



MAXIM

Frequently Asked Questions

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How do I know my intellectual property and proprietary data is safe?

There is a clear demarcation between your proprietary data and the MAXIM® software platform. None of your proprietary data is hard coded into the MAXIM® software platform and vice versa. In the event of a termination event, MAXIM® is simply decoupled from your data sources, removed from your server and you resort to what you were doing before. The MAXIM® software platform is deployed and maintained on your server and is accessible by your duly authorized users only, i.e., none of your proprietary data is shared with others or stored offsite.

Will we be able to use the tools and data sources that we've already got?

Yes. We may need to tweak them a little to make them work better, but wherever possible, we'll reuse what you've already got rather than having to create new data sources from scratch.

If you do have to create new data sources, will I own them?

Yes. If we need to create any new data sources or standalone tools, you will own them throughout, even if you decide to stop paying the licence fee and using the MAXIM® software platform at some point in the future. Any new data sources or standalone tools will be built on a fixed fee basis in accordance with a mutually agreed version of your standard terms & conditions of purchase.

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What does a typical project look like and what are the costs?

Every project is different, because it's personal to you, but it typically has 4 stages:

1. The starting point is to get to know you, your business and your future goals. This is done during the initial consultations, 'current state' mapping and 'future state' conversations. Once we know where you are now and where you want to be in the future, we will do an optioneering exercise to determine how you can get there. We'll also confirm the expected benefits, how long it will take to develop and how much it will cost.

All this upfront activity is free. The only cost to you at this point is time.

2. If you decide to invest in MAXIM®, we will write a **Business Requirements Document** (BRD) or a **Technical Specification** (TS). The BRD stipulates what you want the MAXIM® solution to do and the TS stipulates how the MAXIM® will do it. The BRD and TS are done on a fixed fee basis in accordance with a mutually agreed version of your standard terms & conditions of purchase.

3. Once the BRD or the TS is approved, we enter the **implementation phase**. The implementation phase covers the time and cost to configure your data sources to integrate with the MAXIM® platform and vice versa. The implementation phase also covers the testing protocols, deployment of the solution onto your server and training of the users. The implementation fee is a 1-off cost that is done on a fixed fee basis in accordance with our standard software licence agreement. The implementation fee is normally treated as a 1-off investment cost that appears on your balance sheet.

4. Once the MAXIM® solution approved and deployed, there is an **ongoing licence fee**. The licence fee covers the cost to use the platform, maintain the platform and support the users of the platform. The licence fee is invoiced monthly in accordance with our standard software licence agreement. The licence fee is normally treated as an ongoing cost that appears on your profit & loss account.

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How long does a typical project take?

It depends. A small project is measured in weeks. A large project is measured in months. Our advice would be to start small, then expand the functionality and the reach of the MAXIM® platform over time, rather than trying to “boil the ocean” or “eat the elephant” in one go. **A series of small wins is better than a single big hit; it reduces your risk and it spreads the cost over time too.**

If you have any other questions please do not hesitate to contact us for **a free and confidential consultation**. You can contact us by:

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