

What is
**BUSINESS
VALUE?**

Does it address any of these 10 items?



**SAVES
MONEY**



**GENERATES
REVENUE**



**REDUCES
TIME-TO-
MARKET**



**PROVIDES
SECURITY**



**GIVES
COMPETITIVE
ADVANTAGE**

REDUCES
RISK



ENSURES
COMPLIANCE



INCREASES
AGILITY



ENABLES
NEW
CAPABILITIES



INCREASES
PRODUCTIVITY



Get Your
**MESSAGE
RIGHT**