

TECH360
October 18, 2018

TECH360°

Life Cycle of a Startup – My Experience

Chris Gali – Graphite GTC

Identify Problem – Insurance Admin Systems

The 2 Billion Dollar Market for L/H/A Systems & Services



Application Complexity

Very complicated system, years to install and test.



Legacy Conversion

High risk conversions are necessary for business cases.



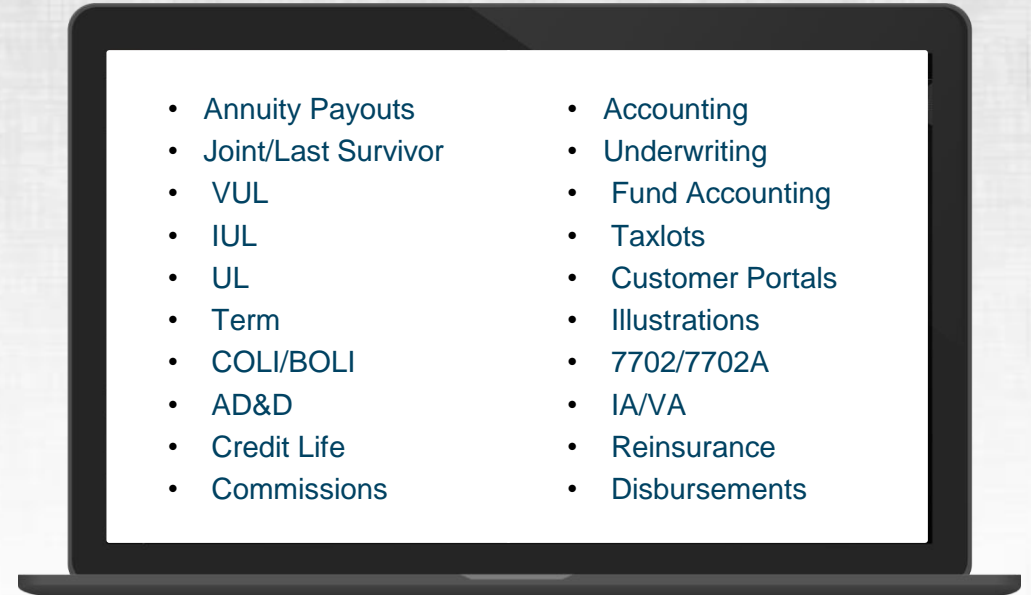
Integration

Hundreds of integration points.



Time to Market

Innovation and time-to-market suffered due antiquated systems.



The Solution - AdminServer

Configurable, Scalable, Browser based SaaS Application

The benchmark for the next 20 years



Browser Based

Mission critical application was fully browser based – The first in the industry.



Rules Driven

The application was rules-driven enabling business analysts to configure and build products.



Java and .NET Support

The same set of rules was consumed by both technology stacks – Making the system agnostic.



SaaS Application

Pay by usage by end-user. Then called ASP (Application Service Provider).

The Buyout - Oracle

“Be careful what you set your heart upon – for it will surely be yours.”

- James Baldwin

TECH360°

Summary

- Inc. 500 - 3 time appearance
- Deloitte Fast 50 - 3 time appearance
- USD 65 Million in Revenue
- USD 0 Debt
- 20 Large Insurers as Clients
- 36 Admin System Installations
- 370 Employees

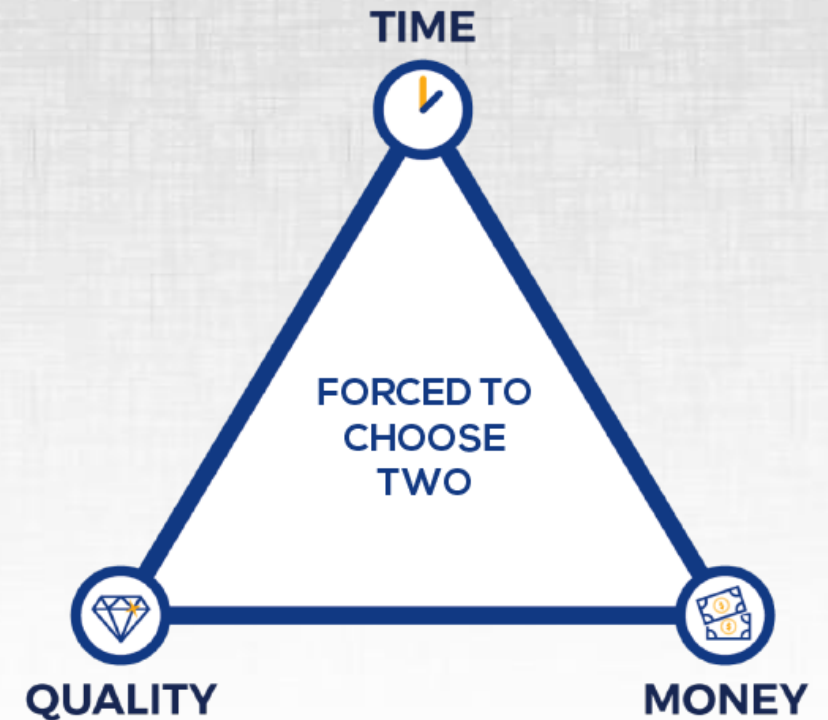


USD 125,000,000.00

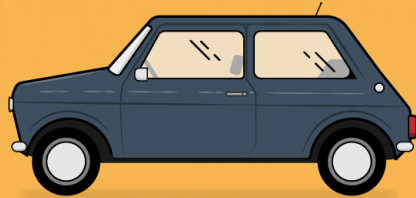
Identify Problem – Software Development

The global enterprise software market is to exceed \$500 Billion by 2022

- Failure**
Global organizations waste an average of \$122 million for every \$1 billion spent on projects.
- Lack of resources**
The demand for enterprise applications is outpacing the availability of professional developers by more than 5x.
- No Enterprise Solution exists**
A lack of collaboration between businesses and developers leads to inflated costs and insufficient applications.
- Application bloat & Services fatigue**
Complex technologies, Services costs, lines of code and failed projects have increased proportionally.



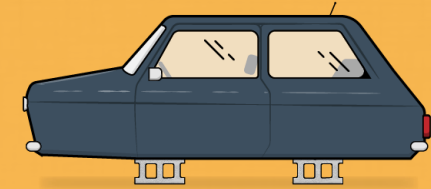
Software Development Project Life Cycle



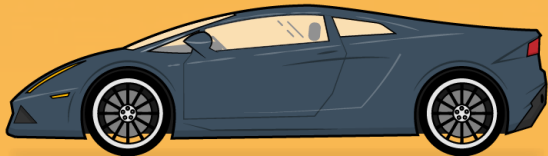
How the customer explained it.



How the analyst designed it.



How the programmer wrote it.



How the customer was billed.



How it was documented.



What the customer needed.

The Solution – Graphite Studio

A platform that provides the capability of building enterprise applications without coding

TECH360°



ENTITY BUILDER

Create and design the application in a fully visual manner. Domain entities are built and managed easily to produce the data requirements essential to the business processing of the application.

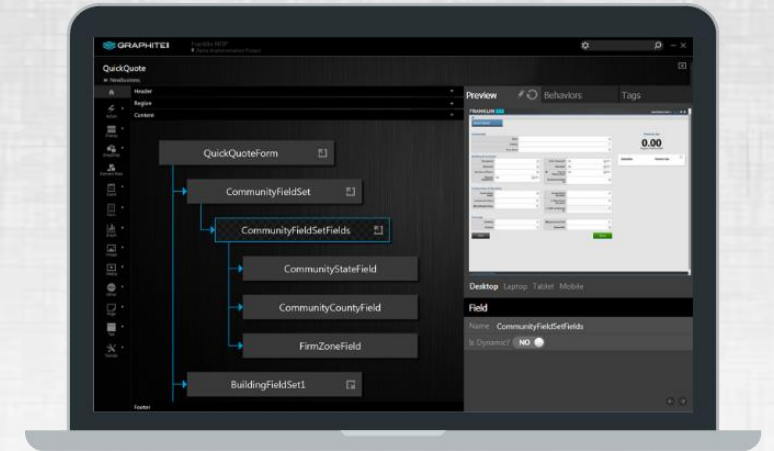
- 3rd Normal Form Database



PROCESS BUILDER

Define all application processing with unprecedented visibility and control. All business logic is expressed in graphical flowcharts that define every application instruction and provide detailed self documentation of the solution.

- N-Tier / MVC / Documented



USER INTERFACE BUILDER

Drag and drop to build end user screens. See screens build dynamically in the preview window and tailor all user interactions to your exact specifications. Build responsive web pages that work seamlessly on all devices.

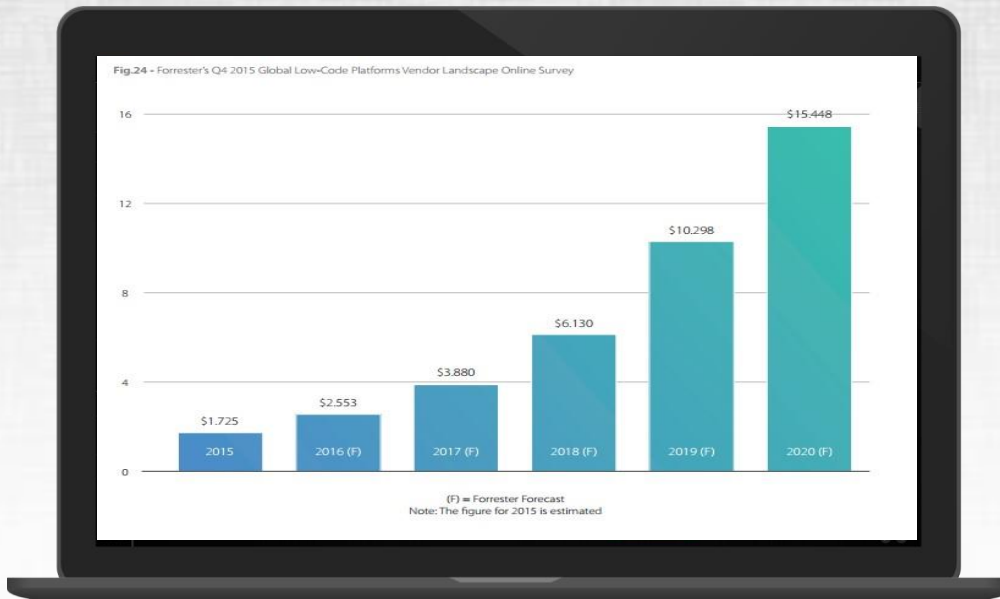
- Responsive / HTML5 / CSS3

The Marketplace – No Code / Low Code

“Good ideas are not adopted automatically. They must be driven into practice with courageous impatience .” - Admiral Hyman Rickover

Analyst Predictions

- \$15 Billion by 2020
- Expanding by \$1 Billion a quarter
- 2017 addressable market \$1.2 trillion
- Becoming mainstream
- Small Innovative Vendors
- Growth is driving segmentation
- Need a new name



Q & A

Chris Gali

+1 610 996 6043

Chris.Gali@graphitegtc.com