

A Brochure for Frontline Apps

Frontline Apps is an app-hosting platform. A lot like a smart phone, except it is coded into Microsoft Office, with various components in the cloud.

Being in Microsoft Office, it is not software you need to install. You most likely already have Microsoft Office, that is MS Access, MS Excel, MS Word and so on, installed in your organisation.

About Apps @ Frontline Apps

An app is what we call your App Design (for example, a template you may have created in MS Word or MS Excel) configured into our App Creator, and hosted ongoing @ Frontline Apps.

Once an app is configured, our App Creator loses its generic functionality, look and feel, and takes on yours. Usually, the user barely notices the difference between your old template, and your new app.

Especially if you don't change whatever brand name you've always given it.

Some tips: first, you may find our App Design Companion a handy reference. Also, you may wish to create a logo for your new app – this tends to give your app a fresh feel. For example, as shown below.



eTimesheet for Pay Period 26 (11/6/12 to 24/6/12)

Staff Details: Doe, Mary, Employee No. TBA, Classification

Cost Centre Details: Piper 1, 1 Piper Street



Date	Posted Roster							Actual Roster					Variation			Recall Hrs	Kms	Comments		
	Shift 1		Shift 2		SO	Posted Hrs	Shift 1		Shift 2		SO	Actual Hrs	Reason	Net Hrs						
	Start	Stop	Start	Stop			Start	Stop	Start	Stop										
Sun	24/1																			
Mon	25/1																			
Tue	26/1																			
Wed	27/1																			
Thu	28/1																			
Fri	29/1																			
Sat	30/1																			
Sun	31/1																			
Mon	1/2																			
Tue	2/2																			
Wed	3/2																			
Thu	4/2																			
Fri	5/2																			
Sat	6/2																			
Posted Roster Totals							0	0.00	Actual Roster Totals					0	0.00	Variation Total		0.00	0.00	0.00

Examples of apps in widespread use¹ are [RosterCoster](#), various [OHS](#) and [WorkCover](#) apps, the [Client Funds Management App](#), the [Communication Book App](#) and the [Residential Statement App](#).

¹ *We note that many of these pre-existing apps are available to you as a straight purchase, where the owner of the App Design (most likely, an organisation just like yours) and we as the owner of the App Creator (the software) together decided to allow these apps to be released into the sector for general use. As to whether you will ever want to do that with your own app design, and what your terms might be for that, that's your call.

Our Procurement Model

New apps and enhancements to pre-existing apps alike are quoted in three parts:

1. A licence fee (or, in the case of an app enhancement, a licence fee increase) for the component of the app that is our IP, such as the software, hosting and support.
2. A one-off startup fee equivalent to one year of licence as seen above for the component of the app that is our IP.
3. Configuration of your app design into our App Creator and any implementation support you may request.

Features and Benefits

We have a tried and tested process for converting design ideas and standalone templates into apps hosted at Frontline Apps. Benefits include, with respect to new apps and reports in particular:

- **Quick turnaround.** For existing users of Frontline Apps, inside a week, a simple template, audit or report is loaded into our App Creator and becomes fully networked.
- **Data sharing.** Cost centres, staff and client names and other fields that most apps like to share with each other (and other systems too, like your payroll system) are not located inside your app. They are drop down out of the Frontline Apps Platform, and your new app inherits the full suite of Frontline Apps permissions (password free: these run on a user's login name).
- **High features / low cost.** Low cost and even free (think Gmail) often means the best features, and vice versa. The simplest apps inherit a decade plus of R&D purpose-built into Frontline Apps and RosterCoster.
- **A policy of "ask not what you can do for the software, but what the software can do for you".** Frontline Apps adapts to what the user is familiar with, and needs, rather than the idea of asking the user to adapt to a vendor's look and feel. The latter provides no automatic user acceptance, and most likely, triggers training and other change management issues that can carry on for years. While we can get a user going in says, weeks or months, depending on the complexity.
- **Minimising change.** Our rule of thumb for change management is that "a change for the better is a change for the worse". Users are desperate for familiarity year after year, above all else. And the "no change" rule also goes for new designs. As always, we recommend put apps in front of users that look like the templates they had before. (Or, if it is better for user acceptance, go with the design of our benchmark app, Matthew Casey's OHS user experience. A change from a pre-existing standalone template to this OHS layout does not necessarily trigger a "change", because our users are as familiar with the latter as the former.)
- **Linking in with our competitors.** The user (and / or the data) can and should, we recommend, be moved fluidly across multiple platforms "horses for courses" style, with each vendor focusing on what it is best at. This already happens: some CSOs are not trying to choose between us and our competitors: they are choosing both, and getting us to work together Myer Briggs style, with an eye on the user perceiving an organisation-specific One



System. A good thing. Shades of the way we exchange data with payroll systems such as SAP and Meridian, or even simple things like the way we have, from time to time, had a "useful link" on our Home Page to redirect users across to RIDS.

- **Risk management.** In addition to a proven track record (it has been hosting apps safely for DHS and beyond since 2002) Frontline Apps had the benefit of key audits in 2010, one by DHS IM&T and the other by Deloitte, and the invaluable learnings from these were rolled into Frontline Apps during 2011 to allow Frontline Apps to tick all known project and risk management boxes.

Innovation and Doing Business Better

We make a very strong claim to offering one of the most innovative platforms available.

This accrues from a highly practical methodology that has been tried, tested and fine-tuned by us in the human services sector ("**our sector**") since 1999.

It also accrues heavily from the fact that we are human services professionals first, software developers second, and have evolved Frontline Apps and RosterCoster in a purpose-built way from inside our sector, rather than trying to build on the outside of the sector and sell it in. As a direct analogy, a purpose-built community residential unit is so much easier to work with than a generic house.

As such, Frontline Apps is able to quickly adapt to learn how to do things your way, and that is put in front of your users. Compare this to the approach offered by most of our competitors, who would force you change your practices to fit their software, triggering unnecessary change management and expensive training programs. (Our rule of thumb is that if training is required, there is something wrong with the software.)

Finally, we are strong on the idea of Frontline Apps and RosterCoster data slotting into the gaps in your local network of systems and data sharing with other applications you have purchased. This approach recognises that no vendor can possibly meet all your needs as a total service system, and that various vendors should concentrate on what they do best, rather than try being all things for all people. Rather, vendors should be encouraged to work together Myer-Briggs style to allow your users to perceive that total, seamless service system that every organisation needs.

System Requirements

Frontline Apps is a platform coded primarily in MS Office that hosts 'Apps', tools that are networked to Frontline Apps, and to each other.

Microsoft Office 2003 or higher. For all versions 2003 and later, we are compatible with 64 bit **Windows**, but not with 64 bit **MS Office**.

Frontline Apps works best if you have a consistent setup of MS Windows and MS Office across the PCs on your network.

Protecting your Intellectual Property

A key to the Frontline Apps Model is that an organisation may elect to have its own IP, in the form of an app design, imported into our App Creator. Please feel free to discuss with us the following extract from our Terms & Conditions, which aims to provide a good balance between protecting both our and your IP.

2. App designs owned by you, where the functionality is owned by us.

For some apps we host, and tools we build, the design is owned by the customer, and the App Creator into which we configure those designs, along with the configuration and any platform upon which the app is hosted, is owned by us.

As such, the customer's IP (the design) and our IP (the app or tool) on a technical level become inseparable from our platform and our libraries.

This inseparability is the trade-off for the app getting access to the pre-coded functionality in, which if coded into the app to make it a standalone app, would make that app prohibitively expensive, and block other economies of scale offered by a platform, such as a shared database for staff, client, permissions and other details, and workflows.

The benefit of this trade-off is the key to our success as a highly innovative 'doing business better' alternative to ground up development in getting networked apps up and running, in the context of limited resources.

3. Brand protection

Our brand and the reputation of our products must be protected from actions at the customer end that would cause our products to perform unreliably for reasons other than the quality of the products themselves. For example, if actions or inaction at your end intermittently blocks your users from our products, and it can be reasonably expected that your users will assume that the blockage is due to our products, then we would require you to uninstall without delay, in order to avoid damage to our brand and the reputation of our products.