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## PRESS RELEASE

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### **SAAS COMMENTARY BY TIMOTHY BRIGGS, CHIEF OPERATING & FINANCIAL OFFICER OF DATACRAFT SOLUTIONS**

**DURHAM, NC** - Timothy Briggs, COO & CFO of Datacraft Solutions says, "We deliver our solution as Software as a Service (SaaS). SaaS is a rapid, efficient and cost effective approach to implementing any business application that is not a core business differentiator. We deliver a revolutionary digital kanban process of automation solutions to lean manufacturers through a secure Internet gateway, eliminating the need to install and maintain a complex IT infrastructure."

Briggs asserted in the new company newsletter that, "This delivery model has enabled our company to experience significant growth in the past two years by enabling our customers to eliminate complicated, expensive, time intensive software implementations as well as extensive training regimens. Our customers have benefited from a supply chain digital kanban system, which allows them to access and utilize powerful lean benefits immediately for a predictable monthly fee. In addition, they have eliminated the need for internal support infrastructures needed to deploy enterprise software solutions."

A year ago, you could still find plenty of SaaS naysayers amongst the mainstream software vendors. Now even SAP and Oracle are keen to show off their SaaS credentials; albeit with very few, if any, SaaS products serving the manufacturing software marketplace.

Briggs argues that economic factors favor SaaS. "It is clear that our country is in the deepest recession in 15+ years, further compounded by a fuel crisis. Certainly, the low-risk, pay-as-you-go model gives SaaS a big competitive advantage when capex budgets are slashed.

**Datacraft Solutions** ([www.datacraftsolutions.com](http://www.datacraftsolutions.com)) delivers a revolutionary digital kanban process of automation solutions to lean manufacturers through a secure Internet gateway, eliminating the need to install and maintain a complex IT infrastructure. The company has experienced significant growth in the past two years by eliminating complicated, expensive, time-intensive software implementations as well as extensive training regimens and the need for internal support. Datacraft Solutions' replenishment supply chain digital kanban system allows customers to access and



utilize powerful lean benefits immediately for a low, predictable monthly fee. Services are scalable so manufacturers can design an appropriate digital kanban solution.

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