

A typical process that some company will go through when choosing business application, or evaluating business applications, is to really look at the feature functionality of the different offerings out there. And then just comparing to see which is the least of the evils and which meets the most of their needs. We actually flip that on its head and we actually go back to what they're trying to accomplish as a business and what they need to have in terms of impact. Certain solutions your regardless of feature functionality will deliver different levels of business impact. That's what we look at. So we put aside the feature functionality and we pull forth the business impact that we believe the solution will have. We also pay specific attention to the technology they're built on, because technology relates itself to longevity. All too often we're all worried about the feature functionality, worried about what they're doing today, versus worried about what we need in terms of business impact.