12/7/20

Marisa,

Good afternoon. Great questions… just for fun, I’m going to explore some of the less known pieces of adilas. I’ll let the others give the normal (usable) answers. Just having some fun.

1. Why does adilas exist?

Our clients don't really care about this... but adilas is a dream that we are working on. If you look under the covers, the whole thing is a giant experiment. One prototype after another that gets wired together to produce an outcome (one of the tools or features). We have, on purpose, gone contrary to almost every known rule or law and are trying to come up with a better solution. If not against things directly, we have at least challenged things on our own levels dealing with flow, verbiage, and processes. Going way back, we wanted to track every penny in and every penny out. If we do it correctly, we end up with a digital story of what is going on and how things relate together.

Adilas exists because Steve (a business) had a need. He was able to express those needs, show those needs, and also pitch the goal or outcome that was wanted. The whole thing has been listening, brainstorming, and solving problems to fill those needs. Kinda fun. It honestly wouldn’t exist without Steve and his vision of what was possible. He brought me on and trained me. As a side note, he doesn’t want credit for it, but I promise, it was Steve that kept pitching me on the idea until I caught on.

These are three things that Steve told me about a year back… They have some meat to them.

1. If people really looked at what we have, they would be impressed.
2. We are building on it daily.
3. We help you by bringing value.

Each one of those could be expanded (above).

Just for fun, why do I stay with Adilas? It (as a company) is a place where my dreams can come true. It sometimes takes years and years, but I’ve been able to help dream things up, work on them (prep steps leading into actual pieces and projects), and actually see them come into reality. I work with great people and love where things are going. Sometimes we have to circle back around, but we keep pushing towards this dream of what is possible. That is one of the things that drives me.

2. What are our company values?

Instead of saying values like low cost, honesty, and good customer service, I would like to talk about some underlying values (virtual gold mines). Do you know how much data we have? Millions and millions of records, all archived and stored in relational databases. Thousands and thousands of database fields (different data points), records, entries, histories, trends, etc. The data alone is huge. Small side note, we once had a company that approached us and said that they would fund us getting into 300+ gas station/convenience stores just to get the data back. At the time, we said no way, but the truth of the matter is… data is currency. We’ve got a lot of data. Business intelligence.

Do you know how many testers we have on our site? Actually, they pay us to be testers. Clients don’t want to hear this, but do you know how much it would cost to get a testing group the size of our user pool? You couldn’t afford it. Also, every company plays in different ways, you can’t buy that in a testing group (we call them clients).

We have the whole Adilas story on record of how this whole thing unfolded. You could write a book on what it takes to build this kind of application. The lessons learned, the failures, the successes, the dreams and goals that are still out there. I think that kind of stuff if fun. The developer’s notebook, in the right hands is mini gold mine. Ideas, plans, concepts, and tons of other cool stuff.

Pioneering parts of the cloud. We may not look very pretty, but we are some of the cloud pioneers. We explore settings, servers, databases, tables, relationships, tools, features, cause and effects, consequences, problems, issues, systems, possibilities, etc. Kinda like a big R&D (research and development) firm. We are actively trying to work on concepts like assembly lines for data, world building, 3D models (x=time, y=resources/money, y=space/depth), and digital story telling. We aren’t very fast, but we keep chipping away at these pieces - day after day, year after year. It is one of the things that we do well.

3. If a friend asked you what type of company you work for, how would you describe adilas to them?

I used to always say, did you pack a lunch? Meaning that there was a lot to say and/or talk about. Here is a simple answer that I used the other day.

“High-end software as a service (SaaS) company. Anything dealing with operations and accounting. We have a standard package that we use and then we customize on top of that.”

Below is a link to an element of time that explains that more fully. Kinda loaded mini statements.

https://www.adilas.biz/top\_secret/time\_web\_gallery.cfm?corp=748&id=7089

4. What would you say our top 3 target audiences are?

Once again, being kinda silly, but… those who are detail oriented, those who get tech and possibilities, and those who are willing to dive in and learn. Currently, it is not simple. There is thin ice, but you can totally skate around the pond and even fly if you wish. A huge portion of what we offer is potential. If you want something right out of the box, you may be disappointed. We have loads and loads of potential if you are willing to work with it (clay in a potter’s hands).

5. If you could set one goal for our company in 2021, what would it be?

One step at a time working towards the dream – maybe we’ll even define that dream and put it in writing (making a plan).

6. Additional comments:

Marisa, I wanted to say thank you! Be your own style. We need more of what you have to offer. Thanks and I’ve had fun watching you grow and grab the bull by the horns. Two thumbs up from me!!!! Keep on being who you are! We love it!