

How Unifize's collaborative QMS outpaces ETQ Reliance's complexity

ETQ Reliance has long served large enterprises with its configurable, compliance-oriented QMS. But its legacy architecture and form-based workflows make it complex, slow to adapt, and difficult for teams to collaborate effectively.

Unifize redefines quality management for the modern era. It's AI-native, collaborative, and adaptable, helping teams accelerate compliance, innovation, and growth.



Where ETQ Reliance slows teams down



Clunky user experience

Outdated, form-heavy UI that requires multiple clicks for simple actions. Adoption is slow, especially among non-quality teams.



Long & expensive setup

Highly configurable, but every change demands expert support. Deployments can stretch over months, delaying ROI.



Limited collaboration

No built-in chat or contextual communication. Teams resort to emails and meetings, scattering decisions and slowing audits.

WHAT MAKES UNIFIZE DIFFERENT

Redefining what a modern QMS can be

Unifize isn't another eQMS, it's a new class of AI-native, collaborative quality management. Designed for how modern teams actually work, Unifize turns compliance from a checklist into a continuous, connected conversation across teams, processes, and data.



Chat-driven collaboration

Bring people, data, and decisions together in real time. Every record is a living conversation, not just a static form.



Built for adoption and alignment

An intuitive design simplifies learning and boosts team adoption, enabling collaboration on workflows and decisions for a unified view of quality.



Rapid time to value

Cloud-native, modular, and no-code. Go live in weeks, evolve in hours, and scale without consultants or revalidation cycles.



AI-native architecture

All quality data lives in one connected model, ready for analytics, automation, and AI-driven insights without integrations.

Why teams choose Unifize

Unifize replaces email threads, disconnected meetings, and spreadsheets with real-time collaboration inside every workflow. Teams see 4x faster change cycles, 70% fewer meetings, and 10x faster issue resolution because conversations and actions happen in one place.

Comparing MasterControl vs Unifize

Category	 unifize	ETQ	Why it matters
Core philosophy	 Collaboration-first: connects people, data, and decisions	 Process-first: built for control, not collaboration	Modern QMS must drive engagement, not just compliance
Process adaptability	 No-code, modular workflows configurable in minutes	 Powerful but complex configuration requiring IT support	Agility to evolve processes quickly is key to continuous improvement
Task management	 Unified “Manage View” across all workflows	 Fragmented tasks by module	Ensures visibility and accountability
Implementation speed	 Go live in weeks, no consultants	 Multi-month rollout, often consultant-led	Faster ROI and fewer disruptions
Mobile & offline access	 Full-featured PWA mobile app with offline sync	 Limited mobile experience, no true offline mode	Keeps quality moving from anywhere
Deployment model	 Cloud-native SaaS, automatic updates	 Cloud or on-prem; updates often delayed	Lower maintenance, always on the latest version
AI capabilities	 Unified data model powering analytics and AI insights	 Siloed modules; limited AI integration	Unlocks predictive insights and more intelligent automation
Scalability beyond QMS	 Extends to PLM, CAPA, and maintenance	 Limited to core QMS modules	Provides a future-ready foundation