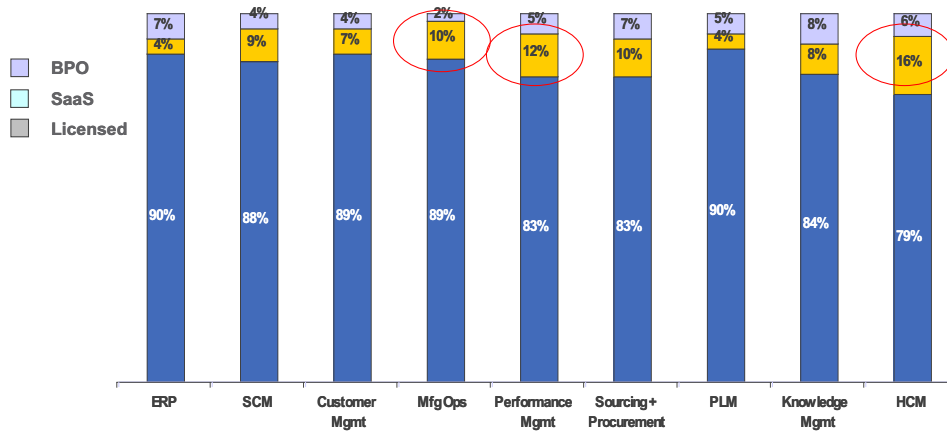


## Enterprise Software Purchasing Model (AMR Research)



Why companies may consider SaaS or BPO models rather than a traditional licensed application

Increased flexibility	37%
Faster implementation	21%
Lower initial costs	16%
Better employee productivity	11%
Better IT + LOB alignment	11%
Increased ROI	5%

Source: AMR Research, 2009