

## Giving companies the momentum they need now

The world as you knew it is gone. The Internet explosion has forced companies everywhere to rethink the fundamentals of their businesses, to challenge every basic assumption. Stovepipe processes are giving way to integrated and collaborative environments where knowledge flows freely and generates greater value than ever before.

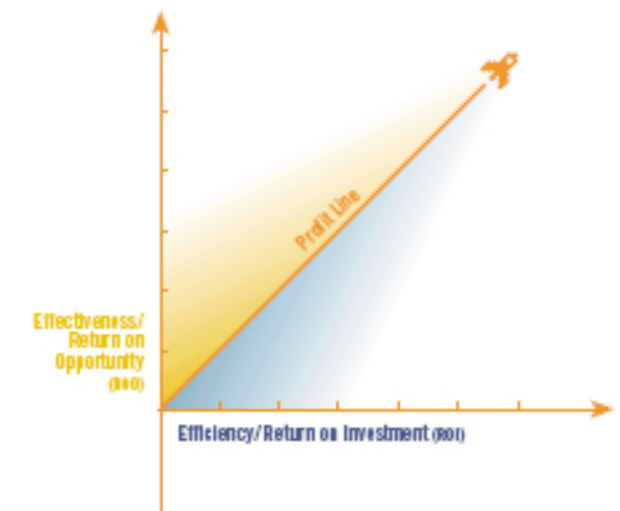
Companies everywhere want answers. What's an opportunity? What's a threat? What's the next move? What's the first step? The answers lie in unlocking new value within companies by creating bold new business models that fully leverage the power of the Internet to reach new markets, fuel top-line growth, and boost profitability.

This is where AppNet comes in. We empower businesses to unleash their untapped value and bring it to market with the agility and speed this new "dotconomy" demands. That takes an entirely new mindset...transparent pricing models and fluid trading partner relationships that are formed to handle a single transaction. 24x7 sales and services for a world that never sleeps. A marketplace where battle is done with competitors whose cost of entry is zero to none. Global trade that knows no borders, complicated by governments that do. The immediate satisfaction of customers dictating their own terms and conditions. In this world, the old metrics no longer hold true. Those who deliver the highest return on opportunity gain the critical first-mover advantage, quickly leaving behind those still waiting only for return on investment.

This is the new world of e-business. Depending on where you're positioned, this can be the ride of your life or a crashing tsunami drowning everything in its wake. With AppNet as your e-business partner and the will to move decisively, there's no looking back. The opportunities are just too great.

**fact:** "At some point in the next 10 years, 100% of Gross Domestic Product (GDP) growth may be derived from e-Commerce..."

[Source: The Keenan Report]



### The Metrics of a New Era

[Source: Hurwitz Group]

In the "dotconomy," return on opportunity (ROO) is a critical element in strategic business decisions. ROO assesses:

- potential added business value
- the promise of new customers
- projected top-line revenue growth
- decreased time-to-market
- shorter sales cycles.