
3. Business intelligence is everywhere, anytime

9 Technology Trends Every Distributor and Manufacturer Should Know



**Domo**  
**Microsoft Power BI**  
**Clear Analytics**  
**SAP BI**

**Real-time data**  
**Cloud based**  
**Mobile friendly**  
**Self service**  
**Auto-delivery**  
**Visualization**  
**Platform independent**  
**Dynamic refresh**  
**Spreadsheet integration**

**Business Intelligence**

# KnowledgeSync

Platform agnostic  
Primarily e-mail alerts  
Small company, long history  
Examples....

# SQL Triggers

Custom programming  
required by SQL expert

Alerting

# IFFT

## If This Then That

Connects software and hardware

Thousands of “recipes”

Examples:

- Security
- Electrical
- Spreadsheet
- Email/Social media updates

Alerting

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4. Your community is a valuable asset

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# Your Community/CRM

ACT!

GoldMine

Nimble

Zoho

Insight.ly

SugarCRM

Dynamics CRM

Salesforce.com

SageCRM

# The 3 Most Popular CRM Reports

- The Pipeline
- The Activity
- The Incident

**CRM**

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5. Technology will help educate your community.

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**Email Marketing**

**Constant Contact**

**MailChimp**

**MyEmma**

**Print, Voice, Text**

**VistaPrint, PrintPlace**

**Voiceshot**

**Tatango**

**Video**

**TalkFusion**

**Constant Contact**

**Providing Content**



**Inbound Marketing**

**HubSpot,  
InfusionSoft**

**Marketing  
Automation**

**Marketo  
Click Dimensions  
Exact Target  
BizConnector**

**Providing Content –  
Marketing Automation**

**Communication  
Research  
Resumes**

**LinkedIn**

**Communication  
Hootsuite**

**Twitter**

**Hangouts on Air  
Periscope**

**Google  
Twitter**

**Providing Content – Social  
Media**

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## 6. Search has gone mobile

9 Technology Trends Every Distributor  
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**Mobilize Your Website: DudaMobile, Go-Daddy**

**Google My Business (And Yahoo and Bing)**

**Getting Linked By Others**

**Meta Tags/Spidering**

**Your website is out of date**

**Time for an SEO consultant?**

**Getting Found**

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7. All your data will be managed in the cloud, like it or not, secure or not

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# The Cloud





**Amazon Web Services**  
**Google Web Services**  
**Microsoft Azure**  
**Rackspace and Others...**

**Managing Data**

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**8. People are collaborating everywhere**

**9 Technology Trends Every Distributor and Manufacturer Should Know**

# GoToMyPC/LogMeIn/Remote Desktop

Remote connectivity

## Join.me

Screen sharing

## Office365/Google Docs

Documents, Spreadsheets

## OneDrive/DropBox/Google Docs

Storage

## Collaborating

# FindMyShift/Toggle

Time and billing

# Skype/Oovoo

Video conversations

# Freeconferencecall

Conference service

## Collaborating

# Basecamp/Asana

Inexpensive cloud based project manager

# Slack

Internal messaging w/history and search

# EchoSign/DocuSign

Doc management, e-signatures and storage

# ZenDesk

Tracks issues/problems to resolution

## Collaborating

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8. People are collaborating everywhere
9. New tech is changing HR

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**ZipRecruiter – mashes up hundreds of recruiting sites and manages candidates**

**Work4 - drives quality candidates from Facebook, LinkedIn and Twitter (58% of employees are more likely to apply to a company via social media)**

**InstaWork – you tell position and they send list of qualified candidates and schedule interviews. Founded by 2 Google execs and venture backed.**

**Intelius or Checkr- will help you review the background of everyone you hire, minimizing the risk of unexpected “surprises” from disrupting your new employer-employee relationships.**

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## **New Tools To Find People**

**Zenefits - 2,000+ companies, 50,000+ employees, \$84m funding  
@\$4.5 billion valuation - benefits, payroll, onboarding, time off,  
and more.**

**Gusto (formerly ZenPayroll) – online, “beautiful” payroll, \$26m  
funding**

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## **New Tools To Manage People**

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A Quicker! Better! Wiser! Monthly Report

# 10 THE PERFECT

Gene Marks' Business Outlook, September 2011

## September: A Big Month Ahead

August was quite a month in Washington DC — excessive hot air, earthquakes, a hurricane. And Congress was barely in session.

For the economy, August was not a good month.

Not that there weren't some bright signs. Durable goods orders came in strong. Personal income and expenditures were both up. Consumer delinquency rates fell to pre-crisis levels. Commercial property prices rose. The Baltic Dry Index rallied. WalMart reported higher profits. Leading indicators were up and oil fell to \$81 a barrel.

But the fall in oil, for example, was due to a slowing economy. In fact the Fed revised its estimate of annual GDP growth from an anemic 1.3% to a feeble 1.0%. Inflation, though still low, rose this past month as did the price of gold. The Pulse of Commerce Index remained weak. Small business optimism dipped for the fifth month in a row. Regional Feds in Philadelphia, New York and the Midwest reported contractions in activity. Weekly unemployment claims are holding steady, if not slightly increasing, and activity around the country was just...less. The latest auto traffic and truck tonnage indexes both decreased. The construction industry is on life support: architectural billings, housing starts, and existing home sales are down. Dell cut its forecast. HP got out of the com-

**Because as Congress reconvenes after Labor Day, we're looking at a fun filled month of September. And I know at least four things that will happen this month that will impact us all well into 2012.**

puter business. Steve Jobs stepped down.

Oh, right, and Standard & Poor's downgraded our national debt, causing wild fluctuations in the stock market. This was after our government's debt "deal" at the beginning of the month, which basically kicked the problem to a politically charged debt "super" committee tasked with either reducing the debt or reducing our national defense. Meanwhile, China builds new ships and missiles and Russia lays claim to pieces of the arctic.

And the best is yet to come.

Because as Congress reconvenes after Labor Day, we're looking at a fun filled month of September. And I know at least four things that will happen this month that will impact us all well into 2012.

### 1. The Debt Super Committee.

This bi-partisan (but VERY partisan) committee will be meeting to figure out ways to reduce our national deficit. They've been charged to either

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agree on a solution or there will be across the board cuts primarily in defense. The expectation is, like it always was, that this "super" committee will not achieve super results. Instead we can expect token gestures of deficit cutting with the rest coming out of our defense budget. Few think that these members will be able to step up to the problem of entitlements which

➡ Continued page 2

# Thank You!

## THE MANUFACTURER'S BOOK of LISTS

Compiled and Edited by Gene Marks



**70+ LISTS**  
from dozens of  
**MANUFACTURING  
EXPERTS**  
to help you run your business  
**MORE PROFITABLY**

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