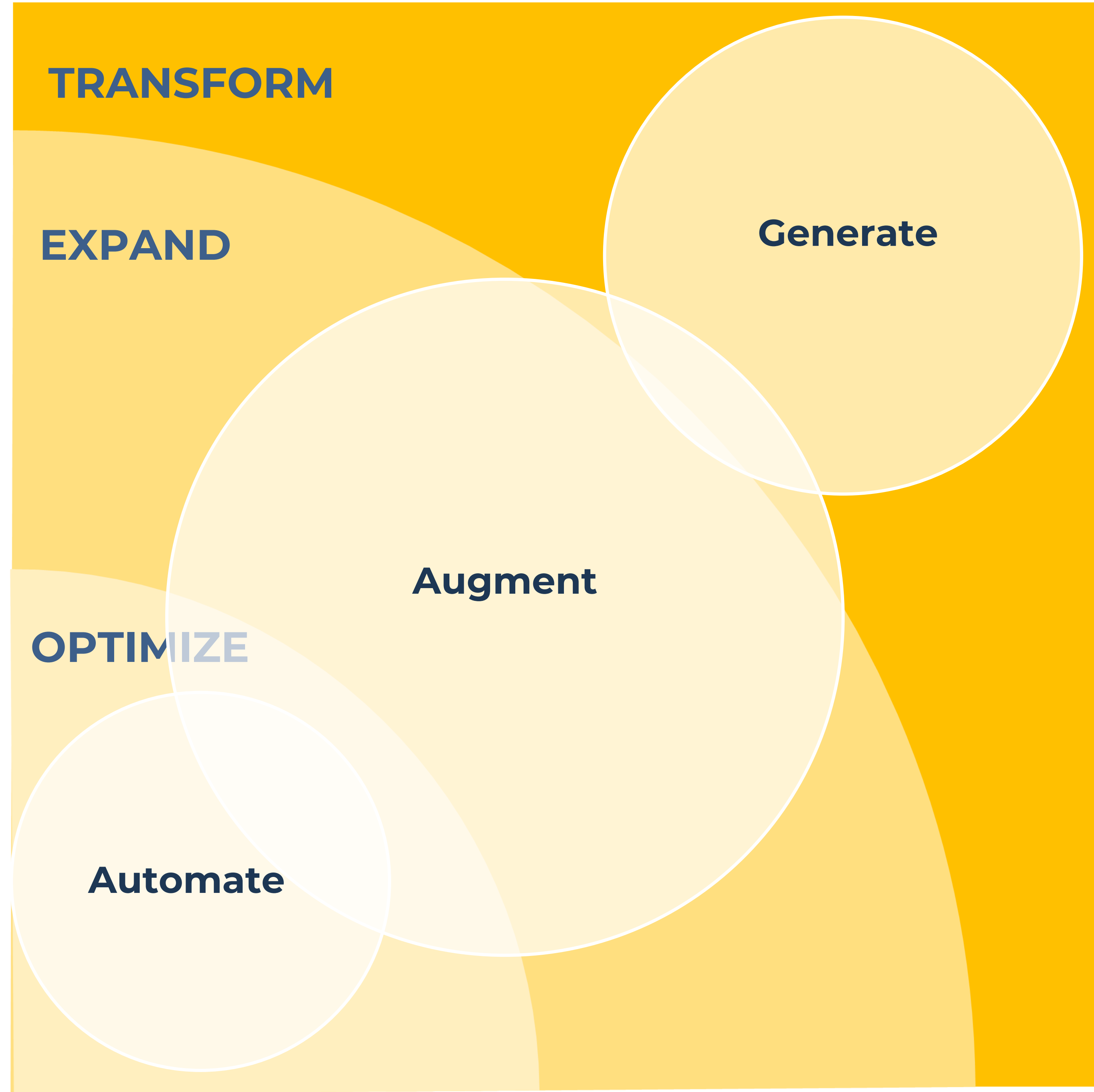


Value creation
(mid/long term)

Value capture
(short term)



TRANSFORM

EXPAND

Generate

Augment

OPTIMIZE

Automate