

# An Application Architecture for Success

## Increase Market Reach

- Remove IT barriers to market adoption
- Convert more customers with rich clients
- Adopt new SaaS business models

## Gain Competitive Agility

- Reduce time-to-market for products/services
- Increase user productivity and agility
- Leverage M&A or 3rd party assets

## Reduce Costs / Realize ROI

- Deliver on the 'Last Mile' of SOA
- Lower maintenance costs
- Simplify development and re-use code