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## Business Web and Mobile App Development Platform



**Tom Kennedy**  
Founder & CTO

**“We are able to turn the process of building an application into a ‘fill-in-the-blank’ exercise rather than an essay process.” - Tom Kennedy**

## Zudy

For more information visit:

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**CEOCFO: Mr. Kennedy, your sites indicates that Zudy is a new worldview of application development. How so?**

**Mr. Kennedy:** Today, in order to develop applications, you must speak in “curly bracket languages” such as HTML, C#, and Java; so many great ideas for business are lost in the translation between the business user and the technologist. At Zudy, we built a platform called Vinyl that allows business experts, not programmers, to build web and mobile apps. Someone who has business expertise and knowledge will be able to quickly build innovative, role-based business applications.

**CEOCFO: How are you able to do that? What needs to happen behind the scenes to be non-technical and still do the development?**

**Mr. Kennedy:** There is a lot of technology behind Vinyl. We have 40 years of application development experience built into Vinyl. We are able to turn the process of building an application into a “fill-in-the-blank” exercise rather than an essay process. When you think back to your time in college; you took many essay exams. You started with a blank piece of paper and you had to come up with your own outline then fully express all of your ideas, you then had to ensure there was consistency, continuity and completeness in the essay. We have changed application

development from an essay exercise to a “fill in the blank” guided process.

Today when you show up with a blank piece of paper to write an application, you have to obtain all of the technical and functional specifications from the business user. Those specifications are then translated by programmers into “curly bracket” languages in order to build the application. Months later, the application is given back to the business user based on the original specifications provided by the business user. Many times requirements have changed during the months it took to build the application and of course when the user sees the application for the first time they realize things they forgot or need to change. Any modifications or changes to the application then require weeks or months to complete. This method is referred to as the traditional *Waterfall Methodology*.

With Vinyl, we begin the process by prompting the business user to consider, “What do you want to see and what do you want the application to do?” Vinyl’s “build and learn” approach allows the business user to see a prototype within a day and changes can be made in real time, not months after the fact. This Agile Methodology makes application development a much more iterative productive process.

There is a language gap between business people and technologists. Vinyl helps bridge the gap.

A good example; if you want to open a business in China, and you don’t know how to speak Cantonese or Mandarin, you are not going to be very successful. Vinyl is a platform that enables business people and technology to communicate more effectively.

**CEOCFO: *Has the world been waiting for Zudy or Vinyl?***

**Mr. Kennedy:** Yes, but the world wasn’t ready until now.

The reason why the world wasn’t ready for Vinyl until now is based on the evolution of Enterprise Applications. In the 1980s, companies were focused on employing best of breed systems, many different systems that each had advantages in specific areas; Payroll, Finance, and Manufacturing. The 1990s saw an emergence of the single instance strategy where all companies were moving to consolidate all disparate systems into one big platform, SAP, Oracle etc. Most recently, companies have moved back to more of a hybrid landscape. Advanced cloud based applications like SalesForce and Workday with more innovative approaches and the monolithic single instances of SAP and Oracle now have to work in conjunction with these new cloud based systems. Vinyl is perfect for this hybrid landscape; giving you the ability to integrate information across your software architecture without the need to integrate that data at the database level.

Vinyl may not be the only way people will build applications in the future, but application development will look a lot more like Vinyl, than the way app dev looks today.

**CEOCFO: *How are you getting attention?***

**Mr. Kennedy:** We are partnering with large and niche system integrators who believe application development is broken. They have been searching for more innovative and streamlined solutions that enable them to deliver mobile and web applications in days not months and years. Vinyl is getting attention, because it is a true enabler of innovation

for these System Integrators. Vinyl is being sought after by clients who are challenged with the enormous amount of development that must occur in order to take advantage of the digital revolution occurring in the Enterprise today.

**CEOCFO: *What changed from your original vision for Vinyl? What did you learn as you were developing that resulted in a better product today than at first?***

**Mr. Kennedy:** This is a great question. We've learned several things as we developed Vinyl.

The vision was always to build an Enterprise application development platform for web and mobile applications. Over the last three years, as we developed Vinyl, we also recognized the importance of dynamic responsive design and providing a higher level of granularity in the control of all elements of your application on the screen. All Vinyl applications have built-in, dynamically responsive design enabling complete control over every field and field size intuitively, without programming. Vinyl applications are device-independent and run intuitively across all devices, including smart phones and tablets, without programming.

In addition, we learned the importance of working within hybrid Enterprise environments and enabling "Lite Integration™". Vinyl has the unique ability to provide interoperability across all your platforms including cloud and on premise data while providing integration with all enterprise security models and single sign on. We take advantage of the most advanced data access methods including restful API's and OData.

**CEOCFO: *How do you stay ahead of the trends?***

**Mr. Kennedy:** You have to commit to be a lifelong learner. Technology trends change so quickly. Anything you were an expert in 5 years ago is irrelevant today. You must stay relevant if you plan to be successful with Technology. Understanding business and business process is also critical to remaining relevant with successful technology solutions.

**CEOCFO: *What might be different a year from now at Zudy?***

**Mr. Kennedy:** Vinyl has been built with an architecture that is scalable and flexible. Vinyl will continue to evolve to work with all the new platforms, including NoSQL, and unstructured data in the Big Data platforms. Tools expire and become outdated. We built Vinyl in a layered architecture that will enable applications to run on top of all forms of data structures. Vinyl has been built for the new Smart Work Force where business users and developers are starting to become one.

**CEOCFO: *Put it together. Why use Vinyl?***

**Mr. Kennedy:** If you are moving towards the intelligent Enterprise you will want to consider using Vinyl. Vinyl moves Enterprises closer to cognitive computing.

**CEOCFO: *Final thoughts?***

**Mr. Kennedy:** Projects that take 18 months can no longer be the norm. Even large Enterprises must start to move to a "Build and Learn" environment where projects start to finish are 1 month. We believe application development should be at the Speed of Thought.

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

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