

# ACING Your Purchased Business Applications

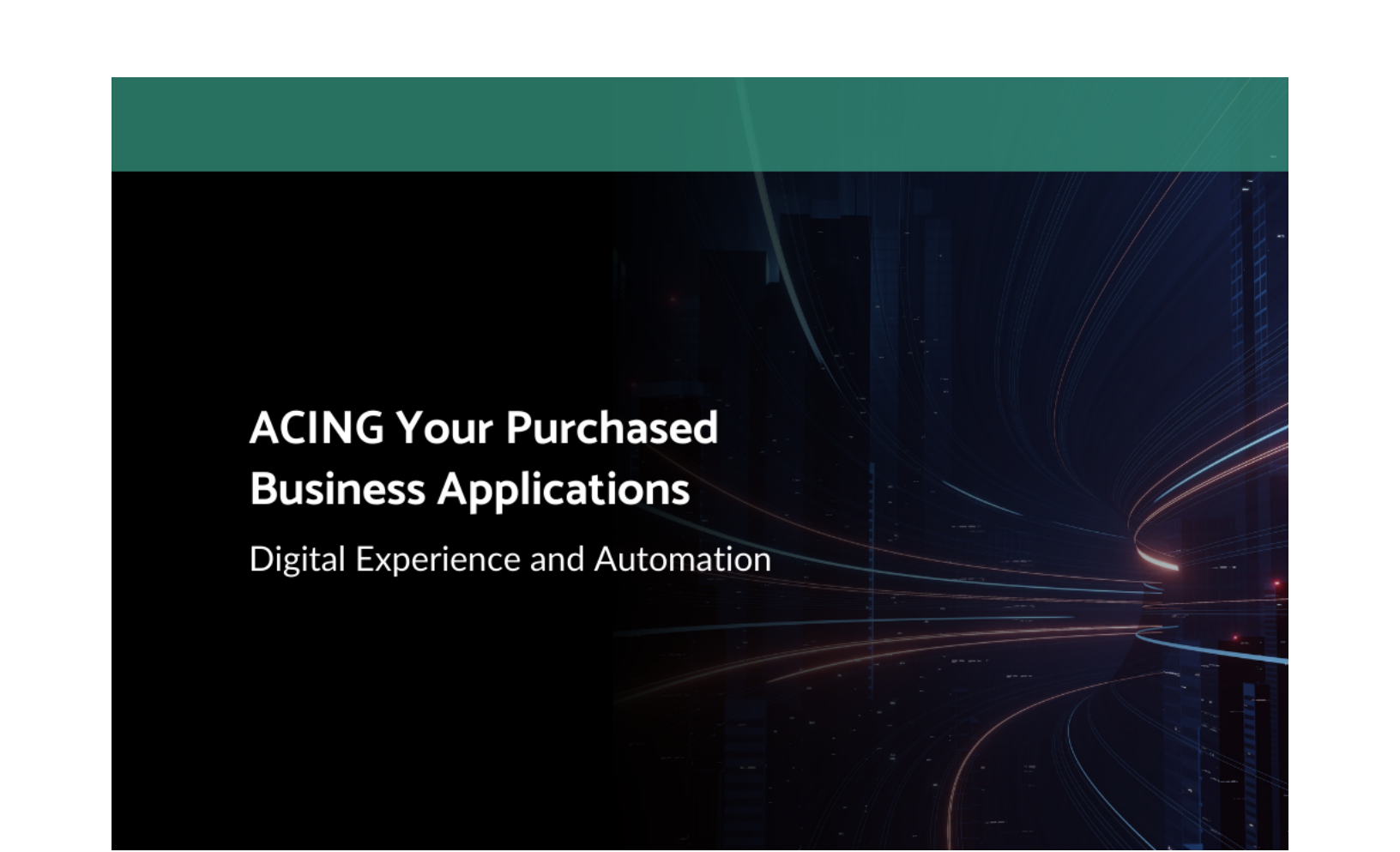
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Digital Experience and Automation

Many organizations are leaving money on the table with their commercial-off-the-shelf (COTS) and software-as-a-service (SaaS) applications.

Without the appropriate investments in product management, configuration, and integration, these applications won't provide good business value.

IT and business leaders must work together to implement a program for effectively **A**cquiring, **C**onfiguring, **I**Ntegrating, and **G**overning—or **ACING**—their COTS and SaaS apps.