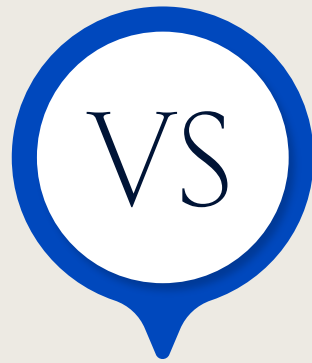


Product-Centric



Customer-Centric

Design the best product



Design the best solution for the customer

New product culture
New features



Customer culture
New solutions

New product development



New solution development -
customer experience

Rewards new product
development



Rewards people with deep
insights into customers

Product Divisions with P&L



Customer Segments with P&L

Measures success by product
profitability/revenue



Measures success by
customer lifetime/retention

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EXCELLENCE
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