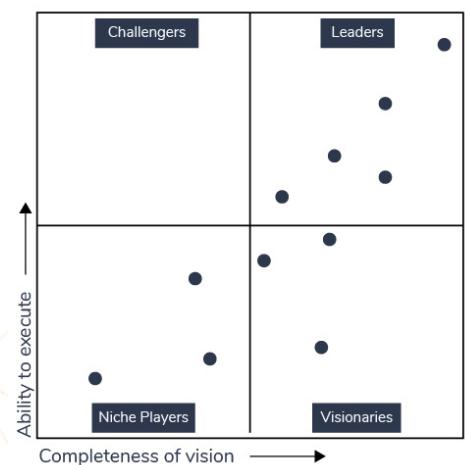


Why it is ok (for now) that we did not make the Gartner Magic Quadrant.

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Gartner released their Magic Quadrant for the Cloud ERP for Product Centric Enterprises and RamBase did not make the overall cut. However, we made the honorable mentions and that is pretty cool. We feel that to be included by Gartner in their honorable mentions is an industry recognition and a pat on the back that we are heading in the right direction.

Gartner is a leading research and advisory company aimed at helping executives and senior leaders with indispensable business insight, advise and tools. When the need arises to change or upgrade your ERP system, Gartner has already done the research for you.



A Gartner Magic Quadrant is “a culmination of research in a specific market, giving you a wide-angle view of the relative positions of the market’s competitors.” There are different magic quadrants aimed at positioning technology players within a specific market. The magic quadrant can be a helpful tool for ERP decision makers to compare the various technology providers in their business market.

The tool also educates you on what is expected from the different systems providers competing in one specific market segment. Giving you valuable insights into what their strength and challenges are from a third-party perspective.

ERP for Product Centric Enterprises

Product centric organizations consist typically of manufacturing companies and distribution companies. The two company types have many of the same product-related processes such as buying, storing, selling, and delivering products. Distribution companies also need systems to cover additional processes for storing and repackaging of products. Manufacturing companies may need specific processes for developing, manufacturing, and assembling of products. To be considered for Gartner's magic quadrant, ERP system providers should deliver functionality for these processes.

A technology provider in the product-centric cloud ERP suite must provide, as a minimum, operational ERP and financial management functionality. The operational ERP-tag includes, but not limited to, functionality such as supply chain management, manufacturing, inventory management and material requirement planning. Optional capabilities in the product offerings are indirect procurement, project accounting, HCM and specialized industry specific modules or applications such as, but not limited to: product life cycle management and make to order (MTO) and configure to order (CTO) processes.



RamBase a contender?

RamBase deploys all these functionalities in our Cloud ERP platform system. Our industry reach is precisely for the wholesale distribution- and manufacturing market. With the latter market, RamBase is a perfect fit for electronic-, high tech- and mechanical manufacturing customers.

To be considered for the quadrant the inclusion criteria for technology providers are:

1. Product capabilities
2. Cloud service attributes
3. Market presence

RamBase has all the product capabilities that Gartner requires, such as operational ERP, financial management functionality, supply chain management, life-cycle management and manufacturing processes to handle make to order (MTO), assembly to order (ATO), make to stock (MTS) and engineering to order (ETO) to name a few.



RamBase also fulfills the cloud service attributes criteria. Our delivery model is a Software as a Service (SaaS) system, meaning you have access to the system from anywhere with an internet connection. RamBase was born in the cloud and has a guaranteed 99,9% availability. We are a multi-tenant solution, meaning that a single instance of the software and its supporting infrastructure serves multiple customers. No expensive upgrades since all upgrades are implemented in the cloud service and customers pay only a subscription fee.

The reason why RamBase is not a qualified contender is because of our market presence. The criteria for market presence, organizations were required to have, as a minimum, \$150 million in annual revenue managed through their cloud ERP suite and vendors were also required to have at least 150 accounts live on the suite. RamBase is not at this level, ...yet.

YES! We got “Honorable Mentions”.

We dare to say that we are a perfect fit for the magic quadrant for cloud ERP for Product Centric Enterprises. Our strategy is to compete with the companies that made it into the quadrant such as Oracle (ERP Cloud), Infor (CloudSuite), Microsoft and IFS, to name a few. This is where we belong, and our strategy is to play in the big league. So, we feel that to be included by Gartner in their Honorable Mentions is proof that we are heading towards where we belong.

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