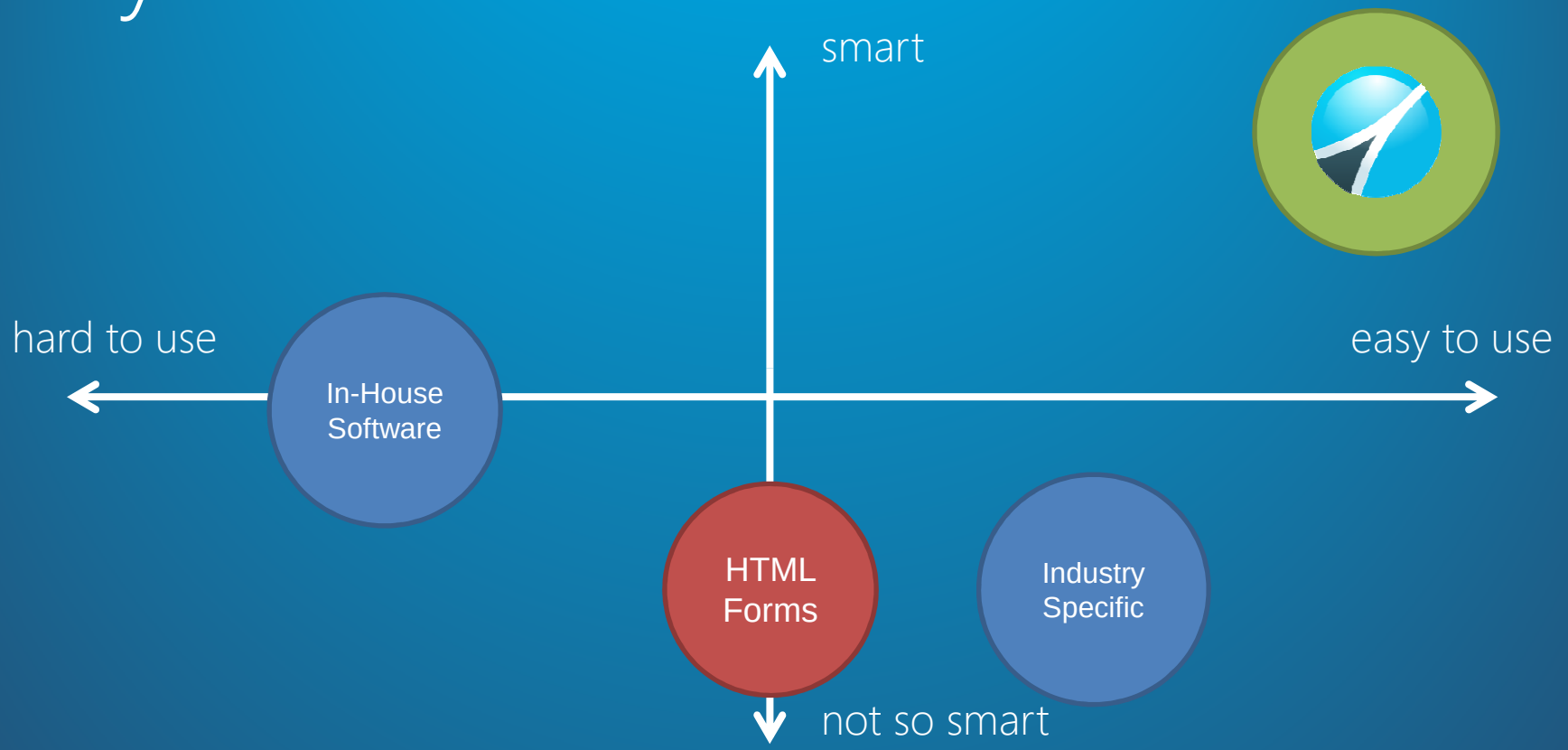
Buy Vs. Build


smart
hard to use
easy to use
In-House Software
HTML Forms
Industry Specific
not so smart