

# Elastic Content Guru and Sharepoint Comparison – Connecting the Enterprise



Whitepaper  
*Elastic Guru and SharePoint Comparison.*



Elastic Workspace Software, Inc.

## Elastic Content Guru & SharePoint Comparison

### Competitive Analysis Whitepaper

SharePoint from Microsoft is an Enterprise product that offers a standard access point (portal) for group members to share information on their activities. “SharePoint Portal Server's content is organized around workspaces, which contain content sources, whether files, Web sites, or mail. The browser-based user interface lets managers lay out content for their employees. With suitable rights, users can manage their own personal digital dashboards, adding such functionality as Web storage tools and unified messaging applications.”\*1 Sharepoint uses shared smart network folders to share information between group members or different departments. These smart folders are browser based (ex. IE or Firefox) and allow the user to see data that is mined from databases or other programs. The folders must be built and often maintained by trained Sharepoint users. Training can take weeks for the casual user, which causes a reduction in usage even in technology savvy organizations.



Elastic Content Guru (EC) is an Enterprise product that offers “collections of files, web sites, content, programs and data (ec-folder)” for group members to do their jobs quicker and easier and to share information on their activities. It greatly reduces email within workgroups or departments and cuts down on storage needs across the Enterprise. EC's content is organized at the company, department or project level so that anyone can easily find and work on any task or project without searching for individual files or through email inboxes. Each user has one or more Toolbars on their desktop that contain complete tasks, projects, processes, procedures and jobs. Ec-folder creation and usage becomes an integral part of job workflow and knowledge retention. Ec-folders automatically organize files and offer desktop workflow features that provide significant productivity enhancement to every member of an organization. EC is not limited to browser-based display and information. Any type of program can be used within EC to provide information, status or directions about a task, project or process. With suitable rights, users can manage their own personal collections, adding almost any application

they need to perform their job. Training takes less than an hour for the casual user, which makes usage common for all users regardless of their level of technical expertise.

Elastic Guru brings many advantages to your organization over Sharepoint server from Microsoft™. The table below summarizes these advantages.

One of the most striking advantages EC has over Sharepoint is the time it takes both the casual and expert user to become proficient on each product. Sharepoint demands an understanding of databases and the formatting of data to become truly proficient at building the shared portals. Upkeep on these portals, since outside normal user workflow, demands additional time and cost. To learn Sharepoint, most users must go through a minimum of a week training course. EC is so simple to learn that most users become proficient on their own in under an hour. Since EC can be learned in a significantly shorter time period, the “cost” of Sharepoint must have tacked on this learning time of at least one week per user. This corresponds to a minimum of \$1,000 in cost to every seat purchased of Sharepoint. In some cases, this cost differential can be as high as \$10,000 per user for advanced users to gain proficiency in Sharepoint.

If a product is hard to use, it is clear that it will be used on much less a scale. Without usage, the gain of a product is not realized. If Sharepoint is used just an hour a day less than EC, and both products are assumed to bring the same efficiency to the user of even 25% over conventional work methods, this converts to a savings for EC over Sharepoint of \$1875 per year (based on \$25/hr per employee). Assuming a three-year usage of both products, **the cost of ownership of Sharepoint over EC is more than \$6,625 per user!** Is this a cost your organization can justify?

Below is a feature-by-feature comparison between Sharepoint and Elastic Guru-Advanced. Each feature brings specific benefits to the user and these are explained in the last column of the table.

## Benefit Table

Item	SharePoint	Elastic Guru (EC)	Benefit of EC over SharePoint
Training Time	Up to two weeks for the typical User	Up to two hours for the typical User	Elastic saves weeks of time per user – 40X
Configuration Time	Typically months to build and adjust	Typically weeks to build and adjust	Elastic saves months per expert user – 4X
Reduction in Search Time	Typically 20-50 files per portal	Typically 200-500 files per Toolbar	A 10X improvement
Part of Daily Work	No.	Yes.	Increased usage and benefit
Multiple File Access	No.	Yes.	Up to 40X improvement
Automatic Layout Generator	No.	Yes.	Savings up to 1 hour per day per employee
Workflow Support	No.	Yes.	Savings up to 1 hour per day per employee
Ease of Use	Poor.	Yes.	Simple to use means productivity goes up
Reduction of Email* within Workgroup	No.	Yes. Typically 50% or more	Large savings in email and filing time
Reduction of Email* within Organization	No.	Yes. Typically 25% or more	Large savings in email and filing time
Savings on Storage Needs of Workgroup	None. No reduction of file duplication and email broadcasts.	Cuts down as much as 90% within Workgroup	Large savings at Enterprise Level
Collaboration Effectiveness	Poor.	High. Typically 25% or more	Easy to share within Workgroup and to other Departments
Deploy in minutes on a single server and support a small organization.	Yes. But only to small organization.	Yes to any size organization since not a server based product.	Also deploys in minutes to a large organization
Scale to terabytes of data and thousands of users in an enterprise.	Yes. But no support for limiting duplicate copies of files or content.	Unlimited with architecture to limit duplication of files or content.	Unlimited data amounts by limiting multiple copies of files
Eliminate cumbersome administrative tasks.	Administrative Panel needed.	Client Based Application. No server components and administration needed.	No administration necessary or server maintenance.
Consolidate and optimize your traditional file servers.	Yes. But needs multiple servers to function.	No servers needed. No support costs.	No servers needed. Cost, manpower and time savings.
Securely extend collaboration to your partners and customers.	Yes through browser interface only.	Yes through any interface or program that is best of breed.	Collaboration at the project, process level or file level. Sharepoint file level only.
Knowledge Retention and Training	No.	Yes.	Knowledge capture and easy availability for new personnel.

Reuse Support	No.	Yes.	Reuse of content and data an integral part of product.
Integrated Enterprise Support	No.	Yes.	EC-A provides a common interface to multiple applications.

\*Note – Email with attachments

Since Elastic Guru (EC) simultaneously accesses and opens collections of files, users can start their jobs very quickly without searching or trying to remember where files are located or named. They can also move between complete tasks with a minimum of effort and time. A single ec-folder can save a user over an hour of “search time” every time it is used. EC-Folders are stored for easy access in EC-Toolbars. EC-Toolbars are the standard interface that reside on a user’s desktop as they work.

Within every EC-Toolbar, there can be as many as 140 ec-folders with up to 40 files each. This means that every EC-Toolbar can contain over 6000 files that are now easy to access, open and share. No more time needs to be wasted performing file searches or navigating through a myriad of folders. Since any user can have multiple EC-Toolbars available to them as they work, the ability to bridge the gap between large silos of data has been accomplished. With just eight EC-Toolbars, a single user can easily access over 25,000 files without performing a single file search. All the user has to do is select the button or ec-folder that contains the task, process, project or job he is trying to do, and Elastic Guru will automatically find, open and organize all the files, data, web sites, spreadsheets or content that is needed. From trying to remember the name of a single file to being able to work at the project or department level is a large gain in productivity and ease of workload. All of this comes with a minimum of learning time with Elastic Guru.

As users share their files within ec-folders, emailing data and files is drastically reduced. A user simply save file or data updates to a public server, group server or storage device (even the user’s own computer) and the file wil make its way to every interested group member within multiple ec-folders. No broadcast emails to your entire group or organization are needed to ensure everyone that needs information receives it. File rights

and permissions are respected such that no user can access and open anything they do not have the rights to use.

As is common within organizations, people are forced to send updates and status to the entire group since they are unsure who will actually need the data. A single email with an attachment sent to a group of 200 can collectively cost the group over 10 hours of time. (based on 3 minutes per email to read, file, delete and re-find the attachment). In most groups, many emails with attachments are sent by every member almost every day. What is the collective cost to your group of email at 10hrs per email? For a group of 1,000, with a single email per week from just 100 members converts to over 300,000 minutes or 5,000 hours of wasted time. You should never think about email the same after this. It is a large cost to any organization that is accepted without question today. If EC can relieve just 30% of these emails, it can save the group over 150 hours per week of time. What is that worth? This alone pays for EC to every member of your organization. These numbers are staggering in their cost yet often are not discussed because before Elastic Guru, there was no viable alternative to emailing attachments. If you can get updates from others without emailing, you also save time. Time and therefore cost is saved with EC on both ends, the sender and receiver of email.

Storage costs are greatly reduced when EC is used within a group or organization. Local and redundant copies of files and data are not necessary if they are accessed through ec-folders. For a single email sent to 200 users with a file attachment of 20Meg, assuming a copy stored in just two places by each user along with the original email, over 12Gbytes of data need to be backed up. 12Gbytes per email is saved with EC. **When emails are in the hundreds per day within a large organization, Enterprise storage can be reduced in the range of Terabytes per day.**

**Even if the numbers within this Whitepaper are 10X above what you are experiencing, EC will pay for itself with the first few months of usage. What better reason do you have to start a pilot program today?**

*Call your Elastic representative or CDWG sales person to get started saving time, money, searching for files, back-ups, email and resources. Get Enterprise efficient with Elastic Guru and increase your resources.*



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Connecting the Enterprise

Notes:

- 1) <http://www.pcmag.com/article2/0,1759,86258,00.asp>
- 2) Microsoft® is a registered trademark of Microsoft Corporation
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