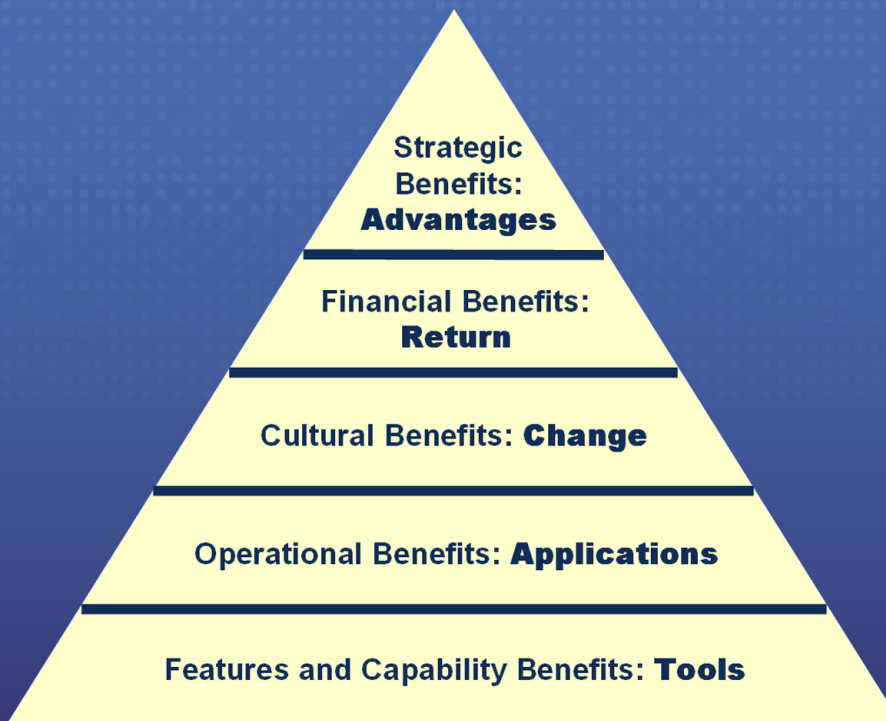


Hierarchy of Values



Strategic and Tactical Values

Strategic Values		
Strategic Benefits – Advantages	Financial Benefits – Return	Cultural Benefits – Change
Competitive advantage	Return on investment	Employee morale
Customer demands for online information	Cost reductions	Teamwork Collaboration
Market leaders	Reduced paper handling	Empowerment
Speed to market	Revenue gains	Flexibility
New service lines	Productivity	Innovation
Corporate culture	Cash flow	Competitiveness
Leadership		Accountability
Growth		
Tactical Values		
Operational Benefits – Applications	Feature and Capability Benefits – Tools	
Ease of use	Language – VB.NET	
Efficiency	Database – SQL Server 2005	
Throughput	Tools – Microsoft Office Suite and Others	
Integration	Network – Windows 2003 Server	
Functionality	Desktop – Windows XP or Vista	