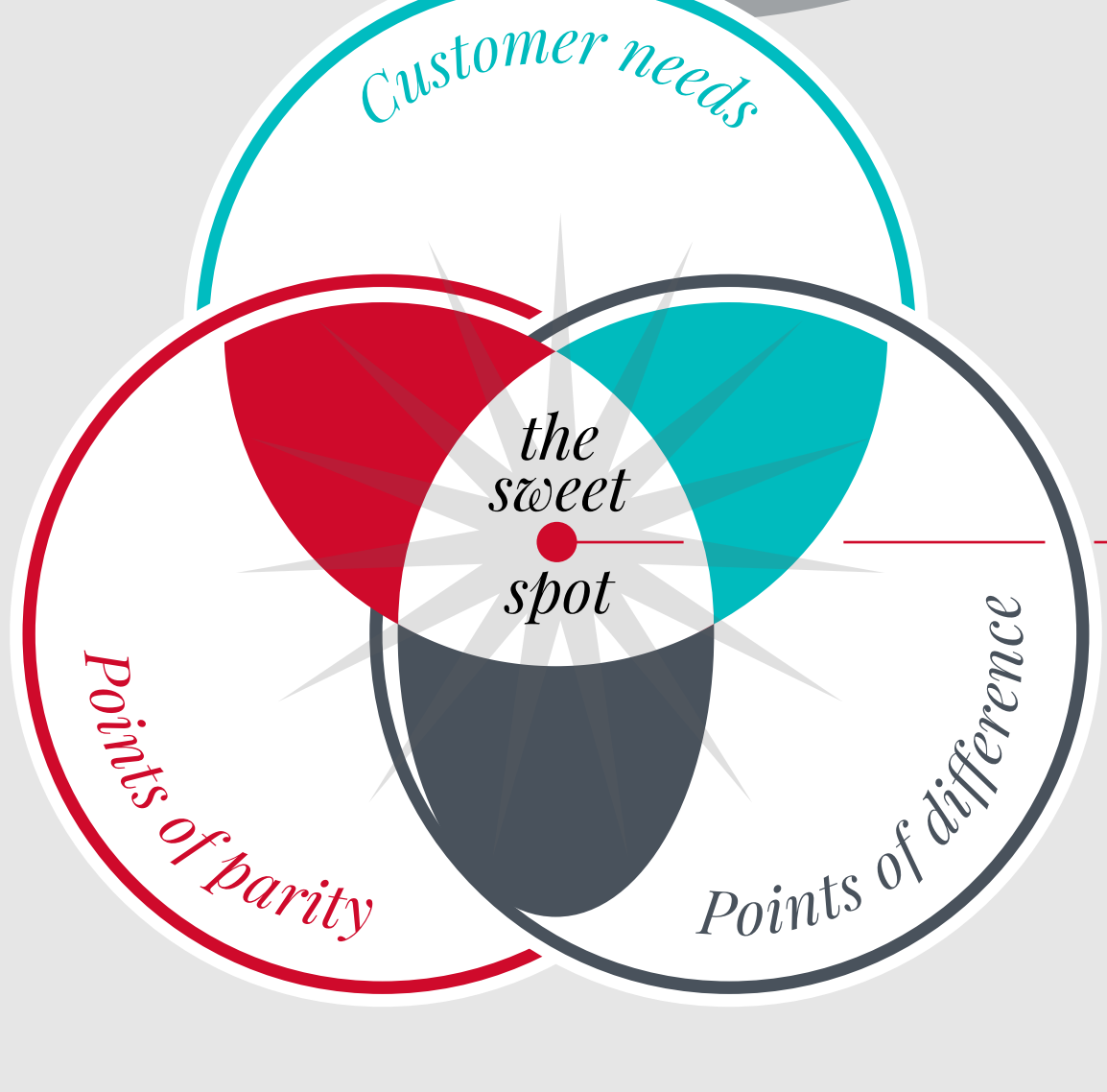


Integrated Customer Management

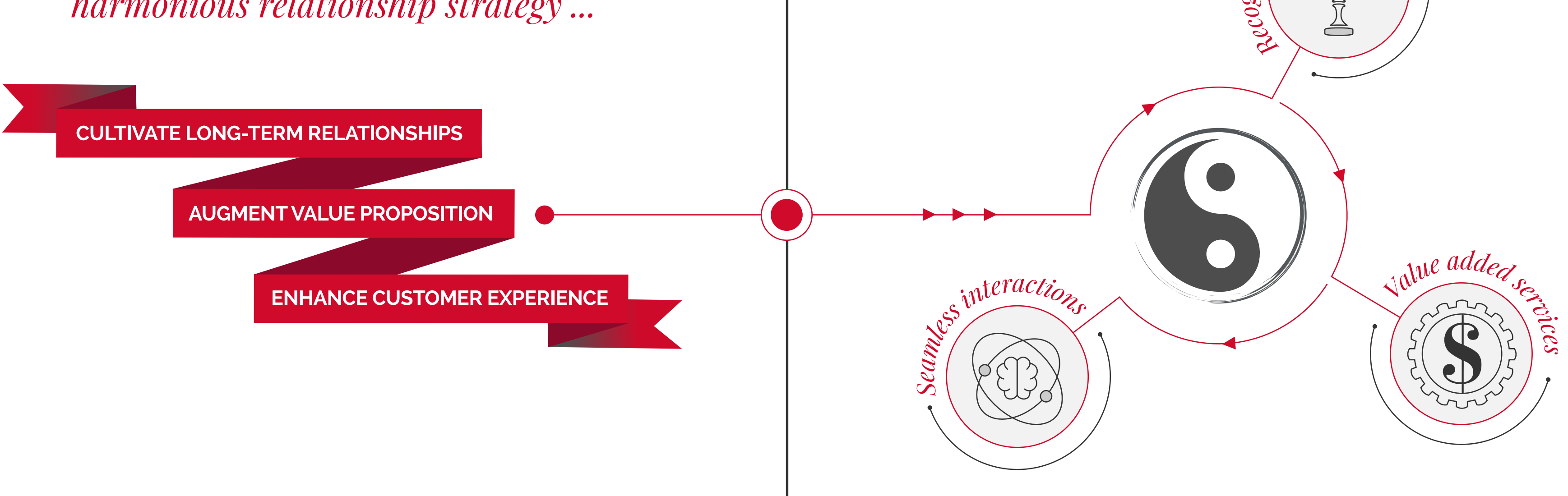
How to develop trusting relationships by putting customers first



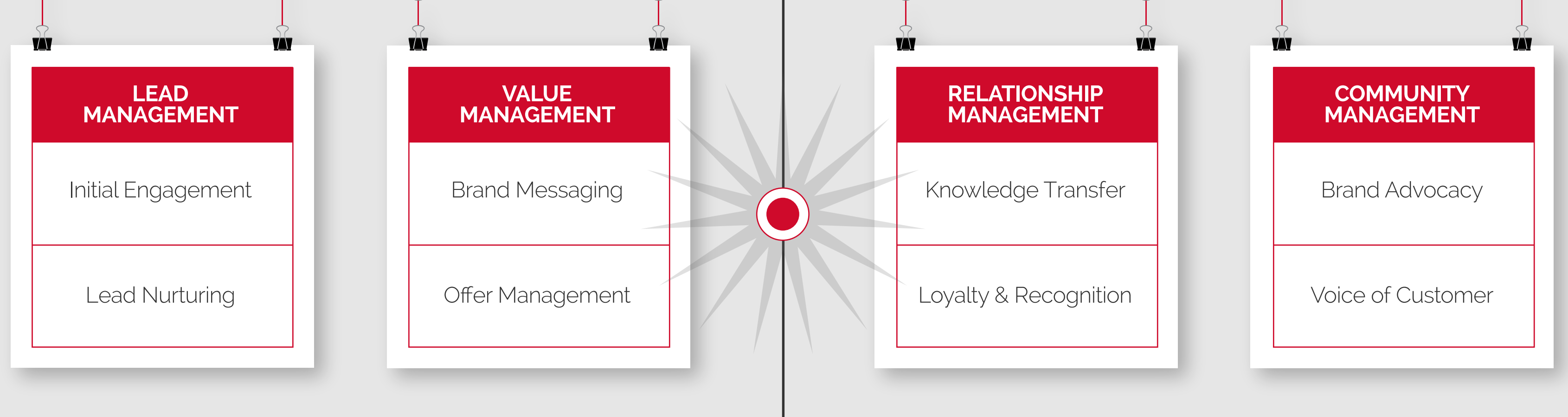
What is your true value proposition?

- Product Attributes
- Extended Services
- Advice & Support
- Entitlements
- Pricing Model
- Configurability

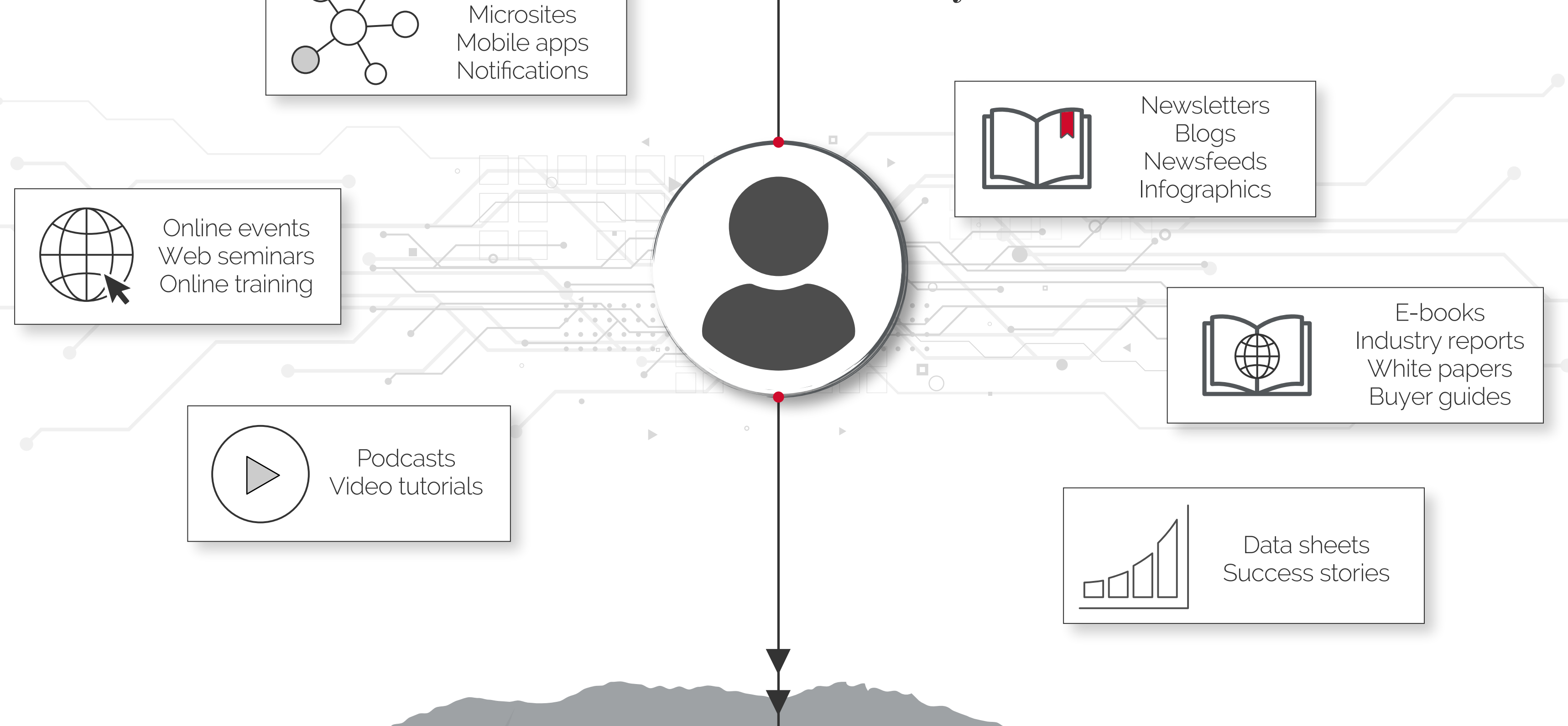
The first step is to create a harmonious relationship strategy ...



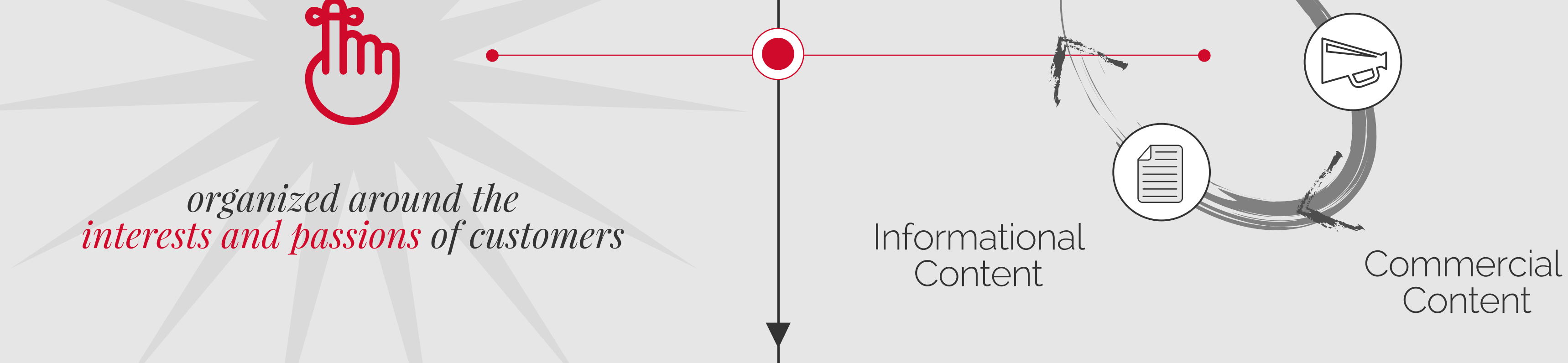
... in order to manage the customer's lifecycle



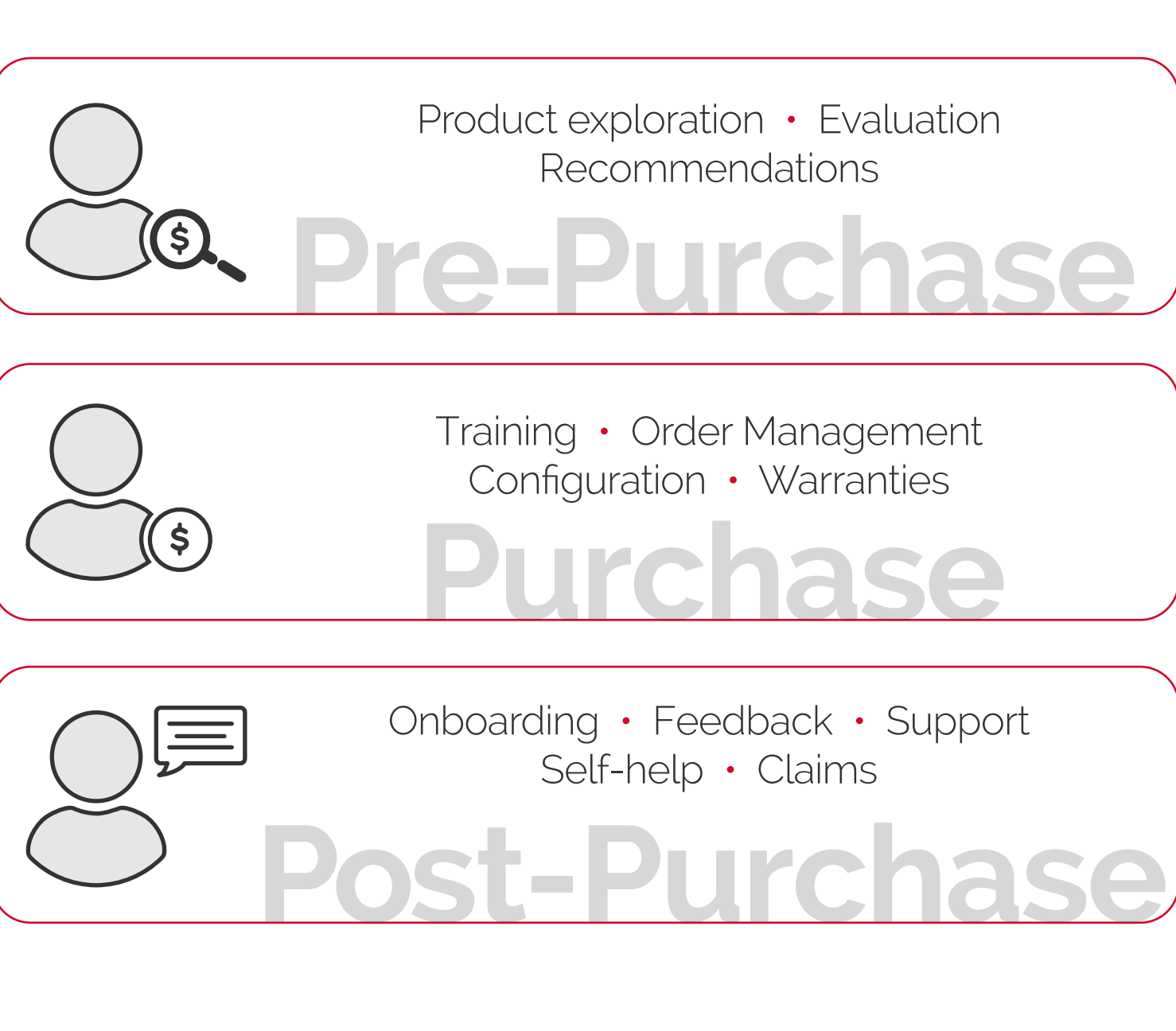
... by using content to stay connected with customers



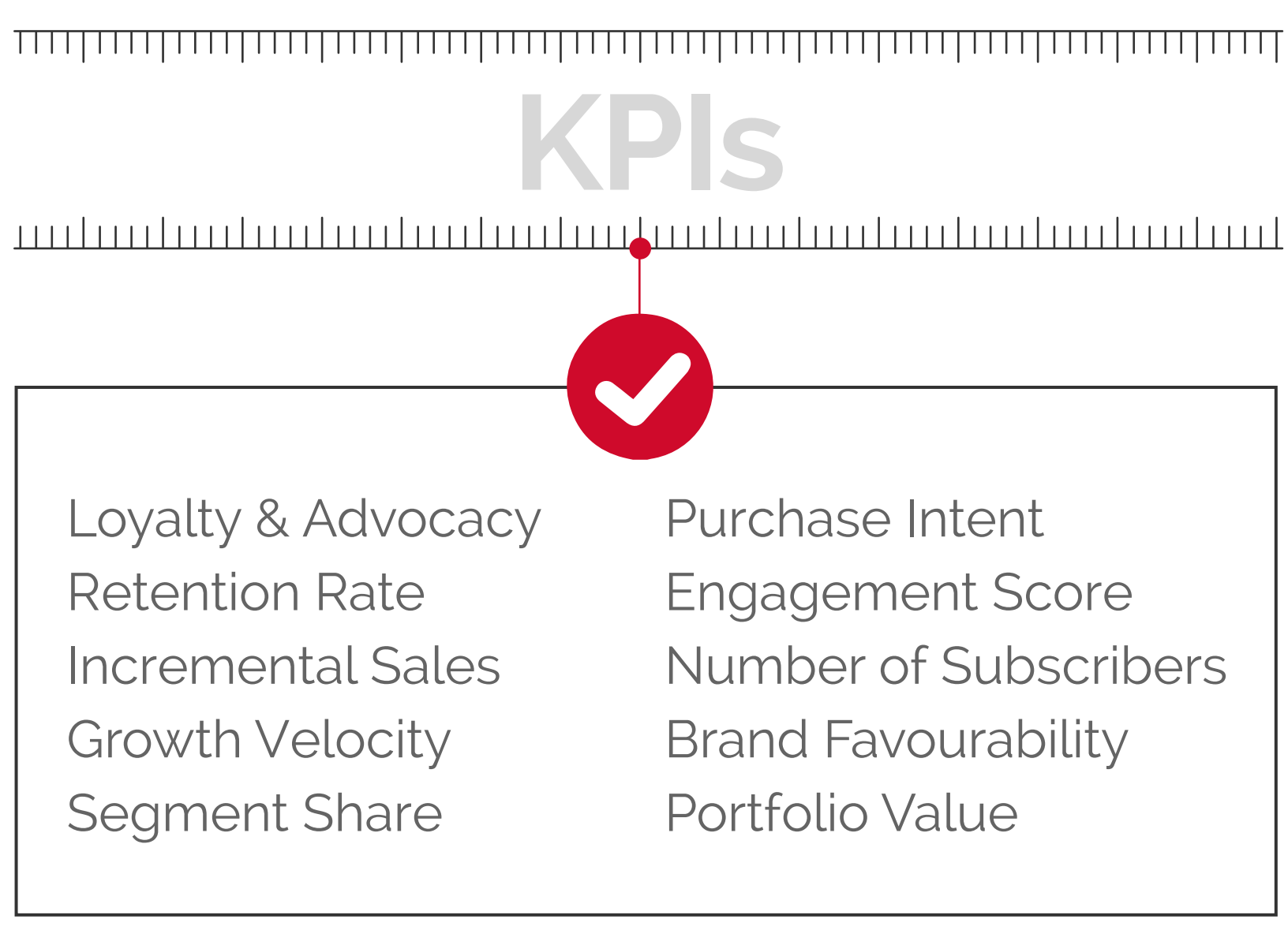
... based on Thematic Platforms



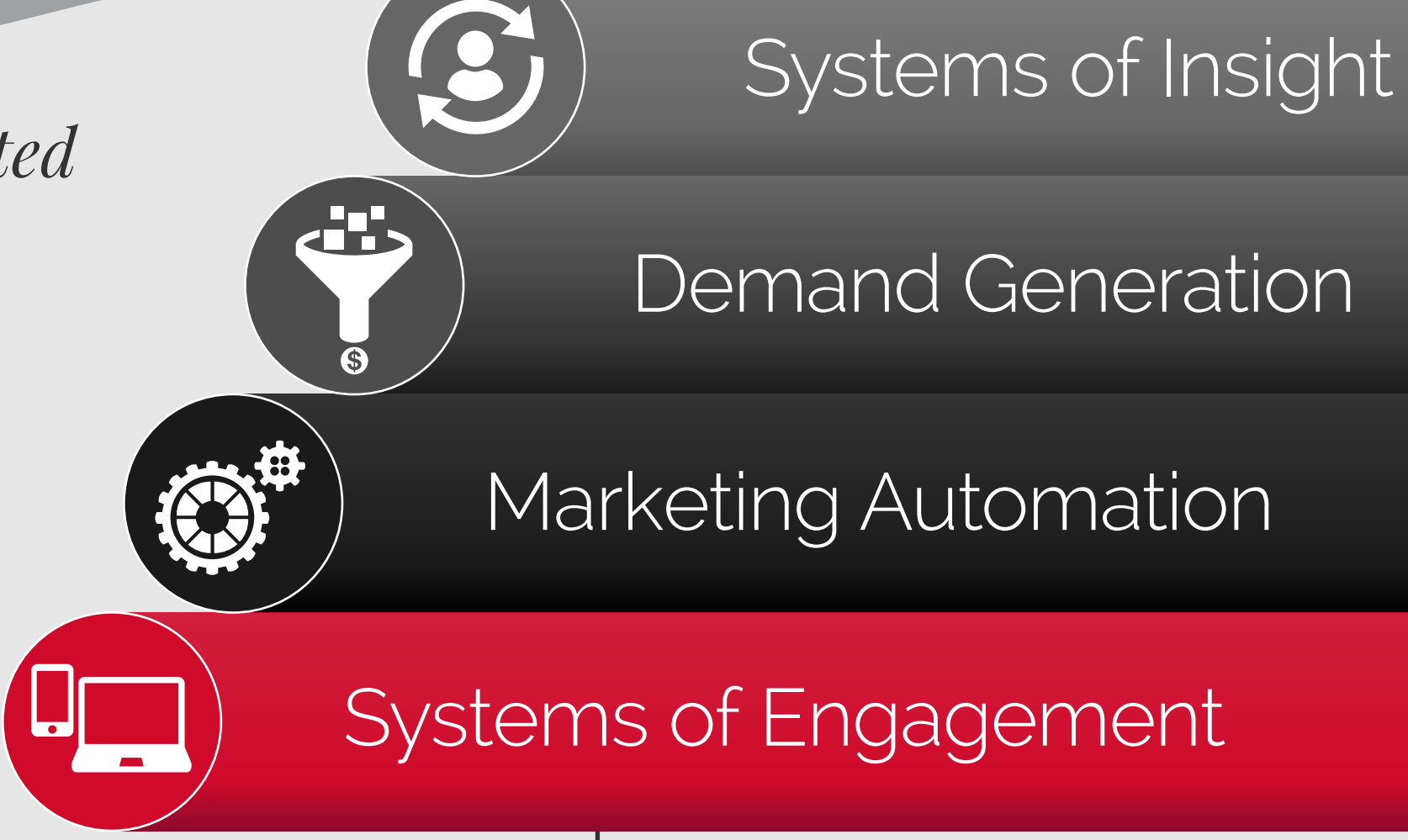
... designed to improve the customer experience



measured by



... which requires an integrated Experience Management Platform



... at which point, you qualify as a trusted partner

The circle of trust



... attributable to

INTEGRATED CUSTOMER MANAGEMENT

