

Support **Business Agility** by enabling subject matter experts to capture knowledge, to understand and reason about it, find inconsistencies by supporting convenient editing of non-ambiguous formats,

Putting the business **in the driver seat** by automating the downstream system development and deployment processes in order to ensure that subject matter experts are in control of "their" part of the software,

Let the software developers **build the tools once and only once**, to enable the above process,

**as opposed to** expecting experts trying to explain complex subject matter to developers using Word documents, Excel sheets, user stories and other highly ambiguous formats.

**as opposed to** sitting in the back of the bus, waiting for developers get around to understanding the knowledge and then implementing, testing and deploying the code.

**as opposed to** having developers involved in every instance of business logic specification and trying to understand and build these over and over again.