

Trilogy Making A Name For Itself

One of the best-kept secrets in the e-business software marketplace is Trilogy Software. You don't know Trilogy?



By [Laton McCartney](#) | July 28, 2000 -- 19:46 GMT (12:46 PDT) | Topic: [E-Commerce](#)

One of the best-kept secrets in the e-business software marketplace is Trilogy Software. You don't know Trilogy? Well, there are a number of good reasons you should. -- *by Laton McCartney, Inter@ctive Week*

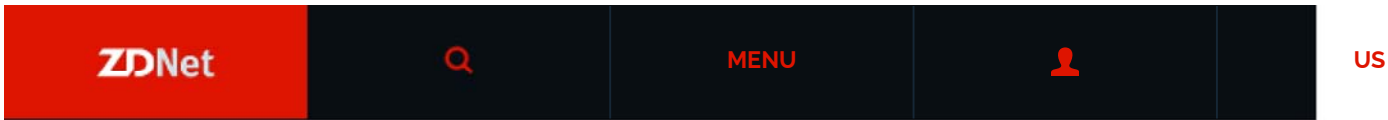
10 May 2000 - Privately owned and based in Austin, Texas, Trilogy has quietly emerged as a major player in both the enterprise e-business software and dot com spaces. It sells exclusively to Global 2000/Fortune 500 firms, employs 1,200 people and has more than 300 corporate customers and 200,000 worldwide users. Although it's an 11-year-old enterprise software company targeting brick-and-mortars, it has also incubated a number of successful dot com start-ups, including pcOrder.com.

Earlier this year, however, Trilogy entered into a joint Internet venture with Ford Motor that earned the software company a prominent and highly visible place in the e-commerce arena. The new entity will oversee all of Ford's Web-based dealings with customers and dealers. The venture "earns Trilogy a world-class reputation in the e-commerce software market," according to Forrester Research.

"That the second biggest company in the U.S. would choose to do something strategic with us is really a validation for Trilogy," says Ajay Agarwal, the company's executive vice president of sales and marketing and the primary architect of Trilogy's e-commerce strategy.

All this has been accomplished largely outside the limelight. "We haven't made a lot of noise," says Krista Rollins, vice president of corporate communications at Trilogy. "We sell direct to the Fortune 500, so there hasn't been a need for massive market awareness."

Versata 2206
Ford v. Versata
IPR2017-00151



financial services, health-care and manufacturing industries.

Not bad for a company started by a bunch of kids from Stanford University.

Trilogy was founded in 1989 by Chris Porch and four other Stanford students - including current Chief Executive and President Joe Liemandt, who today still reportedly drives a Saturn and chows down at Wendy's even though he's made the Forbes 400 list, grew up in what one of his associates terms "a Fortune 500 household."



These are not your average business cards...

And they're surprisingly easy to make. Get started now with a template or upload your own photos & designs.
Sponsored by MOO

(<https://bttrack.com/Click/Native?>

data=OuJifVtEKZqw3Bwn6d7qW7NTDmwfq7sbnRVZ9efmCQRBJ7MWlBiUYryKjy2xqdm7wWSnN9lf9HJEVvpVjfeUqjpQyp4cGQ4s1r
luu6OSKS5DyAMhzKnRm_43-
7mD2Qus1lEg6fbJrdwomcKJqh4djhyFY4hzZSgfk8AxzkqZkYAziXMfGLoAWCgBpOtlwhkY4wu3gzK57fFVR9Fh2C2Zvkzk-
r_Se1GW5yLKLpfi4mCM_lOonA9LbLLvGMf_Vr2DHrs0KdsOF4C_MUx8hTcRzBQmjOND8moozSb7fPbaWjezk1NYScj-
Wa55NZfZO93Albu_HOebY3JkpVH0DSVTQzqa5f1_iQPUTIJBY1)

Liemandt's father was one of Jack Welch's senior managers at General Electric. Watching GE's operations from the familial sidelines, Liemandt, saw the problems big manufacturers experienced selling complex products such as computers, which typically were delivered with the wrong - or missing - parts.

Determined to start a company that could use technology to address this issue, Liemandt dropped out of college and, with his four Stanford colleagues, started Trilogy.

Over several years, Trilogy developed a software configuration and pricing engine that enabled corporate chief information officers to analyze and order exactly the system they needed. Trilogy, which sold its software to computer vendors such as Compaq Computer, Hewlett-Packard and IBM, had about 80 percent of the computer industry as customers by the mid-1990s.

Then along came the Net and the first killer business on the Web - selling computers. Trilogy was in the right place at the right time, though inadvertently so. "I'd like to tell you this was a grand scheme of ours,



become key components to our e-business strategy."

As the Internet started to take off, Trilogy added a customer-driven front end to its software that featured Web-enabled business tools such as an electronic catalog. In 1996, it spun off pcOrder, which was aimed at suppliers, resellers and end users who bought and sold PCs over the Web. "PcOrder.com led our Internet charge," Rollins says. Today, the company generates an estimated US\$44 million in revenue.

With the success of pcOrder, Trilogy expanded into other vertical markets, such as financial services and the automotive industry, with additional spin-offs such as carOrder.com, which leveraged its configuration, pricing and ordering capabilities. On the software front, however, the big move was the shift to a multichannel e-commerce platform that was built to fill the requirements of major corporate users. "It's based on an architecture designed exclusively for Fortune 500 companies with hundreds of thousands of customers and multiple sales channels," Agarwal says.

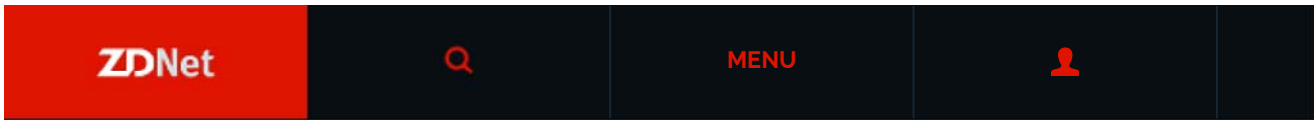
"As an example, we're selling to auto companies like Toyota that are massively scaled and have, say, 20,000 simultaneous hits, yet require subsecond response time," Rollins says.

Blue-chip clients

With that platform as core, Trilogy has added a number of industry-specific solutions that have helped it secure blue-chip clients in about a dozen vertical markets.

In the automotive industry, for example, Trilogy has Ford and recently signed on Bridgestone/Firestone and Jaguar Cars. It remains a dominant supplier in both the computer hardware and software sectors, with a client list that includes EMC, HP, IBM and Tivoli Systems. Trilogy also has a strong presence in financial services, with customers such as Fidelity Brokerage Services and Mutual of Omaha. Leaders in health care, medical supplies, electronics consumer durables, telecom and heavy manufacturing are also well-represented. It's a client list would be coveted by any vendor.

Now that Trilogy's success is no longer such a secret, it's likely to encounter some heavy opposition from both dot com and established software vendors. "There's a broad range of competitors out there," says Eric Schmitt, an analyst at Forrester, who lists BroadVision, Calico Commerce, i2 Technologies, IBM and Oracle among the vendors with which Trilogy will be increasingly vying for both business and talent.




be keeping employees around."

In response to this challenge, Trilogy, which in the past targeted specific colleges such as Cornell University, Duke University, Rice, Southern Methodist University and Stanford for management and technical talent, plans to expand its recruiting efforts.

And with the security of selling to giant, well-established clients coupled with spin-off opportunities, the company thinks it is well-positioned to attract and retain the talent it needs to keep pace with its accelerated growth.

"I really think we offer the best of both world," Porch says.

Recommended For You

Sponsored Links by Taboola 

Forget The iPhone 7. Next Apple Sensation Leaked

The Motley Fool

7 Reasons Why Glasses Should be Bought Online

GlassesUSA.com

Woodbridge: This Meal Service is Cheaper Than Your Local Store

Home Chef

How This Sock is Changing the Industry

Bombas Socks

JOIN DISCUSSION

ZDNet  MENU  US

- 1 Tablet PC Review
- 2 Free Backup Software
- 3 Quality Hearing Aids
- 4 Malware Removal
- 5 iPhone 6 Deals
- 6 Free Microsoft Office
- 7 AVG Free Download
- 8 Home Security System

FEATURED CONTENT



Sharpen your knowledge. Accelerate your expertise.

Oracle OpenWorld is the business & technology event you won't want to miss.



Sharpen your knowledge. Accelerate your expertise.

Oracle OpenWorld is the business & technology event you won't want to miss.



Lynda.com
A LINKEDIN COMPANY

6 Steps to Create a Culture of Learning

GET THE GUIDE

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.