

## Adobe Enterprise Technology Solutions for Financial Services and Government



**Barrie G. Ellis**  
President & CEO

### **About 4Point**

Specializing in Adobe enterprise technologies, 4Point delivers innovative end-to-end applications that provide clients with efficient, effective and engaging form and document solutions for desktop and mobile devices.

The breadth and depth of AEM Forms solution deployment experience in industries such as Financial Services, Government, Manufacturing, Healthcare, Education, Telecommunications and Publishing has made 4Point a leading Adobe Business Partner, and the chosen solution provider for many Fortune 1000 companies.

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

### **CEOCFO: Mr. Ellis, would you tell us the mission of 4 Point?**

**Mr. Ellis:** We are an Adobe-only partner, which means that we work almost exclusively with Adobe enterprise technology. As a solutions provider we build solutions for our customers from these technologies. Our customers are primarily Financial Services and Government. In Financial Services, this involves anything from account opening, loan origination and any kind of documents and workflows. In Government, we do a lot of intelligent electronic forms and Digital Rights Management (DRM).

### **CEOCFO: What do you like about Adobe?**

**Mr. Ellis:** Adobe is a large very dynamic organization; clearly a world leader in the space that they are in. They sell innovative technology and are great to work with.

### **CEOCFO: Are most people aware that Adobe offers enterprise technologies?**

**Mr. Ellis:** I would say people are becoming much more aware of the Adobe offerings, although it has taken a long time for the industry to get to the point where they accept Adobe as a leading enterprise player. Certainly if you look at analysts like Gartner and Forester; today they acknowledge that Adobe is a world leader, but there was a time not long ago when it was kind of one of the best kept secrets. Adobe is doing well now however, and they have expanded their suite of enterprise products. The technologies we use are in a family of products called Adobe Experience Manager (AEM) and it is now getting wide spread acceptance. In the past 2 years Adobe has shifted their focus to do a lot of work in the digital marketing area with the same type of customers that we are dealing with and that has been very successful for them.

### **CEOCFO: Would you describe how you work with your clients?**

**Mr. Ellis:** We work very closely with Adobe. We work with Adobe to understand the requirements of the clients. We work with Adobe to sell the licenses and technological solutions and then we follow up with the services to turn the technology that Adobe has provided into a solution for the customers' business problems.

### **CEOCFO: What is the key to understanding what a company really needs and not what they think they need?**

**Mr. Ellis:** We like to get in with our customers and go through baseline business analysis to understand what problem they are trying to solve. It is interesting, and in some cases, you can get a lot of pushback on that because they are convinced they understand how to solve the problem; but we like to work with them and make sure that we understand the problem so that we can architect a successful solution. We frequently find that the solution to the problem is not as everybody thought it was.

### **CEOCFO: Is government a focus for you?**

**Mr. Ellis:** Yes it is.

### **CEOCFO: With the challenges involved working in the government section, what have you learned to facilitate that process more smoothly?**

**Mr. Ellis:** Forms and documents make the government go around. We provide services to build those solutions. In terms of working with government, they have their unique challenges because they are using public money and they have

different practices. We work with other partners to assist in providing integrated solutions. Government's solutions tend to be larger than solutions that you might find in the private sector. Once you understand how to work with them and you have the right team in place, it is quite straight forward.

**CEOCFO: *How do you reach prospective clients?***

**Mr. Ellis:** The majority of our engagements are done in conjunction with Adobe. However we do have other partners that we work with, particularly in the Government space because different partners have different procurement vehicles, which is important when working with Government. Sometimes other partners will bring opportunities to the table and reach out to us. It is a combination of working with other partners as well as working directly with Adobe.

**CEOCFO: *You are the largest Adobe authorized support center based in North America. How do you work with your customers on an ongoing basis?***

**Mr. Ellis:** Customer service is paramount, particularly when we are starting to see a shift in the industry towards term licenses as oppose to perpetual licenses. We have seen this happen across the board. The challenge that you run into when a customer is buying a term license as opposed to a perpetual license is that their commitment to that product is not as high as if they bought a perpetual license. Term licenses require a higher level of support and customer satisfaction if you are going to retain the customer. 4Point has a dedicated support team (all they do is support customers). We have a high degree of focus on making sure the customer gets what they want.

**CEOCFO: *Are there services that you would like to add to the mix?***

**Mr. Ellis:** We have technologies that we add into solutions. We call them repeatable solutions, so we have our own intellectual property that we can bring to bear in specific areas. We develop our own expertise and tools that we can use to help our customers and reduce the cost.

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**- Barrie G. Ellis**

**CEOCFO: *What parts of the offering are people are using more than you thought they would?***

**Mr. Ellis:** We are surprised at how rapidly Adobe has taken a leadership position in the digital marketing marketplace. It is not something that I would have expected and it is interesting to see. At 4Point we are surprised that more companies have not built more solutions on Document Security (DRM). Adobe has a fabulous set of tools for Document Security. It is only recently that we are starting to see more rapid adoption of the products have been there for years. When everything is about protecting your intellectual property and privacy it is surprising that more companies have not invested in the document security area.

**CEOCFO: *How is business these days?***

**Mr. Ellis:** It is good.

**CEOCFO: *How do you find the right people with technical knowledge and the intangibles you want?***

**Mr. Ellis:** Technical knowledge is a challenge for all organizations. We are selective in terms of whom we bring into the company. The best employee you will get anywhere is if you can get them through personal recommendations. Going through an agency and the interview process is a difficult process and it is difficult to get an accurate assessment of the candidate. Over the years, we have hired many people who were formerly with Adobe. However, hiring people who have the experience is not always possible, so we have our own internal training program as well as internship and mentor programs that we use to ensure that we have the necessary skill sets.

**CEOCFO: *What do you do as CEO day-to-day?***

**Mr. Ellis:** I spend a great deal of time with the Sales team and quite a bit of time with the Services delivery team. Those are the two key focuses within the organization. From an external perspective, I spend a lot of time with Adobe. Our mission is to make sure that Adobe is healthy, and to make sure that we have happy customers and new customers coming in.

**CEOCFO: *Why pay attention to 4Point?***

**Mr. Ellis:** We are a leading enterprise partner of Adobe. In the document services and in the content management area, we are one of the leading companies in the world. We have a large base of employees and we have built solutions for many of the Fortune 500 companies. We have a fantastic resume and we focus heavily on the employee model versus

the contractor model. Virtually everybody who works on an engagement for a customer is an employee of 4Point and not somebody that has just been brought in for a few weeks or months for a particular opportunity.

**CEOCFO: *Final thoughts?***

**Mr. Ellis:** Forms and document services are an integral part of every organization. With the increase of digital collaboration, document security and digital rights management is more important than ever; so much of what we as organizations treasure is in the form of digital IP. There is insufficient focus today on controlling and managing that, and we are starting to see some of the government departments taking it more seriously. I am surprised that it is not much bigger than it is.

Adobe is breaking new ground, extending enterprise forms and documents to web and mobile channels, by integrating their digital form technology into their web content management offering (*Adobe Experience Manager*).

Adobe is changing the way individuals and enterprises interact; improving user experiences and extending business reach, through digital experiences. It is a very exciting time to be involved in implementing these solutions as an Adobe Business Partner.

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**BIO:** Barrie Ellis co-founded 4Point in 2003, recognizing a market opportunity for creating and delivering enterprise solutions based on Adobe enterprise technology.

Prior to 4Point, Barrie held positions at Montera Corporation, where he was the Vice President of Professional Services, and Infinity Technology Services (ITS) Corporation, where he was Vice President of Solution Engineering. Barrie held various senior management roles within JetForm Corporation, including Director of Technology Strategy.

Barrie's understanding of the essentials of successful solution delivery, coupled with his assessment of market opportunities, has made 4Point the success it is. Barrie has taken the company from start-up to a world-class organization, making it one of the leading Adobe solution partners.

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## **4Point**

**106 Colonnade Road, Suite 210**

**Ottawa, Ontario K2E 7L6**

**866.485.2999**

**[www.4point.com](http://www.4point.com)**