



White paper

Going the extra mile

The pursuit of excellence in product development

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Scoutwest, Inc.

Going the extra mile

I see a lot of cheesy products, and it always bothers me. I'm thinking mostly of manufactured goods that seem to be designed for one or two uses before they break. They look like the manufacturer was out to make some quick cash and move onto something else as fast as possible. There are no signs of craftsmanship or pride of ownership in the design. They look like the engineers spent as little time as necessary on them before moving on. It seems to be all about making a quick buck.

My appeal to you is the pursuit of excellence and craftsmanship. The phrase "go the extra mile" originated with Jesus where he said "and whoever compels you to go one mile, go with him two." The message is to worry less about yourself and more about the needs of others. The reason this saying has become a cliché is because people have realized that indulging in the needs of others brings tremendous rewards to themselves. It is a time-tested principle and true also in business and product development. Building indulgent products that ooze of care and craftsmanship make customers happy. They make their lives easier and happier, and they will reward you for it. That extra time you spend in true concern for the needs of others, adding that extra level of polish and detail will be repaid.

I've witnessed end-user customers who rave about products. They can't resist telling others about their discovery. The Apple Macintosh is a good example. The Mac OS may not sell as many copies as Microsoft Windows, but it has always been an indulgent product that commands an intensely vocal following. Apple has stayed true to that customer base, and continues to innovate beyond the status quo. That's admirable, and probably the reason they remain in business in the fiercely competitive software industry. Customers are paying Apple back in the form of loyalty and free word-of-mouth advertising. And it all stems from Apple's mission to create the most indulgent products on the planet.

About Us

Scoutwest, Inc. develops and publishes project management and time tracking products for consulting, manufacturing, government, and general business applications.

Thousands of small to large businesses, in dozens of countries worldwide, trust their mission critical business processes to Scoutwest products. Standard Time® and Standard Issue® work together to offer well-rounded project management solutions.

We specialize in packaged software for timesheets, project management, time tracking, defect tracking, and issue tracking. Standard Time is a web-based timesheet that also runs on Windows, Palm OS, and Pocket PC. It can be used for client billing and task management. Standard Issue is used for bug tracking and general issue tracking.

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