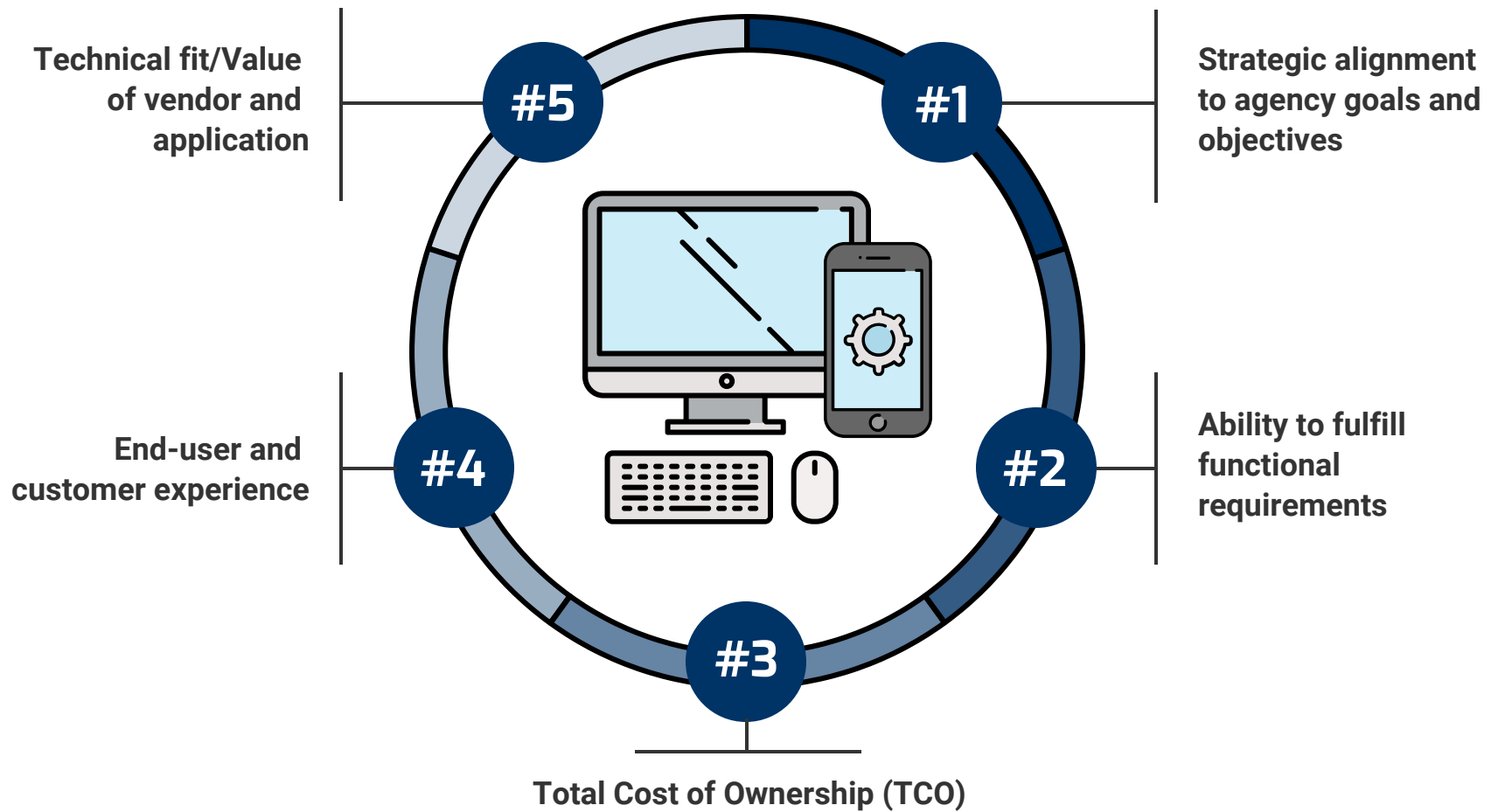# MSSBTA's Application Optimization (APO) is a rigorous and strategic approach to analyzing all potential solution choices, including the current state, along 5 key areas:

Technical fit/Value of vendor and application — #5

Strategic alignment to agency goals and objectives — #1

End-user and customer experience — #4

Ability to fulfill functional requirements — #2

Total Cost of Ownership (TCO) — #3

To learn more about modernizing technology, re-designing business processes, and managing organizational change, contact **Advisory@mssbta.com** or **602-387-2100**