

<...>

The purpose of the website re-launch is to achieve [increased market share/share of wallet] by creating an environment that will reward the most loyal - and valuable - customers with a satisfying and engaging experience. This will be accomplished in multiple ways.





- **Long-term viability of the software vendor.**
In today's volatile technology market many exciting products have become orphaned as their creator companies have gone out of business <.....>
- **Impact on time to market (long-term)**
"Out of the box" functionality that meets our needs, vs. custom development of proprietary functional modules,