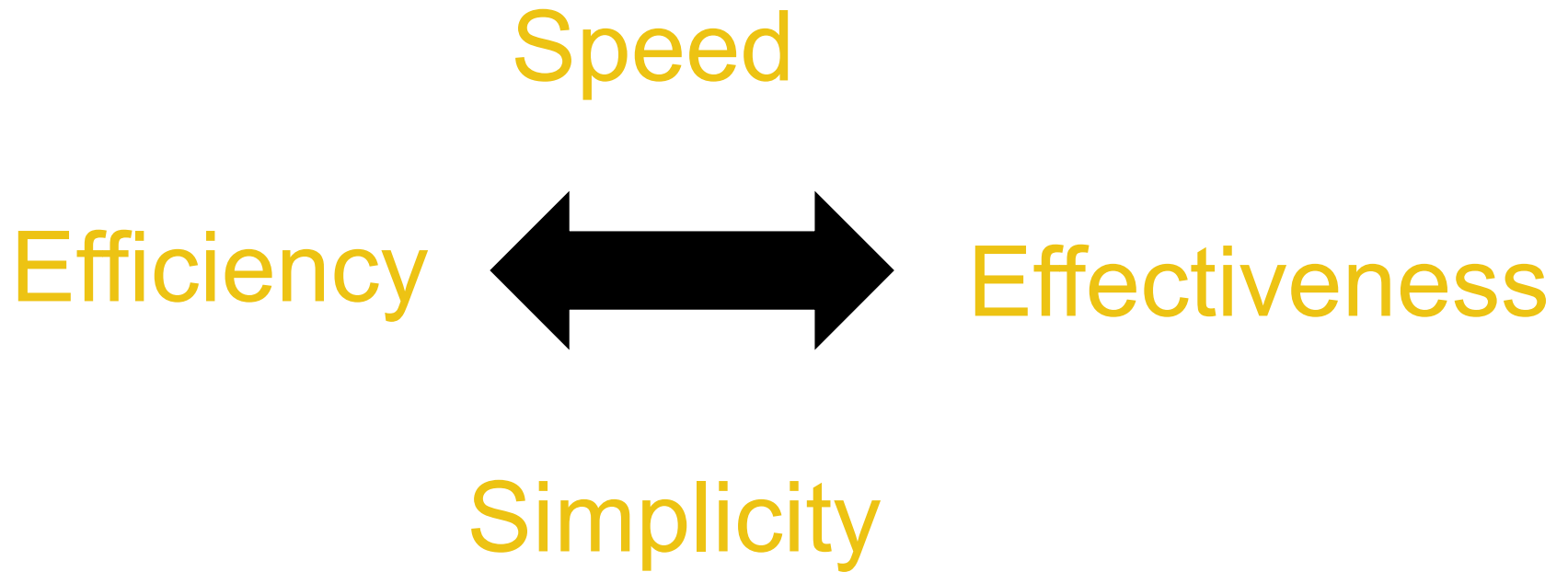


## How do you address these business challenges?

- *Global competition*
- *Internet sales*
- *Cost pressures*
- *Higher quality standards*
- *Shrinking margins*
- *Shifting supply base*
- *New technologies*
- *Ever evolving customer expectations/demands*
- *Globally distributed teams*

# The Enterprise Balancing Act and Goals



- Deployment of Concurrency meets the challenge by making it possible for your enterprise to achieve multiple competitive advantages simultaneously
  - Cost
  - Time
  - Quality
  - Innovation



# The Guiding Principle of Innovation: Concurrent Product Development

