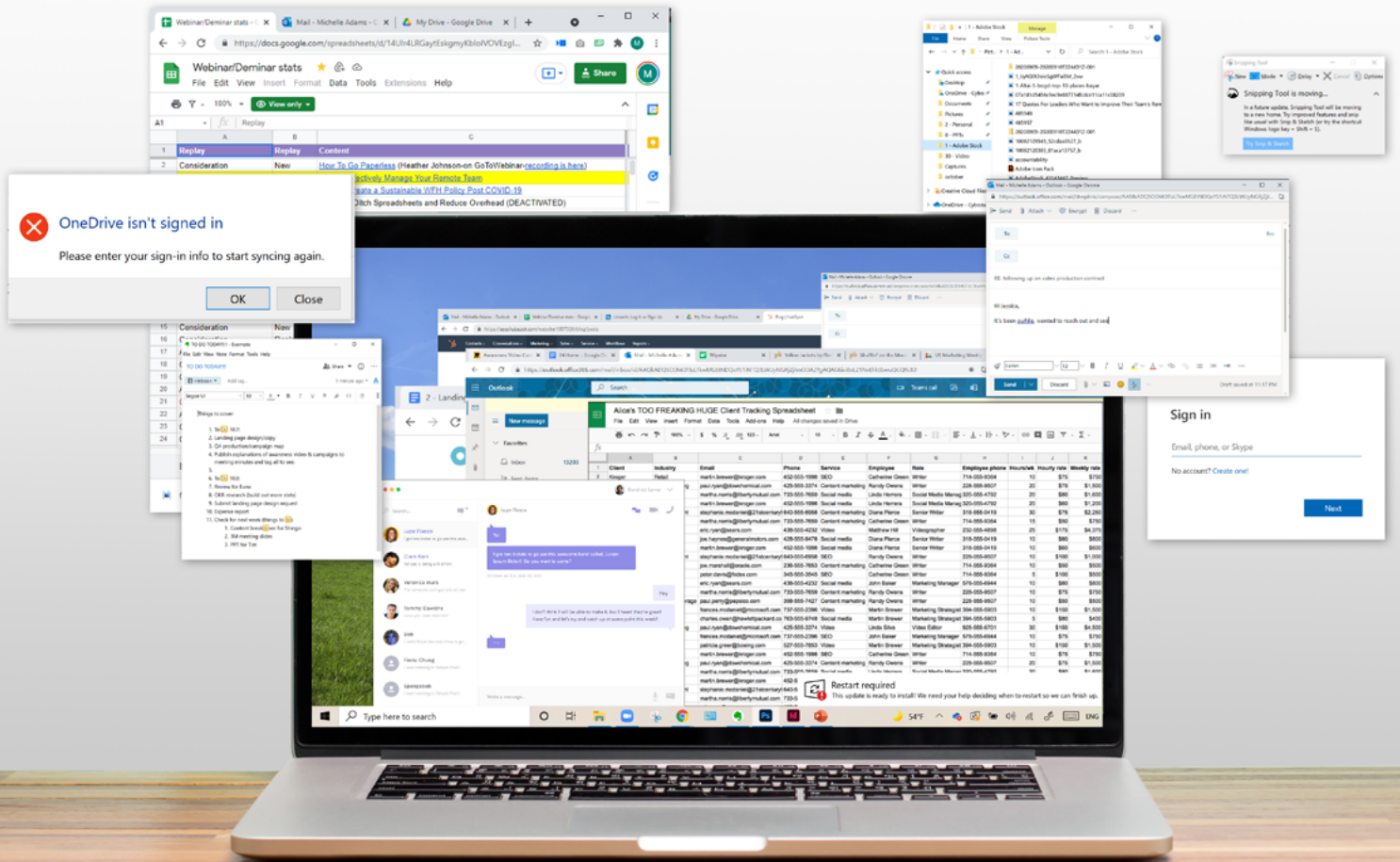




kintone

TOO MUCH SOFTWARE!

How Too Much Software Can Kill Your Productivity





INTRO.

Rethinking The Way You Work With Software

For 30 years now, the standard approach to business software has largely been the same: more, more, more. It's transformed the way we live, and the way we do our jobs. But are more business apps really what we need to do our best work together?

We doubt it. It's time to shift your software mindset—to simplify, not multiply—and this eBook will show you how.



ONE.

What 20 Years of Business App Development Got Wrong.

For most organizations, the mindset toward software remains the same: more solutions = better. The more applications applied to workflows, operations, and functions, the more technologically advanced and efficient your team will become. As business operations continue to migrate online, software needs to become more versatile

Unfortunately, most solutions are one-trick ponies.

They do one thing really well, but they aren't versatile, and they don't always play nice with other software you are using.

This leaves organizations working with a gigantic toolbox of apps—all specially designed for specific tasks—that function in disparate, disconnected systems. We don't just have more software, we have too much. It's dividing our attention, data, and time.



A Quick Look at the Stats

- 73% of companies surveyed by **Mavenlink** found **employees spend more than one hour per day moving between business applications.**
- **A recent analysis by Okta Inc.** found that regardless of industry or location, **large firms use an average of 129 software apps per company**, a 68% increase over the last four years.
- Smaller firms are also seeing a rise in app adoption: **between 2015 and 2018, the number of apps used has grown from 53 to 73.**
- **McKinseyGlobal Institute** has found **the average interaction worker spends nearly 20% of their week** looking for internal information.

That's a ton of time lost to digital wandering, and it's impairing employees' abilities to do their jobs—the exact opposite of what was intended in the first place. The bottom line? We're stuck in data and communication silos of our own making.

Workers complete an average of 134 copy-and-paste actions each day.

Employees lose more than time and energy continually opening and closing, copying and pasting, losing data in translation. **Pegasystems found that employees commit an average of 845 keyboard errors a day.**

This doesn't even encompass the entire financial burden of subscribing to more solutions, but you already know these costs—you're dealing with them every day. We're willing to bet that the problem isn't that you're not clear on what you're losing, it's that you don't know another option.

Thankfully, there is.

At one time, progress meant adopting more technology and more software—going from paper to paperless; from analog to digital. But you already have enough software, or else you wouldn't have made it through the past two decades. **So what does digital transformation mean in an era that's already mostly digital?**

Transformation today means streamlining what you have to become more agile, efficient, and effective.

TWO.

Why You Can Still Expect to See More Apps, Everywhere

On some level, **we all recognize that the software we're using is dividing our attention, but we continue using more and more of it anyway.** Why?

Because we feel like we need it to do our jobs well. Despite the inefficiencies, the software we turn to are powerful pieces of technology we've come to rely on. Many of them have capabilities we never could have imagined would exist two years ago, let alone twenty.

These advanced capabilities enable us to complete the specialized tasks our work requires. Job specializations both in and adjacent to the technology industry are becoming increasingly complex, and the more specialized your role is, the more likely you are to seek a specific digital solution.

The desire to do well is felt by all of us, and it's evidenced in the growing demand for specialized business solutions. **The enterprise software market is the fastest growing segment of the IT industry.** Year-over-year growth frequently exceeds 10%, and between 2009 and 2019, total enterprise software revenue doubled, expected to reach \$600 billion by 2023.



“The average interaction worker spends... nearly 20 percent [of their week] looking for internal information...”

- McKinseyGlobal Institute, “The social economy: Unlocking value and productivity through social technologies”

With this growth, sub-segments of the enterprise software market such as business process management (BPM), enterprise resource planning (ERP), and customer relationship management (CRM)—have expanded into full-fledged markets of their own.

To help your employees do their jobs better, faster, and stronger, it’s time to change your software approach.

Instead of solving business problems reactively as they crop up, think about proactively connecting the dots between problems and common solutions. In the following pages, you’ll learn what that common-ground solution looks like—and how it can change the way you work for the better.

What is Digital Transformation?

Digital transformation is the adoption of digital tools to solve problems. Originally, the term placed emphasis on moving from paper to cloud-based solutions, but the term has come to take on a broader definition of fundamentally rebuilding business processes with tech in mind for maximum efficiency.

As leading, underdog, and brand new vendors alike continue to merge, evolve, spin-off, and specialize, the choices proliferate—and decision-makers fall victim to overchoice.



In the 10 years between 2019 and 2029, total enterprise software revenue more than doubled.



The CRM and ERP software market is expected to see significant growth by 2023.

Presented with an ever-growing selection of solutions, analysis paralysis rears its head—continually researching new options and comparing established market favorites with hot-off-the-press creations creates a dizzying array of decisions which drains time and energy.

The pursuit of specialized software isn't inherently a bad thing. Specialization is efficient, and efficiency is imperative to staying competitive as work evolves. But the assumption has always been that specialized business software platforms are necessarily point solutions—technologies that match a single tool with a single task or a few specialized tasks. The inverse holds that generalized business software platforms are necessarily catch-all solutions—jacks of all trades, masters of none. But this assumption doesn't exactly hold true.

The truth is, you don't need so many different softwares to get the specialization you seek. In fact, they're doing more harm than good.

Maybe you're satisfied with your point solutions and the framework you've put together. But if you plan to scale, stay efficient, and stay competitive, changes must be made.

By repeatedly turning to software to solve our business problems, we're drowning in our own solutions—it's simply not sustainable. **Workers who use more than 30 applications in a day have error rates 28% higher than those using fewer applications**, and the average knowledge worker switches between 35 applications more than 1,100 times a day.

This means the vast majority of workers are making 28% more errors every day than they would be with fewer solutions.

Employees use more than 90 different applications on average, monthly. When we expand the metric to years, applications and errors don't just continue to multiply—so does the amount of time spent toggling between the solutions, resulting in hours, days, and even weeks of wasted time.



THREE.

The Way You Use Business Apps Isn't Sustainable

Software fatigue takes its toll on worker satisfaction. According to a report by RingCentral, 68% of workers toggle between applications up to 10 times an hour. Furthermore, more than two-thirds of workers report wasting up to 60 minutes a day navigating between apps—and 17% waste even more. This adds up to 32 days a year wasted, juggling the very applications implemented to improve businesses efficiency and productivity in the first place.

To put it in perspective, 53% of workers say they'd rather do household chores than navigate between applications, and 52% say they'd rather pay bills than deal with the hassle of toggling.

Those 32 days per employee cost businesses hundreds of billions of dollars a year—and they might not even realize it. Plus, it doesn't even include the cost of the applications themselves. Between annual fees, added premiums, and monthly subscriptions, business software is rarely free—and the more additions, the more zeros you add to the bill.

Keeping, maintaining, and updating such a volume of software is nearly impossible, and as you move more business-critical data into them, your risk of security breaches and data fractures increases.

Remember the 845 keyboard errors the average employee makes in a day. How high-stakes could just one of these slip-ups be?

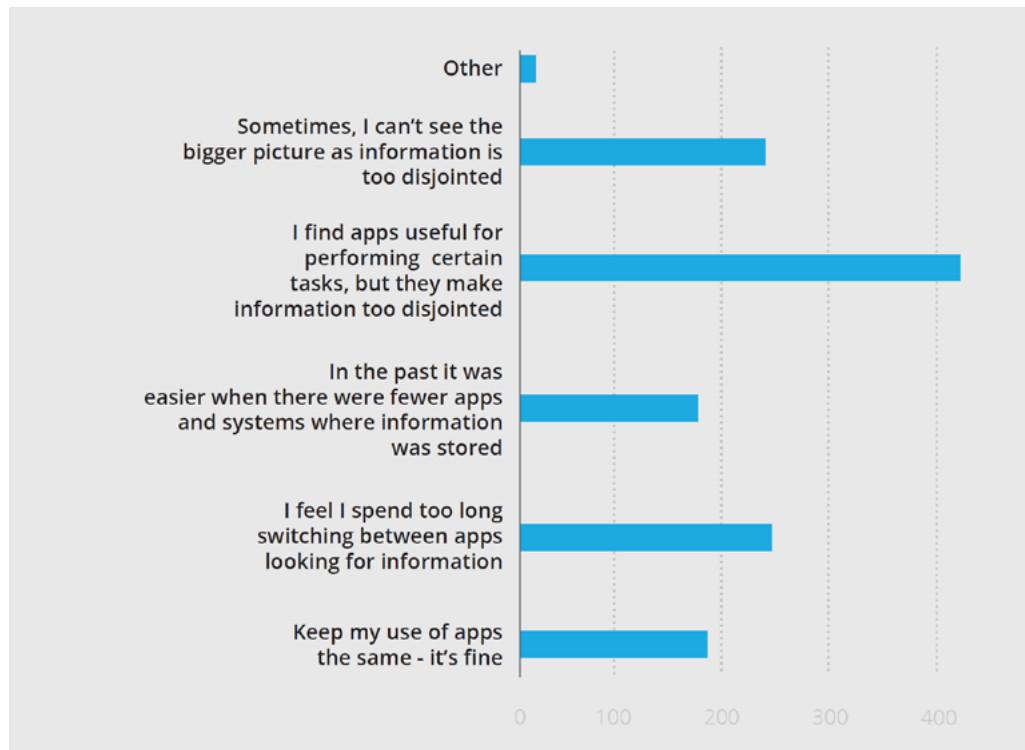
Keeping security measures up to date is even trickier than it seems, because you probably don't even know **how many applications are running across your organization at a given time.**

When different teams and departments find and implement software independently from the IT department, it creates shadow IT, **which accounts for 30 to 40% of technology spending at large enterprises.**

Shadow IT takes up an astounding 50% or more of overall IT spending for large enterprises. Moreover, shadow IT is impossible to regulate. You can't manage what you can't see—and you can't protect against risks you're not aware of. **CISCO surveyed CIOs to estimate the number of cloud applications and services running across their organization.** They answered 51. The actual number was 730. Even in heavily regulated industries like healthcare, the survey found 17 to 20 times more cloud applications running than IT employees estimated. If IT isn't in control, then who is?

The common approach to software for the past few decades doesn't work. Odds are, you probably can't keep it up for much longer anyway. It's killing your productivity and efficiency, undermining the gains and profits your company makes. **Every time you add another specialized tool to your laundry list of solutions, the negative effects ripple and reverberate.**

It's not too late to turn things around. It's time to change the way you use software, and we're going to show you how.



In a 2017 workplace survey conducted by harmon.ie, a technology company and Microsoft partner, respondents were asked how they feel about app usage in the workplace. 48% of respondents answered, "I find apps are useful for performing certain tasks, but they make information too disjointed."

Runner up answers included "I feel I spend too long switching between apps looking for information" and "Sometimes I can't see the bigger picture as information is too disjointed." of the app economy."

FOUR.

How You'll Use Fewer Apps To Do Your Job

There's no question that the specialized solutions you rely on are necessary to do your job, but piling on single-point solutions isn't just unsustainable—it's damaging to your data integrity, your ability to work effectively, and your overall satisfaction.

So how do you get the specialized software you need without buying tools that come with a host of other issues?

By choosing tools that allow you to specialize and centralize.

There's a solution you can choose without giving up control, customization, quality, or cost.

Here's the deal: instead of sourcing 40 specialized solutions from 40 different vendors, you can get 40 custom solutions from one vendor. By switching to a cloud-based, centralized workflow platform, your business data—everything from your last conversation with a colleague to last month's quarterly sales report—is accessible in one secure, searchable place.

Platform solutions aren't new, but they're gaining greater adoption in the era of too many point solutions. And the newest version doesn't just centralize data, it also allows users to customize their business applications from scratch, no IT team required.

Featured above is the drag-and-drop interface editor of Kintone's platform. Kintone is a no-code/low-code platform that allows users to create their own custom enterprise applications in a centralized, cloud-based platform.

Once that infrastructure is in place, you can begin to build specialized solutions from the inside out.

Advances in software development are not only changing the solutions and platforms we can create—but also who can create them.

New business software tools are allowing organizations to create sophisticated solutions they need inside of a single platform—with integrated security and maintenance built in.

These emerging tools make it possible for anyone to create their own software, customized to specific needs and tasks—all without buying new software solutions, purchasing new subscriptions, and or hacking together workarounds that rely on extra steps like copy and pasting. By layering a visual design engine on top of a cloud-based platform, your organization can create and customize a digital workspace that matches your process and workflow needs exactly. No more shortcuts, and no more sacrifices.

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“Technology is also a great equalizer when it comes to the experience and expertise of “experts.”

- Mihir Shukla, CEO and Co-Founder of Automation Anywhere

This doesn't just reduce all of the risks associated with point solutions, it means your organization is no longer faced with fighting a sea of decisions: leaders no longer need to spend time choosing between a hundred new potential solutions that only fix one or two of your business problems.

Instead, they have access to a comprehensive, common-ground solution customized to solve all of your business problems—and meet everyone's individualized needs. The driving idea behind this new movement in software is visual programming—a form of software development that's visually-based rather than textually-based. It puts the power to build software in anyone's hands, removing the complexities of coding languages and the barriers of intensive training.

Visual programming gives every employee the ability to create their own specialized solutions—built around their own business data, role-specific tasks, and personalized workflows.

It sounds complex, but it couldn't be simpler. The user interfaces of visual programming tools are drag-and-drop. It's a flexible, highly customizable form of software development that takes a fraction of a time to learn compared to a new coding language. And it'll transform every aspect of your business operations.



FIVE.

Why Fewer Apps Is Going to Drive Greater Results

With a cloud-based, centralized, integrated platform, you remove disparate storage solutions, break free from company-wide data silos, and restore the hours spent searching for information that's somewhere else. You can access any business information with greater ease, speed, and simplicity than you probably ever thought possible.

You can customize databases that organize, analyze, and visualize your unique business data without needing to close—or open—a single tab, let alone a separate application.

In general, applications will no longer be external entities that you purchase, download, integrate and adapt to your data—they'll be extensions of your data.

They'll be intuitive tools you create as you go to get your daily tasks done. And each and every one will stem from the same, singular software solution.



With this new approach, the core inefficiencies of your business: the time, money, and labor lost each day to things like information searching and application switching, won't just improve—many of them will disappear completely.

A centralized, integrated platform with visual programming capabilities streamlines workflow productivity, efficiency, and profitability in ways that were, and for many people still are, entirely unimaginable.

And the craziest part is, it's not a simple solution for a simple problem.

It's a simple solution for a problem that we've all spent 20 years, trillions of dollars, and countless innovations trying to solve. **Forrester estimates that visual programming methods can develop software up to 10 times faster than traditional methods.** It's not just a remedy for the age-old business and IT problems of inefficiency and backlog, it's propelling you farther forward at a faster speed than you ever could have gone otherwise.

SIX.

Tackling Software Overload with Simplicity: Kintone

With Kintone, it's possible to have your cake and eat it when it comes to specialized software tools without sacrificing centralization.

Kintone's drag-and-drop builder lets teams easily design the custom database applications they need to effectively track and share their data.

Whether your sales team needs a CRM, your accounting team an expense report, or HR an employee database, you can create it in Kintone without writing a line of code. Kintone's cloud-based platform means your team can work off a single source of truth for all your data, workflows, and conversations.

Create every app you need and see all your data in Kintone's central dashboard instead of across twenty platforms (with twenty password logins).

To learn more about centralizing your data and team in Kintone, check out our demos at:

<https://www.kintone.com/demo>

Sales



Sales CRM Pack

A set of Sales and Customer Relationship Management (CRM) apps that work together seamlessly to manage your prospects and customers, sales, ...



Sales CRM + Support Pack

Consolidate all the sales and support data from different points. Use the suite of apps to help manage customer acquisition and support. ...



Customer Database

Centrally manage customer information scattered throughout the company....

Human Resources



Recruiting Pack

Recruitment management app to keep track of your job vacancies and candidates for job positions....



Expense Report

Expense Report is a quick and simple way to record, process, and keep track of your expenses. Expense management solution made easy....



Shared To Do

Collaborate with your team more. Share your to-do list with the team and manage projects together!...

& More!

Browse our library of
50+ templated apps to see
how you can customize Kintone
for department or team!

SEE MORE



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