

## **CREATING A COMPETITIVE ADVANTAGE**

The “integration appliance” wasn’t bad. It offered integration in a box, but its features just weren’t as good as those of its competitors. There had to be a way to take what was good about the integration device and turn it into revenue while offering affordable on-demand integration for companies that needed a more flexible solution.

There was. David Linthicum and his team used a novel approach in 2004 to take the software out of the box and place it in the cloud. It created a competitive advantage since no one else was offering integration like this in the cloud and gave the team time to strengthen features.

The result: Anyone managing integration in a company – systems managers, systems architects, developers – could access their work, create common repositories so they weren’t reinventing the wheel, and share designs and ideas wherever there was a browser. They were no longer tied to a location and instead, could develop anywhere in the world, safely, securely and cost-effectively.

Now, organizations could integrate sales automation, contact centers, recruiting, human resources, benefits and other software-as-a-service technologies. They could route on-premise or do it completely in the cloud.

**Bottom line:** BML sees opportunities and uses technology to help you seize them. We listen. We partner. We deliver effective, practical solutions in the cloud, on site or both.

### **The BML Experience**

We think big. We consider, develop and deliver solutions that take advantage of the cloud, whether you’re starting from scratch, have a vision or have a plan in place that needs a nudge. We’ll meet you where you are and take you farther than you imagined.