

## **Recognizing the Need for Easy Upload of Information to Oracle on Desktop Software, More4apps is Focused on Building First-Class Excel Based Interface Tools for the Oracle E Business Space for Faster and Efficient Data Loading**

**Technology  
Data Integration**

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**John O'Keefe**  
**CEO**

**BIO:** John O'Keefe started out as an accountant in Ireland and the UK, before navigating his way to New Zealand in 1996 via a range of working stopovers around the world. Most of his working life has involved working with Oracle, and now as CEO of More4Apps Ltd – a company he co-founded in 2000, he has found his perfect combination of ways to use all that experience and knowledge gained.

More4Apps offers a range of Excel-based products that enable you to load information from Excel to Oracle E-Business Suite with superior speed and accuracy. Ensuring the right information is available for the people that need it, when they need it.

### **About More4apps:**

More4Apps was formed in the year 2000 by a small group of consultants. Together they had identified a gap in the market... "The need for desktop software that enables easy upload of transactions and other information to Oracle. The tools need to be easy to use and configure, and have robust integration with the Oracle E-Business Suite."

Microsoft Excel was chosen as the front-end. Microsoft Excel has always been the accountant's tool of choice for reviewing and manipulating data. Excel is used extensively in many organizations and users are familiar with the look-and-feel.

Since the year 2000, More4Apps has been building tools based in Microsoft Excel that integrate with Oracle applications. The tools download information from Oracle EBS, provide optional data-entry forms, enable files to be imported, perform validation checks and upload new or changed records back into Oracle. More4Apps offers a range of MS Excel-based products that help you load data into Oracle Applications more quickly and accurately, ensuring the right data is available for the people that need it when they need it.

A member of the Oracle Partner Network, More4Apps is solely focused on building first-class Excel based interface tools for Oracle Applications. Our people are experienced Oracle professionals, and our tools have been designed and developed with input from our customers.

We have sales offices in the United States of America, United Kingdom, Australia and a development centre based in New Zealand.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine**

**CEOCFO:** Mr. O'Keefe, would you tell us about More4apps?

**Mr. O'Keefe:** We provide a program that serves as a conduit from Excel to Oracle to ensure faster and more efficient loading of data into Oracle E business space. When you are talking about integration into the Oracle E business space there are multiple ways of doing this. The most common approach that people take is getting a data integrator and building some custom programs. Whereas we built an out-of-the-box tool that you can give to end-users that does not need a development team involved in the middle. It is keeping it simple rather than making it complex.

**CEOCFO:** How long has the product been available?

**Mr. O'Keefe:** We started the company in the year 2000

**CEOCFO:** Do you work with Oracle and does Oracle point companies to you or do you have to find them on your own?

**Mr. O’Keefe:** We mostly find them on our own. Oracle will from time to time when they are asked a specific question point customers in our direction. Oracle does have solutions in this area but they require set-up and configuration more than working out-of-the-box.

**CEOCFO:** Do most people realize that your product or a product like yours even exists?

**Mr. O’Keefe:** Customers that attend Oracle’s OEUG Oracle E User Group Conference, any one of the other user conferences that Oracle provides around the world, are aware of us. There are many companies out there using Oracle Business Suite although many of their employees – who do not go to these conferences to see it as necessary to really become experts in Oracle. That community of users – the employees - is one that we find it difficult to actually penetrate.

**CEOCFO:** How have you attempted to reach them and how will you?

**Mr. O’Keefe:** We have flourished well with the people outside that community and it is a time thing because many of the people that do not attend conferences do from time to time hire consultants. Consultants talk so the information gets out there by a bit of osmosis. It just penetrates through people as they talk to consultants and as consultants find out more about us.

**CEOCFO:** Would you tell us about Oracle users and their migration of their Excel into Oracle and is that typical once they take on Oracle?

**Mr. O’Keefe:** Yes it is. Most companies when they move onto a system such as Oracle would have to do their data conversion and migration of things like open invoices into Oracle. We initially thought that was going to be our main market but it has turned out that there is a ton of data being manually typed into ERP systems. By providing our tools to end users, data can be put in automatically. An example is a supplier who sends you five invoices a week and you manually type that into an ERP system. But if a supplier sends you maybe a thousand invoices every

week you can either go to the trouble of building an EDI interface with that customer or they fall in the middle where it is not economical to build that EDI interface. If they can send you the data in an Excel spreadsheet or on a file that can be opened in Excel, we then can load that into Oracle again with no programming or the users can do it themselves. It is a great deal about enabling the end user to load data into Oracle.

**CEOCFO:** Are people surprised when they realize the breadth and depth of your product?

**Mr. O’Keefe:** They are yes. We get the comments from consultants all the time from consultants and users that are impressed with our product and its capabilities.

**CEOCFO:** Would you tell us about the mobile apps side of your business?

**Mr. O’Keefe:** We are getting excited about that and looking at the options out there. There is much talk about

**“Our strength lies in the simplicity of our products”**

**- John O’Keefe**

mobile apps for mass markets and games and things like that but usually it is an ERP situation. We have things like where people have been doing their job previously and they have to go and get onto a computer and log into the system to source an item in an ERP system. That is not too bad for somebody who is sitting at their desk all day but if you think of an aircraft engineer he has a list with all the drawings as he fixes something but as soon as they decide they want to a new part the question is where is that part and how quickly can he get it. Being able to query that on his tab list and to walk down and query it up with a computer is time-saving. When you take that out to a business say in mining for example and you have an engineer out in the mine and they have to go back to find a computer to figure out where the stock is that is even a greater time consuming effort. We are looking to see what industries can use with greater mobility and where.

**CEOCFO:** Would you tell us about the newest tweaks or something you are working on for our basic system?

**Mr. O’Keefe:** We have a large multinational retail company in the US and have many online purchase orders. They have about 20 thousand employees who are all ordering bits and pieces every day of the week - they are all online purchase orders. This means processing each invoice takes the same effort all the time to put it into Oracle as a three or four line invoice, pretty much because you have to go through multiple screens. What we have done in Excel is they can put in the invoice number and total and the purchase order. This means that in the spreadsheet someone does an entry and puts in three values and keeps going quickly. At the end they press a button and it will bring back all the information about that invoice from the purchase order information, and they can process it directly back into Oracle as an invoice. That is drastically reducing the cost of dating the small purchase orders.

**CEOCFO:** What is the business model?

**Mr. O’Keefe:** It is a simple purchase of our software for most of our customers. For the most part our clients purchase licenses and then pay a support fee every year to get all the upgrades and updates as we further develop the tools.

**CEOCFO:** What has been the most challenging part of the business to put together?

**Mr. O’Keefe:** Of course it was challenging in the beginning, but the more customers we tell about this idea the more the business grows. We fill a certain gap in the market, and have continued to do this very well – and have come to own this particular niche really well. Other than that support is sometimes an issue and we have introduced 24/7 support as the company grows. That is bound to be challenging when we are serving companies all over the world in different time zones. And the more products grow there is a lot more development to be done. We have to keep up with changes to products that

Oracle produce to be able to serve our market effectively.

**CEOCFO:** Are there any industries of particular prominence for you or is it really across the board?

**Mr. O'Keefe:** It is really across the board. Every organization has some level of skill in Excel. If they are using the Oracle E Business Suite being able to marry the two of them and use

the experience that all users have in Excel and you have Oracle implemented, it enables the end-users to do their job without any issues.

**CEOCFO:** Why should the business and investment community pay attention to More4apps?

**Mr. O'Keefe:** We are a relatively small company compared all of our customers. But our strength lies in the

simplicity of the product. I have a marketing person assisting me and consultant and after she had been with us for six to eight months she said to me one day that she spent a great deal of time trying to figure out what we did and in the end she just had to accept that it was so simple; that is what it comes down to.



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