

# appDidInit:

## TAKING THE LEAD

What is an <sup>a</sup>enterprise object<sup>o</sup>? It's an object whose data and actions correspond to the information and activities of an organization. That's a powerful idea, one with immediate appeal to anyone who needs to make software suit the task at hand.

But maybe it's even more than that. After all, these are not just <sup>a</sup>business objects,<sup>o</sup> they're enterprise objects<sup>o</sup>—so maybe the word enterprise<sup>o</sup> is a key here.

If you check Digital Webster <sup>™</sup>, you'll find that enterprise<sup>o</sup> has several meanings:

- ‘ A project or undertaking that is especially difficult, complicated, or risky
- ‘ The readiness to engage in daring action: *initiative*
- ‘ A unit of economic organization or activity, especially a business organization; or a systematic, purposeful activity

So, taking part in an enterprise means more than just staying in business. It implies working in a *challenging* business, one that demands willingness to stick your neck out, take the initiative, and get ahead of the pack. And, if you succeed, it means reaping the rewards of that effort—becoming an industry leader, or winning the lion's share of the market.

Enterprise objects offer more than just a way to better use the data in your organization. They offer a chance to innovate, get ahead, seize the strategic advantage—to show everyone else how the game is played *today*.

± Cynthia Closkey, Editor

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