ADILAS CORE CONCEPTS - ORIGINS

Welcome, we are glad you are here! We are excited to share with you some of what we have learned along the journey. Through the process of solving our own problems we have discovered a number of core concepts and principles which have guided our direction and success.

These are the 12 core concepts we have discovered. We will dive deeper into each one of these concepts throughout this series.

1. Capture & Record The Story
2. Groups, Players, Individuals, & Characters
3. Relationships
4. Trouble, Problems, Needs, & Goals
5. Decisions & Choices
6. Consequences (Cause & Effects)
7. Accountability
8. Permissions & Settings
9. Systems
10. Vision & Future Developments
11. Tech, Tools, & Maintenance
12. Objects & Data Over Time

In our mind, no one could have really come up with all of the pieces that have created the Adilas platform on their own. We have discovered that this entire project is a conglomeration of people solving problems and needs, fostering ideas, applying concepts, and experimenting to find possible solutions. This truly has become a community effort.

Like the fable, or folk story, of the stone soup it started with a need. The story goes that some hungry strangers convinced the townspeople to contribute small amounts of food or resources to create something even better that could be enjoyed by all. The original Adilas system was a custom software write-up to solve the needs and pain points of a single business. As more and more of those needs got filled the founders and co-founders began realizing that these were problems that all businesses faced. This realization prompted them to open this custom write-up solution to other businesses for a software as a service product.

Often software as a service is very focused to a single industry or business function, but due to the diversity of the original companies that wanted to participate, it created the need to build a robust and flexible system right from the beginning. This diverse flavor has been added upon as more people and companies have contributed their ideas and resources to the project. Basically, people saw potential and started participating. This process is still going on today.

As more people became involved, the team started looking into ways of doing more education, training, and marketing. This required us to look from a higher view, work to map things out, and overall improve the user experience. As an internal team we started conducting monthly training events, both live and virtual. These training events allowed for dedicated time to develop how to share the “why” of what we are doing. We got tons of input, feedback, questions, and suggestions at these events that contributed to the project.

The next big task became trying to summarize, teach, and explain all of our code, our model, and the capability of our system. While we were swimming through this lake of information, we were exposed to this concept called, “World Building”, which completely described what we were trying to do and accomplish. Almost all of our core concepts are related to, or are stemming from, this concept of world building.

So, what is world building? And how does it relate to business software? We would like to answer this in three different ways. First, we would like to answer the question. Next, we would like to explain it a little bit further and give some examples. Lastly, we will try to explain how it has influenced our decisions and direction as a company.

1 - Answering the questions, what is world building and how does it relate to business software?

World building is the process of creating a unique environment for each business entity.

Often software tends to be built for one industry specifically. If you only have one industry, the whole package is built to support that business model, or world, and there is no need to diversify it. But what if the software package allowed you to diversify it to all kinds of business models and verticals. This allows you to customize the environment to meet your needs.

As you setup and create this unique environment you end up answering a number of questions. Some of these questions could be where are you located at? Does your business deal with time, products, services? Who are your customers? What do you call them? Members, clients, patients, students, etc. Basically, you are determining what you want your world to be like and what you want it to do. The Adilas system is flexible and able to handle all kind of choices and decisions. As you mix these together this is what creates the customized landing area for your data. As soon as you can start seeing that every single business is technically a different world - it starts making more sense.

2 - Explaining world building further and giving some analogies.

The author who introduced us to the concept of “World Building” was Brandon Mull, a New York Times bestselling author. He was giving a presentation for young writers and artists at a university and one of the co-founders and his children happened to attend the seminar. In his presentation on world building, he stressed 5 key components. They are characters, relationships, trouble, decisions, and consequences.

To further explain this concept here is a small analogy, or example, he gave as part of his presentation. A good science fiction author may come up with the concept of a flying car. But a really good science fiction author thinks at the level of world building. What are the causes and effects that occur with having a flying car? What is the technology that allows that? What are the traffic laws? What things keep it in check? What happens if there is a traffic jam? A wreck? How are they powered? How are they stored? How are they fixed? What are their speeds, capabilities? Are they armed? Etc., etc., etc.

Think of your favorite movie or book. What different things make up the environment that makes it unique and special? Some of the best books and movies are those that are able to create an environment that is so rich it almost feels like a real place you can be transported to and participate in.

These same concepts apply to the Adilas application. Imagine one of the richest environments you will ever use, ready to run standard out of the box, or customize it to meet your business needs. Think of custom naming conventions, toggle options on and off, settings, permissions, tons of tools and business functions at your disposal. The ability of the Adilas system to adapt to any business world is incredible! That is what Adilas has been created for.

To start your mind thinking along the lines of world building, here is a little exercise. Consider answering some of the following questions whether you are creating a world for storytelling, or creating a world for your business entity:

General World Building Questions

* Where is your world located?
* What special features does your world have?
* What does your world have an abundance of?
* What does it have a lack of?
* Who is on your world? Different civilizations? Friends? Enemies?
* How diversified are the civilizations, areas, or locations?
* What are the reasons they are separated or diversified?
* Who are the characters and the groups?
* How will they interact with each other?
* What kind of things are they trying to overcome or accomplish?

Okay, now lets transition into business world building questions:

* What do you call your business?
* What type of business do you have?
* Where is your business located?
* What is your company size? Mom and pop, small, medium, large, enterprise, custom?
* What do you call the people who work for you and work with you? Salesperson, staff, associate, team member, or whatever you may call them.
* Are you doing things alone or as part of a team, department, etc.?
* How many different locations do you have? What do you call those? Locations, stores, clinics, departments, jobs, facilities, or other?
* Who are the people that buy your services or products? Clients, customers, members, patients, students, etc.
* Do you sell labor, time, services, subscriptions, perishables, non-perishables, little items, big items, bulk items, serialized items, or custom?
* How do you distribute what you are selling? In-person, online, call-in, internal manufacturing, wholesale, delivery?
* What are your pain points or challenges?
* Do you have certain processes or a special flow in your business world?
* Do you already have certain pieces in place and need another software to fill in the gaps? Do you need the whole package? Are you required to use certain software or applications?
* Do you have state, government, or industry requirements?
* Do you have paperwork, documents, forms, scans, contracts, or other files to capture and record?
* Thinking of data and reporting needs. What do you want? What do you need? What key data points are you interested in?
* What are some of your goals? Financial, physical, personal, etc.

Hopefully this little exercise above got you thinking about what is important to you in your storytelling or business world. Being introduced to this concept of world building really helped us put a name to what was already happening with Adilas. We were already doing so many pieces of world building, we just didn’t know what to call it. This introduction helped us refine and focus our key concepts, gave us language for our processes, forced us to find ways to teach it to others, and create a better framework to structure our business goals.

3 - How world building has influenced our decisions and direction as a company.

Our goal is: how has this influenced our decision and direction - it has changed our entire outlook or helped us focus in on what we really want

Clarified the vision and helped us refine what we are working toward, what we care about, what we want to accomplish….

Things started changing when mobile and touch started becoming important and common

The Adilas Cafe and community - we are trying to create a community and an environment that is different, our own unique world - a world building capable portal ---- imagine almost our own sci-fi world - different world, figuring out the pieces in this world, or the level, that you want to play at, and join this world, zipping around in your own little pod to wherever you want to go - can zip to all sorts of different places with in the Adilas application. Portal into this world at anytime, from your device, from wherever you are…

Some people love this and grasp on to this when they understand - but other people are not quite sure about things, it hasn’t been used or picked up by a big company that carries some of the trust with it, some people just aren’t sure of this…

One of the best things that could happen to Adilas is to have a big company start touting and sharing this and making it known to the world… Someone with incredible resources to raise awareness - the rising tide raises all boats

Because enough people have asked us to do things - we have so many prototypes - we are master prototypers in a way - the entire application is one, giant, evolving prototype, all of the custom options people have paid for have built so many different pieces that we have, they haven’t been made standard for everyone but we have so much… Change any setting or piece you wanted, pick the options that are important to you - HUGE - talk about the most perfect, customized system to your exact world - that is where we are headed - fracture, micro-services - function specific things mixed and blended together, everything is breaking into subs,

If these are our core concepts we discovered that we could break the 12 into two main categories. The first few dealt with \_\_\_\_\_, and the remainder deal with \_\_\_\_\_\_\_.

The value of pain - pain has motivated us immensely. Pain is one of the greatest motivators for change.

One of the co-founders made the statement, “The Adilas application is a great companion software for any business!” We can handle it from A-Z, but we are flexible, if you just want a few things we can handle that too. We are a high-end software as a service company. Our primary focuses are anything dealing with operations and accounting. We have a standard core package that we use and we can customize on top of that. The sky is the limit!

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That section below was from an email from Marisa - dealing with some marketing stuff.

I really like Adi = All Data Is...  
  
This concept will allow the customer to determine what Adi is to them, just like they do with their data. If we think about dogs in general, each of them has its own personality. Circling back to what Brandon has said many times, Adilas is a 3D world-building concept. Each business can pick and choose how they want to build that world. Considering that Adi is our avatar and represents Adilas, I think we could go the same route for Adi. They can pick and choose the most important characteristic that Adi has based on their needs. Do they need her to Search? Do they need her to Retrieve? Do they need her to be User Friendly? Their data can be and do whatever they need it to. Maybe that's how we need to portray Adi too.   
  
Adi = All Data is..."customizable and trainable"   
Adi = All Data is..."trustworthy and loyal"   
Adi = All Data is... "whatever you need it to be"   
  
The list goes on and on :)

Intellectual

When we were dealing with Bridgerland - they have all these different worlds all under one college/universe, but they all need their own rules, language, and things to play by … Just like our world

Sci-fi car anology from Brandon Mull

[https://data0.adilas.biz/top\_secret/time\_web\_gallery.cfm?corp=22&id=866](https://data0.adilas.biz/top_secret/time_web_gallery.cfm?corp=22&id=866" \o ") - things that we want to protect and expand upon... intellectual property stuff

From Shannon - I really think we need to spend some time explaining world building because that is truly the foundation for the core concepts - every single one of them is related to that

We even summarized our core concepts or grouped them - 1-6 pieces of world building, 7-12 how we maintain/maintenance, keep our virtual worlds rotating

I don’t think the world has realized that they can use these concepts in the business world - Brandon predicts they will realize the value and power of this and will adopt this into the business world

Levels of world building - graphic - Universe, Galaxy, Cluster, Solar Systems, World, Locations, Groups, Individual Data/Items, Run the whole thing over time….

As the internal team was expanding their vision it just kept growing and growing

Trying to map out how all of these pieces interacted together really allowed us to see that we had all of the essential pieces contained in one system! realized that being a gave us the ability and power to do things that others can’t because

The next phase of development pushed us toward more education, training, and marketing.

helped us to see how much power was contained in every piece being

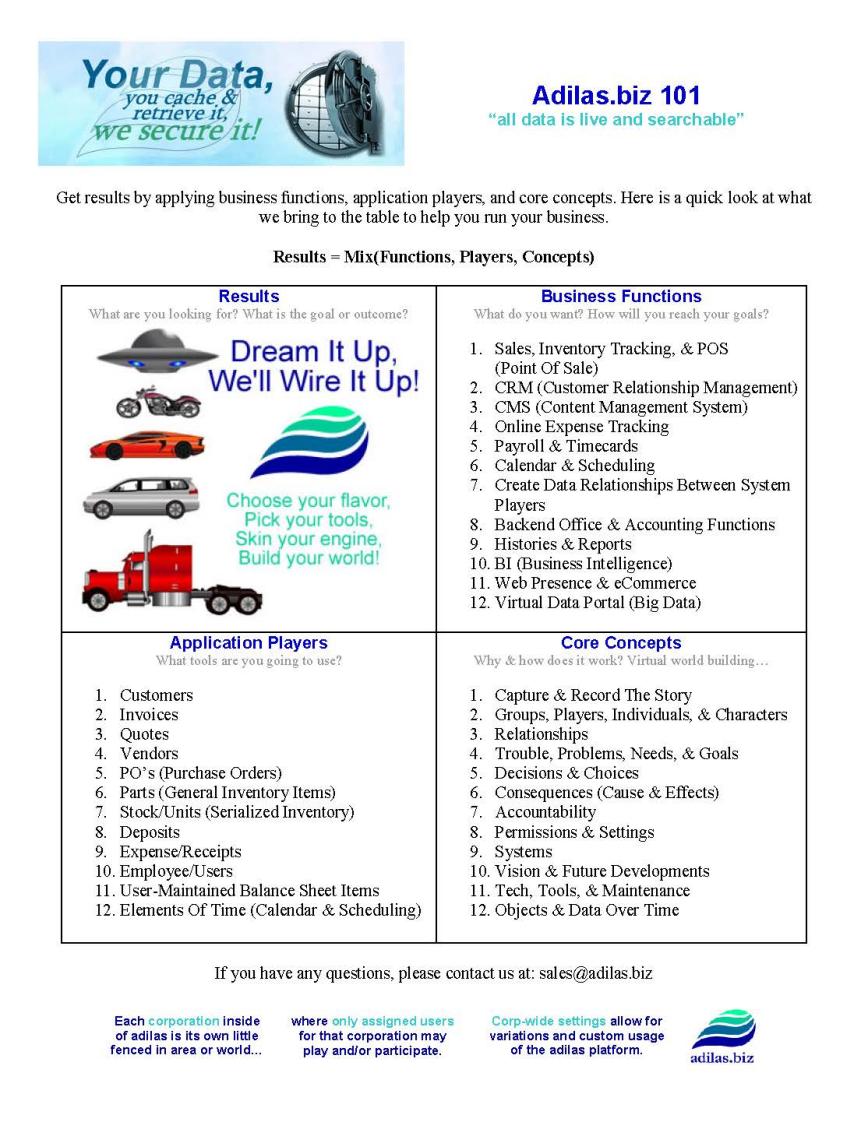
The concepts of a system and being able to interact

WORKING HERE - RIGHT ABOVE

in Adilas and trying to teach . Since then we have adopted the concepts of world building as the core concepts that underly the power of Adilas.

That effort of trying to boil things down and map pieces out helped with both expanding our vision and

In 2013 we began taking steps to provide more training and education tools as well as create some sales and marketing pieces. While working on an infographic for this purpose called the Adilas formula, we were able to determine we had 12 main tool sets, or application players, we use to accomplish all of our business functions within Adilas. We were also able to organize our business functions into 12 main categories. With 12 seeming to be the magic number we really wanted to condense our concepts into 12 core concepts. This took a great deal of effort to boil down so many of the concepts we have identified and value in Adilas.

As a company we realized that we really needed to teach people about the concepts so that they could be empowered to make the system work for them fully.

We also felt that we could group our main business functions into 12 categories.

We wanted to include some of the Adilas core concepts on this same infographic but had a big challenge with how many concepts we could identify that we used in Adilas. We really had to boil these concepts down and ca

Part of our discoveries we ended up finding 12 main application players. and then we worked to narrow down a list of 12 main business functions we accomplish.

Application Players  
What tools are you going to use?  
1. Customers  
2. Invoices  
3. Quotes  
4. Vendors  
5. PO’s (Purchase Orders)  
6. Parts (General Inventory Items)  
7. Stock/Units (Serialized Inventory)  
8. Deposits  
9. Expense/Receipts  
10. Employee/Users  
11. User-Maintained Balance Sheet Items  
12. Elements Of Time (Calendar & Scheduling)

Business Functions  
What do you want? How will you reach your goals?  
1. Sales, Inventory Tracking, & POS (Point Of Sale)  
2. CRM (Customer Relationship Management)  
3. CMS (Content Management System)  
4. Online Expense Tracking  
5. Payroll & Timecards  
6. Calendar & Scheduling  
7. Create Data Relationships Between System Players  
8. Backend Office & Accounting Functions  
9. Histories & Reports  
10. BI (Business Intelligence)  
11. Web Presence & eCommerce  
12. Virtual Data Portal (Big Data)

Protect through sharing…..

World Building ….

Teach, navigate, and began to map out the system - 2010 & then hearing an author explain what they do for books and movies - this helped us because we are trying to do that same thing….

The mantra became, “What is the next step? How do we get there? Who is going to pay for it? And who else is going to use this?” These questions allowed us to expand our mind and look beyond our own needs. We had to make things versatile for the multiple companies and business verticals. Through the process of developing that

As that process developed some inside jokes ended up being, “You can do that? (Question mark???) Yes! You can do that! (Exclamation mark!!!)”

Our process of discovery continued by trying to capture all of the daily operations of the companies we were trying to serve. Imagine tracking every penny in and every penny out through all of the twists and turns it takes, and eventually it’s entire life cycle.

Teach, navigate, and began to map out the system - 2010 & then hearing an author explain what they do for books and movies - this helped us because we are trying to do that same thing….

Welcome - come in and see  
community based project  
lay a foundation to build on

Natural cause & effect of what started to happen - how we discovered  
like growing a garden - idea farm  
expectations  
  
This is our own world building story  
idea farm  
stone soup - people have paid for the value they see

[https://data0.adilas.biz/top\_secret/time\_web\_gallery.cfm?corp=371&id=2774](https://data0.adilas.biz/top_secret/time_web_gallery.cfm?corp=371&id=2774" \o ") - protecting the core concepts by sharing

[https://data0.adilas.biz/top\_secret/time\_web\_gallery.cfm?corp=371&id=3681](https://data0.adilas.biz/top_secret/time_web_gallery.cfm?corp=371&id=3681" \o ") - huge brainstorming session (from a training event) dealing with the core concepts

[https://data0.adilas.biz/top\_secret/time\_web\_gallery.cfm?corp=371&id=2279](https://data0.adilas.biz/top_secret/time_web_gallery.cfm?corp=371&id=2279" \o ") - brainstorming on core concepts

[https://data0.adilas.biz/top\_secret/time\_web\_gallery.cfm?corp=371&id=2278](https://data0.adilas.biz/top_secret/time_web_gallery.cfm?corp=371&id=2278" \o ") - some analogies about concepts

[https://data0.adilas.biz/top\_secret/time\_web\_gallery.cfm?corp=371&id=3627](https://data0.adilas.biz/top_secret/time_web_gallery.cfm?corp=371&id=3627" \o ") - trying to draw and illustrate some of the concepts

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