

**Make It Faster, Better, Cheaper.
And By the Way, Integrate It, Too.**

What does the customer invariably want? Faster, better and cheaper, please!

In the past the demand for faster, better and cheaper was answered, “Pick any two,” inferring that it was only possible to deliver any two of the three. In today’s warp-speed, technologically driven environment, two is simply no longer good enough. Three isn’t good enough either. There’s a fourth. As the world becomes more organized, and the convergence of elements adds to the efficiencies of systems, all the elements must be properly *integrated*. Integrated – meaning aligned, in phase and working in a synergistic way – so that the whole is greater than the simple sum of the parts.

This means that service companies must *organize* to deliver not only faster, not only better, and not only cheaper, but in a more integrated fashion, too.