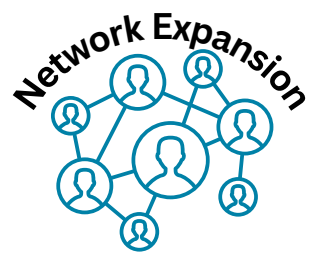


B2B DIMENSIONS OF VALUE

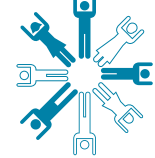
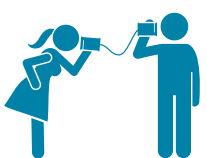
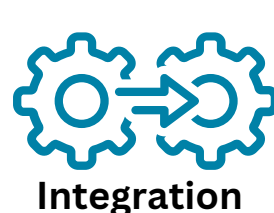
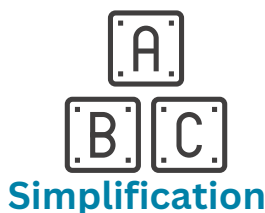
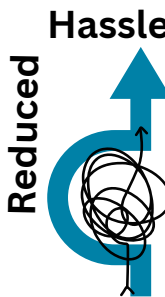
INSPIRATIONAL VALUE



INDIVIDUAL VALUE



EASE OF DOING BUSINESS VALUE



STRATEGIC VALUE



FUNCTIONAL VALUE

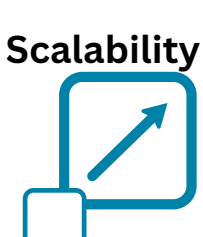


TABLE STAKES

