

FOR LEADERS WHO SIGN THE CONTRACT

## The Most Expensive Software Is the Kind Nobody Uses.

A seven-figure platform that the field quietly works around isn't an asset on your balance sheet. It's a sunk cost with your signature on it — and you won't find out for a year.

You don't evaluate turnaround software the way your plant managers do. They're asking *does this make the work easier*. You're asking a harder question: **am I about to commit capital, political capital, and 12 months of disruption to something that returns what it promised?** This brief is about the failure mode that question exists to prevent — and why it's more common than the vendors pitching you will ever admit.

### The trap is structural, not accidental

HOW GOOD LEADERS BUY BAD OUTCOMES

The standard enterprise playbook is to sell at the top. A polished pitch, an impressive feature matrix, a procurement process run between executives and a vendor's sales team. The decision gets made in a room that does not contain a single person who will ever log into the product. The contract is signed. And then the system goes *down* to the people who have to live in it — the planners, the schedulers, the inspectors, the contractors.

That sequence feels normal. It is also exactly backwards. **The people excluded from the decision are the only ones who determine whether it succeeds.** A turnaround platform creates zero value sitting in a contract. It creates value only when the field actually uses it — and the field had no voice in choosing it.

**By the time the adoption problem surfaces, you're 12 months and seven figures in. It's too late to change course — so the organization absorbs the loss and works around the tool. That's not a worst case. In top-down enterprise rollouts, it's the base case.**

### What the 12-month rollout actually costs you

THE BILL NOBODY PUTS IN THE PROPOSAL

<b>12+ mo</b> to onboard a heavy enterprise platform — before a single turnaround sees value.	<b>Most</b> users only ever touch a fraction of the features you paid for.	<b>Too late</b> when adoption falls — the spend is sunk and the org is mid-rollout.
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The license fee is the part you can see. The real cost is everything stacked behind it: a year-plus of implementation, a week of training per user, a manual an inch thick that no one finishes, and an internal change-management effort that pulls your best people off real work. Then the slow realization that most of the platform goes unused — you're paying enterprise pricing for a fraction of enterprise capability. And the worst line item never appears on any invoice: **the return that never arrives because the thing nobody adopted couldn't deliver it.**

<b>Months 1-3</b> <b>Kickoff &amp; configuration.</b> Consultants, scoping, integration meetings. No operational value yet.
<b>Months 4-9</b> <b>Rollout &amp; training.</b> Week-long sessions, thick manuals, resistance from the field. Productivity dips before it recovers.
<b>Months 10-14</b> <b>The quiet truth.</b> Adoption is partial. Workarounds reappear. Reports still get built in spreadsheets. The investment underperforms — and you own it.

### The question that actually de-risks the decision

STOP ASKING WHICH HAS MORE FEATURES

When two platforms both claim to do everything, the feature comparison is theater — and the heavier system usually wins it, which is precisely how organizations talk themselves into the trap. The feature list is not the risk. **Adoption is the risk.** The only question that predicts your return is: *will the people who have to use this, actually use it — willingly, fully, fast?*

That single question reorders everything. A simpler platform your whole organization embraces will out-deliver a "more powerful" one that half your sites quietly route around — every turnaround, every time. Capability you don't adopt is capability you didn't buy.

<b>BOUGHT AT THE TOP</b> Chosen by people who'll never use it. Rolled out by mandate. Adoption is something you hope for <i>after</i> the contract is signed — when it's already too late to change course if you're wrong.	<b>PROVEN FROM THE GROUND UP</b> Already embraced by the planners, schedulers, inspectors, and contractors who'll live in it. Adoption isn't a hope — it's evidence you have <i>before</i> you commit a dollar.
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### Why EZTRAK is the lower-risk decision

WE BUILT FOR THE ONE THING THAT PREDICTS ROI

We designed EZTRAK on a single, unglamorous conviction: **if it isn't so simple that a new user is productive in five minutes, none of the features matter.** No inch-thick manual. No year-long rollout. No army of consultants. A platform people understand before lunch is a platform people use — which is why our adoption rates are the highest in the category, and why our customers see return on their *next* turnaround, not their next fiscal year.

- **Productive in ~5 minutes, live in weeks — not 12+ months.** Your ROI clock starts on the next event, not next year.
- **Highest adoption in the category.** The single best predictor of whether your investment returns — designed in, not hoped for.
- **One connected tool for every player.** Standardized data and reports across every site, so you get real visibility, not a dashboard built on hand-compiled spreadsheets.
- **The field already chose us.** In most organizations we enter, the people who'll use it are already advocates before you ever see the contract.

**Here's the part our competitors can't say: we've usually already won the people below you. When the field is already on board, you're not gambling on adoption — you're ratifying it. That's the difference between authorizing a risk and authorizing a sure thing.**

The decision in front of you isn't really which platform has the longest feature list. It's whether your next major capital commitment becomes an asset your organization runs on — or a line item it learns to work around. Choose the one your people will actually use, and you don't just avoid the trap. **You win, because they already have.**

#### DE-RISK THE DECISION IN 30 MINUTES

See why the people who'll use it already prefer it — and what "live in weeks, ROI on the next turnaround" looks like applied to your portfolio.

[Request an executive walkthrough →](#)