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JX2 Brings On-Demand Applications to Small/Medium Business

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JX2 Technologies Gives Small/Medium Businesses a Fighting Chance

On-demand “Software as a Service” company offers affordable, enterprise-quality business management solutions

Lehigh Valley, PA – Who says enterprise-quality business software is only for the elite? For decades, wealthy companies with Information Technology (IT) departments were the only ones that could afford the huge cost of integrating and implementing software of this caliber. JX2 Technologies, a Lehigh Valley company located in Coplay, is hoping to change that by offering the same quality of software without the demanding price tag. “Software as a Service, or SaaS, is the key for small businesses,” says Jim Macdonald, co-owner of JX2. “There used to be a huge gap in the quality of software available to large versus small businesses. But now the SaaS model takes enterprise-quality software and moves it off-site, lowering the risk and eliminating the overhead of expensive equipment and maintenance.”

SaaS is basically an on-demand model for delivering software over the Internet. The software architecture is designed “from the ground up” for speed and flexibility, solely intended to be used in this on-demand environment. JX2 provides the implementation of SaaS applications, training, daily operation, maintenance and support to their clients in exchange for a monthly fee. Co-owner Jim Spillane explains, “The whole idea of small companies controlling costs and limiting the risk and exposure of their data makes this solution ideal. Ongoing costs are fixed, but more importantly, a catastrophe that may wipe out the physical location of a business won’t affect the software since it is offsite in a tier-one data center, well protected from catastrophic failure.” Even in the worst-case scenario of a flood or fire where an office is destroyed, employees could go back home to do their work until the office is up and running again.

Spillane and Macdonald have been keeping an eye on the evolution of business management software over the past several years. “We’ve seen dozens of really good solutions, but a company could easily spend \$100,000 in up-front costs just to get the ball rolling,” says Macdonald. “Most small and medium businesses simply don’t have that kind of cash. We were looking for solutions that would better fit our small to medium business clients, and then the whole SaaS thing began to really take off.” That’s when

JX2 began changing their business model from hosting and developing web sites and custom software to also offering on-demand solutions. With over one hundred small and medium business clients throughout the country, JX2 needed to stay focused on their market while bringing on complementary services to an already successful business.

“It's amazing,” says Macdonald. “We go into companies and it's always the same story. They are running old business management software or sometimes no software at all. There is usually no sign of organized customer relationship management or strategic marketing. Also, nobody really seems to know what anyone else is doing, which makes it hard to effectively run a business. Unfortunately, this scenario is very common in the small business world.”

So Macdonald and Spillane set out to change that. Their first accomplishment was to be chosen as the only authorized solution provider in the Lehigh Valley area for the NetSuite product line, including Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) software. NetSuite is the fastest-growing software company in North America, and JX2 offers NetSuite as well as several other “best of breed” solutions for CRM, email, Internet and Intranet portals, online marketing, blogs, communities, and other hosted applications.

“This is the future,” Spillane says. “SaaS is moving to the forefront as the preferred software delivery method for small and medium businesses and will only become more popular as companies see the benefits and adopt the model.” JX2 Technologies is poised to provide these on-demand tools to help small businesses be more effective.

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