

Advantages to our approach

Attribute	NetReach [®] Approach	Boxed-Solution Approach	Custom-Programming Approach
Total Cost of Ownership (TCO)	Low	Low to Medium	High
Total Solution with Value Added Guidance	Yes	No	Variable/Add-on Cost
Freedom of Choice for Client Control <i>(We'll turn it over to you, if you wish.)</i>	Yes	Variable	Possible
Easily Updated by Client Staff <i>(If you choose that option.)</i>	Yes	Variable	Possible
Full Design Flexibility <i>(Visual and Behavioral)</i>	Yes	No	Yes
Tailored Toward Complex Data-Driven Web Applications	Yes	Variable	Yes
Enables Rapid Application Development	Yes	Variable	No
Code-Free Re-Engineering of Projects	Yes	Yes	No
Eliminates Code Maintenance	Yes	Variable	No
Total Integration Between CMS Functionality & Custom Applications	Yes	No	No
Flexible, Quick-Prototyping <i>(Test new concepts and be able to scale them, quickly and easily.)</i>	Yes	N/A	No
Built-in Ability to Utilize Data from External Sources	Yes	Variable	Possible
Built-in Compatibility with Popular Business Tools	Yes	Variable	Possible
Extensible, Scalable Solutions	Yes	Yes	Possible
Web Applications Compatible with Mobile Use	Yes	Variable	Yes
Custom eCommerce	Fully customizable, quickly—from scratch or from existing systems	Limited or very expensive and/or limited to specific industry	Labor intensive
Freedom of Choice for Hosting <i>(Our server, yours, or third-party.)</i>	Yes	Variable	Yes
Global Ready	Yes	Variable	Possible
Security	Industry leading tools, bullet-proof against SQL injections.	Open source creates potential vulnerabilities.	Dictated by programmer background.