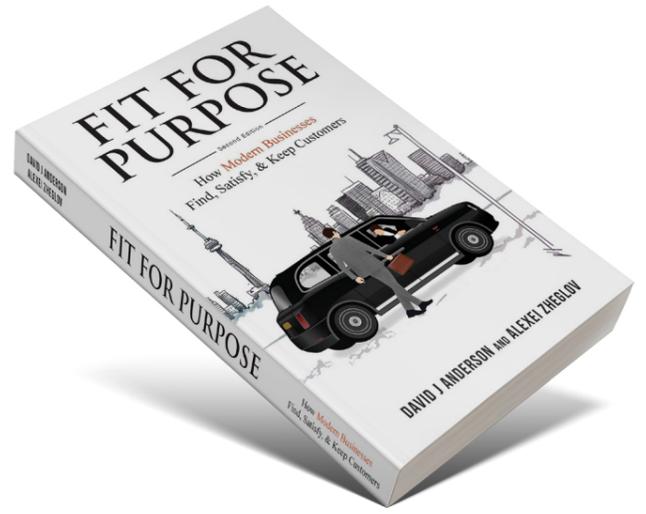


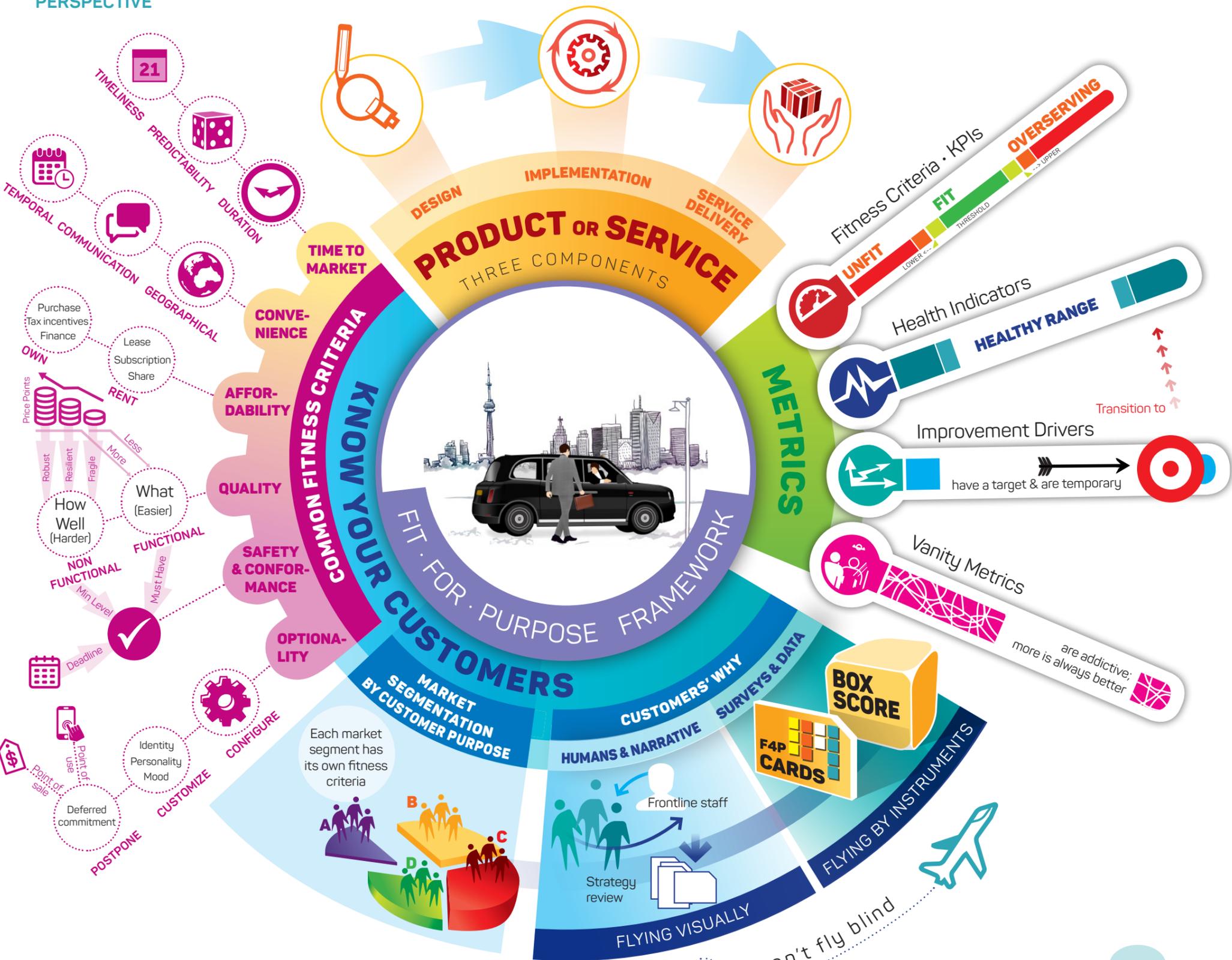
FIT FOR PURPOSE FRAMEWORK

RELEASE 3

DAVID J. ANDERSON · ALEXEI ZHEGLOV



CUSTOMER PERSPECTIVE



#F4P



BUSINESS PERSPECTIVE