GaBi and thinkstep.one - What is it? What does it mean?

Questions and Answers

The following are questions and the corresponding answers from the thinkstep webinar titled GaBi and thinkstep.one - What is it? What does it mean?" which took place on 31st March 2015. The questions are in no particular order.

Q: As an existing GaBi user do I need to do anything to specifically request software updates and connect into the thinkstep.one?

A: All the GaBi updates will come out through the same update process you are used to. So you'll be notified in the software when there is an update available. After accepting the update you will start to see features that have connectivity to the thinkstep.one platform. Say (for example) you're searching in GaBi and you find a material you want to use but you don't have it in your database. You click on it and this will take you to thinkstep.one. If you've never used thinkstep.one before you will be asked to create a login, an account to login, which is free. With this account you can log into the thinkstep.one platform and see what applications and data are available for free, so there are no costs associated with it.

Purchasing different applications and content on the thinkstep.one would be where you are prompted to enter payment information or setup a purchase order (PO) with your company, the same as you would if you were buying data. One of the main benefits is this new data you have just purchased is immediately available to you rather than going through a longer delivery process you experience today.

When the thinkstep.one platform is launched this summer you may be promoted to setup a user account for that through some of the things you are doing in GaBi. Alternatively you may just want to go online and check it out. As we get closer to the launch we'll make announcements about what is available, we'll send you a link where you can go and check it out. It's like signing up for an Amazon account, it's not a huge hurdle to get on and check thinkstep.one.

Q: GaBi continues to live on the desktop, but does the GaBi data live with the application or does it migrate to the cloud, as with SoFi data?

A: It'll stay living on the desktop. If you think about GaBi and you want to use GaBi completely disconnected from everything that is still an option. What GaBi will start to do over time is connect to the server to see what new data is available. It will download a new list of data that is available and it will maintain it on the desktop so you can search our entire catalogue even if you are offline. You obviously won't be able to click through and purchase and download it if you are offline, but you'll be able to search it even if you are offline.

GaBi maintains the integrity by being this system that you can use offline. In order to get some of the additional features that's where connectivity to the platform really helps. If you have 2 users who are using GaBi and they want to share data then they can create a mirrored copy of their database on thinkstep.one.

When we talk about things living on the thinkstep.one platform some companies can't store data in a public cloud it's not a workable solution for them so thinkstep.one as a platform is also deployable in a private cloud environment. So if you wanted to take this thinkstep.one platform and deploy it on premise behind your firewall accessible only within your corporate network that's also possible. When we say cloud we are referring to our solution being widely available

and scalable, you still have the option of deploying these systems for connecting people within your corporate intranet versus out in the public Internet as well.

Q: What should I expect with regard to budget - will the price structure change for GaBi?

A: Most of our pricing won't change substantially, so if you are on an existing pricing structure you don't really have to worry about radical changes there. What we will do as we go towards this platform offering is to offer more pricing options.

With desktop software, you buy it once, you install it once, and you pay to maintain it with small patches over time. A cloud based platform enables us to provide this as a service. So we'll have many more options for providing subscription pricing. So that you can effectively pay for smaller chunks of the system over shorter durations of time where you are only really paying for things as you use it.

Something to think about with thinkstep.one is there will probably be smaller purchases as you are using the system rather than single big purchases. Right now most people would buy GaBi and data and that would be one big chunk that would hit their budget in a single year. Going forward I would expect the main pricing and budgeting for people to be spending smaller amounts of money more frequently and basically buying stuff as they need it and turning it off as they don't need it. The key pricing implication is introducing more pricing flexibility and if anything having the budget available for smaller incremental purchases would be the main consideration.