



High performance. Delivered.

FUTURE OF APPLICATIONS: Three Strategies for the High-velocity, Software-driven Business

Video Transcript

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In every industry today, software is a disruptive force—a driver of business strategy—changing how companies operate and grow. We live in a high-velocity, software-driven business world. Being a “fast follower” may not be fast enough.

In “The Future of Applications,” we define three powerful strategies—liquid, intelligent and connected. Strategies that can help companies differentiate and lead in their industry.

And we take it a step further by defining a new operating model to help business and IT drive business strategy, jointly and continuously, with software.

Together, these strategies and operating model accelerate applications—including custom, ERP and SaaS—to the pace of business.

It's time to stake out a new competitive frontier with applications.