



ORTHO2

President's Perspective

Edge Cloud and ViewPoint

Having two products creates one of the more sensitive issues we have to deal with, namely; where should we land on the spectrum of making customers aware of the newer product line? On one side you seem to become an obnoxious purveyor of a potentially unwanted product. But on the other side you end up with customers dissatisfied because they are unaware of the innovation you are offering.

It's a tough call especially because each customer has a different reality based on their unique experience with our communications. But we feel a responsibility to keep you informed, even at the risk of appearing aggressive. Because like Windows did to DOS (remember DOS?), when our ViewPoint Windows-based product was replacing OneTouch, the cloud is quickly becoming the standard over programs restricted to localized Windows environments. And we want our customers to be aware that we offer the premium cloud solution!

That said, to our legacy ViewPoint customers – please know that we are happy with your system if you are. We don't mean to push you to Edge Cloud unless or until the time is right. But if someday you begin to feel that ViewPoint seems dated, either in terms of appearance or functionality, please know that we have the next generation solution ready and waiting for you.

For our Edge Cloud customers – thank you for the trust and loyalty you have placed in us. You are well versed in the benefits that the cloud brings, including freedom from servers, backups, worrying about your data, combined with new functions like live dashboard metrics, smartphone apps for you and your patients, auto-patient pop-ups via caller ID, and much more.

Elsewhere in this issue, we share the story of a ViewPoint customer that decided to make the move to Edge Cloud, then changed his mind and returned to ViewPoint. What!?

Read Dr. Stuart Robb's experience for an interesting perspective on both ViewPoint and Edge Cloud. (Spoiler alert - he ends up back with Edge Cloud, but shares an interesting perspective about when and why he chose to do so.)



Knowledge is power. The decision to make a transition to Edge Cloud should be based on when it is right for you, but is an ongoing conversation you should be having with your Ortho2 Regional Manager. ♦

Dan Sargent, Ortho2 President

Reprinted from

The Newsletter for Members and Friends of Ortho2

October 2017 - Volume 35 Issue 4