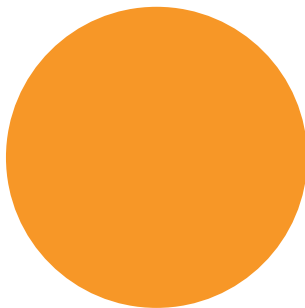
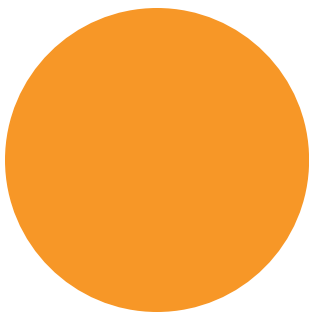


Architecture FirstSM

X BY 2



THE IMPORTANCE OF ARCHITECTURE

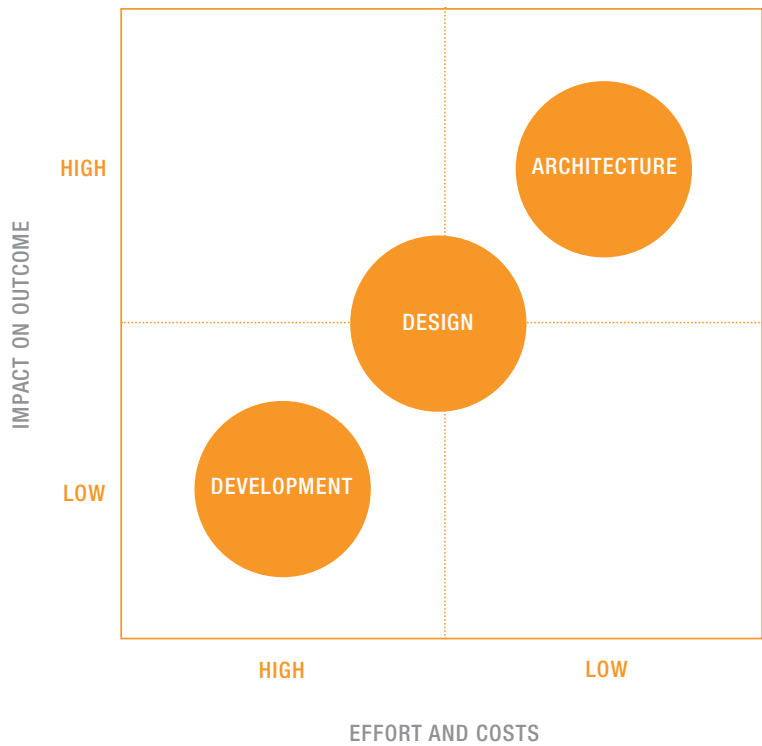
MEASURE TWICE. CUT ONCE.

Architecture is about the structure of information systems, managing important elements and the relationships between them.

Good architectures promote clear communication among stakeholders, help influence fundamental design decisions, improve resiliency of systems and reduce costs.

Well-implemented architectures create transferable knowledge for the organization, yielding benefits beyond the immediate or current initiative.

Architecture's impact on the outcome of any initiative is high, while the time and effort required is minimal, compared to final software development.



“Enterprises are looking for architectures and management techniques that improve the yield of software development. A well-developed architecture will enable faster, more consistent and longer-lived solutions to be delivered.”

GARTNER

IN BRIEF

Founded in 1998,
Farmington Hills, Michigan

Additional offices serve clients
throughout the Midwest

X by 2 services include:

- Discovery and Planning
- Design and Implementation
- Turnaround and Continuous Improvement

Our architects and specialists are uniquely bilingual in both business and technology. They understand the needs, goals and opportunities in both areas and know how the two disciplines can and should work together.

Philosophically, X by 2 believes that our reliable and predictable agile methodology and patterns-based approach will significantly benefit our clients by systematically addressing their most difficult, complex and important business challenges.

We guarantee our work:
Fixed time, fixed price.

Why Architecture First?

Often overlooked or under-emphasized, architecture is a critical consideration in the development and evolution of productive, reliable information systems. Architecture will have the single greatest impact on your enterprise information systems, security, performance, scalability and total cost of ownership. Well architected enterprise information systems will also have a marked impact on your business, including streamlining operations, improving business user productivity and providing a better overall customer experience.

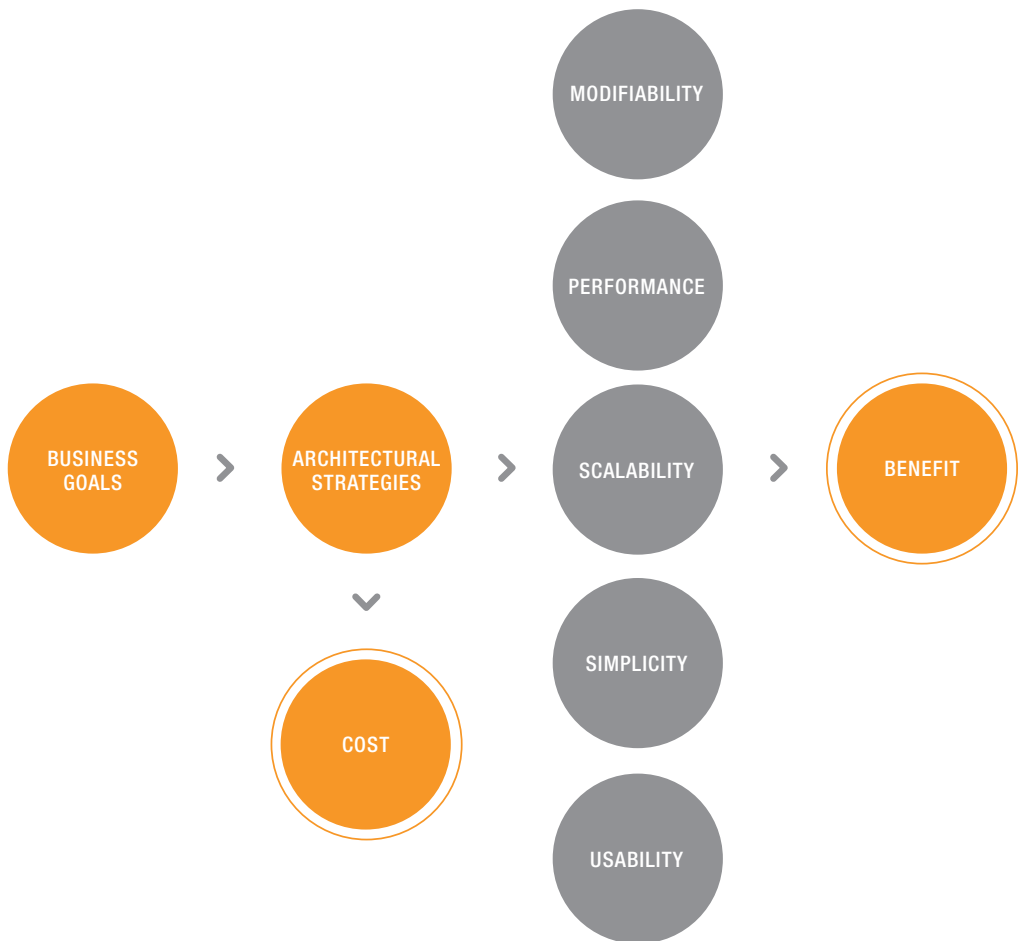
X by 2 is a technology consulting group that specializes in the strategy and architecture of enterprise applications and integration. We can help improve your outcomes by focusing on the fundamental drivers of your business and the architectural foundation of your information systems.

Our architecture expertise and experience has led to the successful development and implementation of solid business software solutions. We have built a strong track record for staying on time, on budget and delivering measurable results in unprecedented timeframes.

We can help you make things better.

ARCHITECTURE COST-BENEFIT ANALYSIS

A successful architecture connects business goals to measurable outcomes while managing system requirements at the lowest total cost of ownership.



“As systems become larger and more complicated architecture assumes a more important role than has traditionally been the case. Exactly how organizations make use of architecture is an important indicator of their success in developing complex systems that meet their requirements in a cost efficient manner.”

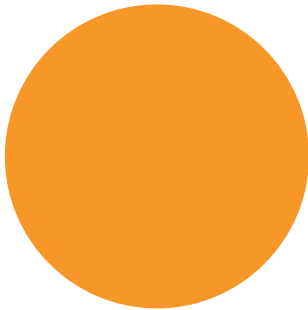
SOFTWARE ENGINEERING INSTITUTE,
CARNEGIE MELLON UNIVERSITY

X BY 2. WHAT'S IN A NAME?

A GOODNESS FACTOR OF TWO.

Regardless of your needs, our commitment is to deliver results that exceed your expectations by at least a factor of two.

Whether that refers to time, cost or other variables, tell us how we can help you achieve your goodness factor.



Services

Our services are designed to architect and implement applications and integration solutions that meet your business needs at the lowest total cost of ownership. Ask us how we can help achieve your specific objectives.

DISCOVERY AND PLANNING SERVICES

We think it is important to develop an architecture blueprint and a clear strategy. This foundation will accommodate your changing business needs, budgets and ongoing plans for support. It also provides a solid framework for weighing buy-and-build options, evaluating enterprise system software and minimizing total cost of ownership.

X by 2 offers a complete suite of discovery and planning services, including:

- **Business due diligence**
- **Buy vs. build analysis**
- **Package and solution evaluation**
- **Return on investment (ROI) analysis**
- **Application architecture and strategy**
- **Integration architecture and strategy**

DESIGN AND IMPLEMENTATION SERVICES

Executing a good strategy and a sound architectural foundation is no easy task. X by 2 architects and technologists are well-versed in the architecture principles and agile methodologies that are needed to successfully implement the most challenging enterprise systems. They can help you understand trade-offs and make the necessary and appropriate judgment calls when issues arise. Whether your implementation strategy calls for leveraging internal programming talent, on-site or near-shore staff augmentation, or offshore development, X by 2 can provide direction and oversight to keep your initiatives on track.

Our design and implementation services include:

- **Detailed design and specification**
- **Prototyping and risk management**
- **User interface architecture**
- **Service oriented architectures**
- **Implementation strategy**
- **Advanced software development**
- **Architecture oversight**
- **Project management**

TURNAROUND AND CONTINUOUS IMPROVEMENT SERVICES

Following implementation, applications are subject to real world demands such as business changes, new requirements, increased transaction volumes and integration with other enterprise systems and external organizations. These types of changes often cause problems for existing systems, especially those in which architecture was not emphasized up front.

X by 2 can provide helpful services in these turnaround situations, whether you need an architecture audit, performance and scalability optimization, or an evaluation of long-term considerations that may require ongoing time and attention. To ensure that applications support ever-changing business climates at reasonable costs, X by 2 always encourages our clients to take a long-term perspective.

We offer the following turnaround and continuous improvement services:

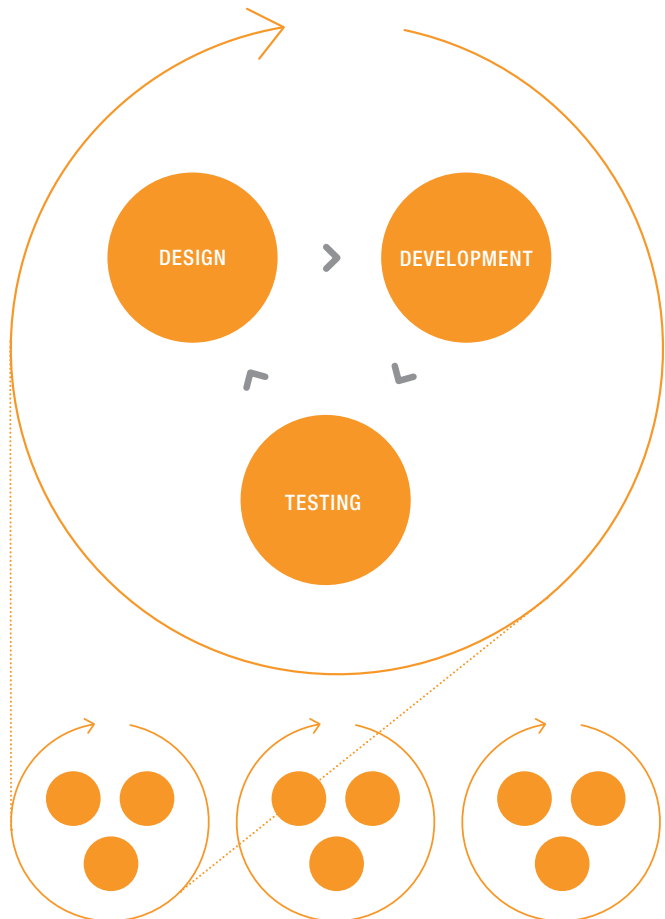
- **Architecture audit and refactoring**
- **Performance and scalability optimization**
- **Project rescue and turnaround**
- **Education and knowledge transfer**
- **Agile methodology adoption**
- **Benefits capture**

AGILE METHODOLOGIES

Because business is dynamic, technology should follow suit. The traditional waterfall approach for design and development of software applications, where all project requirements are to be defined and finalized up front, cannot accommodate fast changing, real world business demands.

X by 2 embraces an agile approach. We leverage best practices from many different schools of thought to deliver better results in less time. Our agile methodologies are based upon the following principles:

- People over process
- Working software over documentation
- Iterative and evolutionary development over the “big bang”
- Continuous collaboration over contract negotiations
- Responding to change rather than resisting it

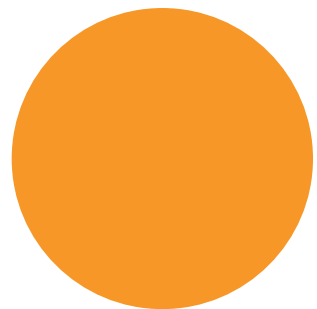


“Now there is proof that the evolutionary approach to software development results in a speedier process and higher-quality products ... The key to an evolutionary process is to develop an architecture that is both modular and scaleable ... A high level of investment in architectural design [does] indeed have a strong association with higher-quality products.”

SLOAN MANAGEMENT REVIEW, MIT

THE POWER OF OBJECTIVITY

X by 2 doesn't promote specific platforms, technologies or product affiliations because we believe that our open architecture philosophies bring a significant benefit to our clients – objectivity. We have experience across the major enterprise technology platforms, both contemporary and legacy. Our objectivity gives us the ability to bring the best architectural solutions to our clients without being constrained by a specific technology set or platform.



Patterns and Frameworks Approach

The foundation of our architecture practice is our patterns and frameworks approach, which is rooted in the science of pattern recognition. We leverage it to identify and solve problems, define architectures, and design and implement solutions. Both in the accumulation of knowledge and its application, we can filter out the noise, quickly get to the root of the problem, and provide a solution.

Continuously enhanced based on our experience and industry best practices, this proven approach makes it possible for us to deliver insightful and compelling architectures that cross technology and industry boundaries. Some practical benefits that result from our patterns and frameworks approach include:

- **Quick diagnosis of complex problems**
- **Improved quality and robustness resulting from solutions and ideas that have been proven in the real world**
- **Reduced costs**

Experience Pays Off

An experienced team of architects is at the heart of every successful X by 2 engagement. Handpicked from leading professional services, technology and academic institutions, our architects have diverse backgrounds in work and life that contribute to our value proposition.

Because we assign the right people to our projects, we are able to keep teams small and effective. We have no redundancies or hierarchies and provide our clients solid support. Our architects are experts in consulting, engineering and management. When they challenge assumptions – yours or ours – there is always value to be gained.

Their experience goes well beyond the realm of traditional computer scientists and we're proud of what they bring to the table.

The X by 2 Experience

UNDIVIDED ATTENTION

Our teams are focused on one engagement at a time, giving it their undivided attention. This agile team approach utilizes small, experienced teams to deliver results in an efficient and timely manner while minimizing overhead.

LOCAL SUPPORT

In most cases, X by 2 provides local support for your convenience. We've found that close physical proximity is an advantage to achieving the best results. This helps avoid or reduce travel expenses and fees, shortens response time and solidifies long-term relationships with clients.

PRINCIPAL INVOLVEMENT

Access to X by 2 principals is immediate because we are a hands-on team. X by 2 principals, who are also the corporate shareholders, take active roles in engagements and enjoy regular communication with clients. Our success is directly related to your success.

BRIDGING THE BUSINESS-TECHNOLOGY GAP

All X by 2 architects fluently bridge the gap between business and technology, understanding the business needs of the people who work in your enterprise and the engineering complexities associated with software development.

FIXED PRICE

X by 2 typically engages with clients on a fixed fee basis, which can eliminate last minute change-orders, negotiations and surprises. Our agile methodologies and experience enable us to successfully plan, estimate and deliver projects.

X BY 2



WHAT'S NEXT?

Our team would be glad to discuss your objectives, needs and priorities. We can show you how to establish architecture as an important discipline in your environment and demonstrate the impact that X by 2 architects can have on your organization.

Contact us to talk about what's next for you.

www.xby2.com

