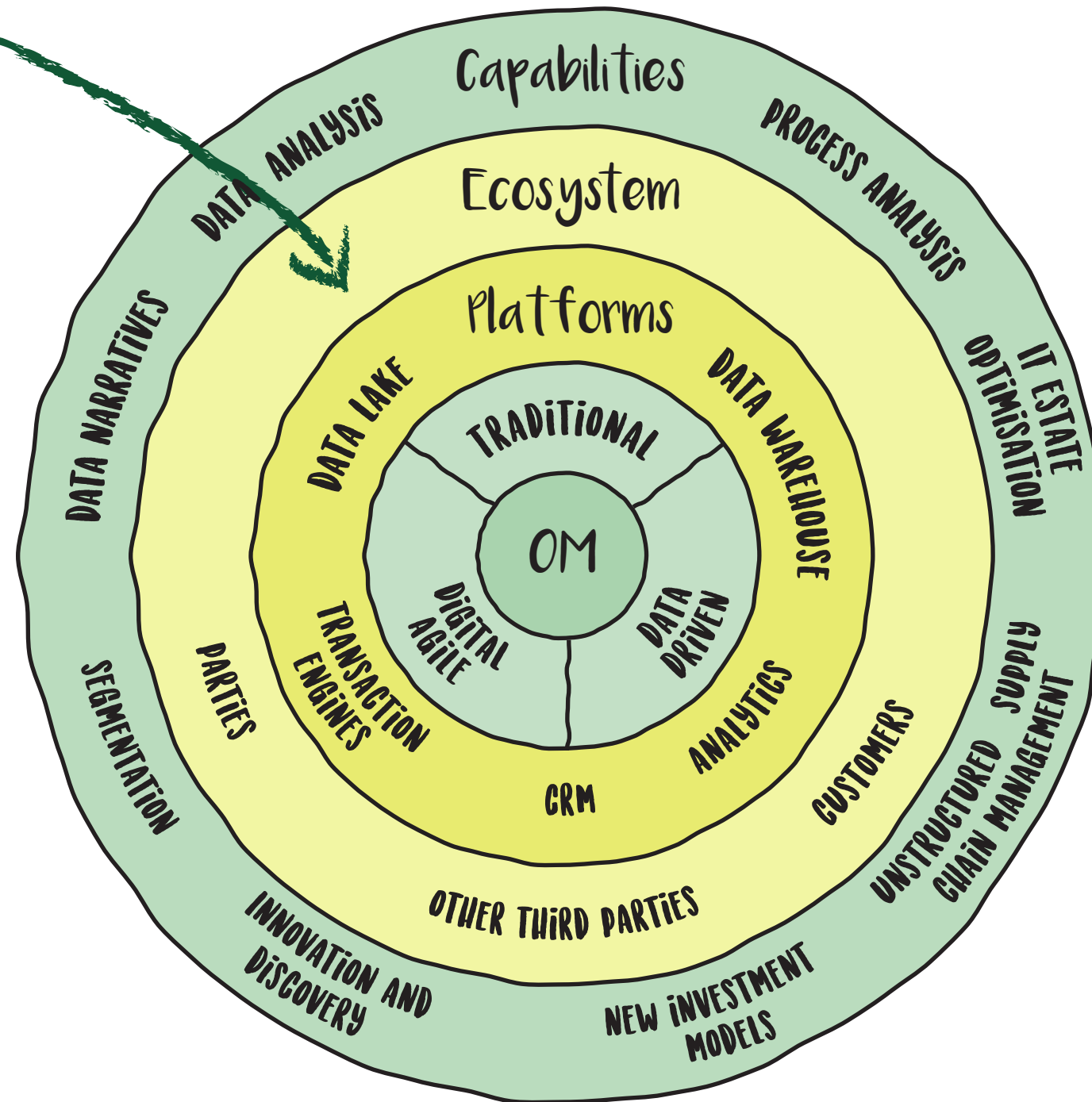


# DESCRIBING A DATA-DRIVEN OPERATING MODEL

## Value Discovery

- Data-driven Customer Insight
- User Segmentation
- Social Data
- Psychographic + Behavioural Data
- Usage Patterns
- Trends
- Segments + trends
- Supply chain + logistics



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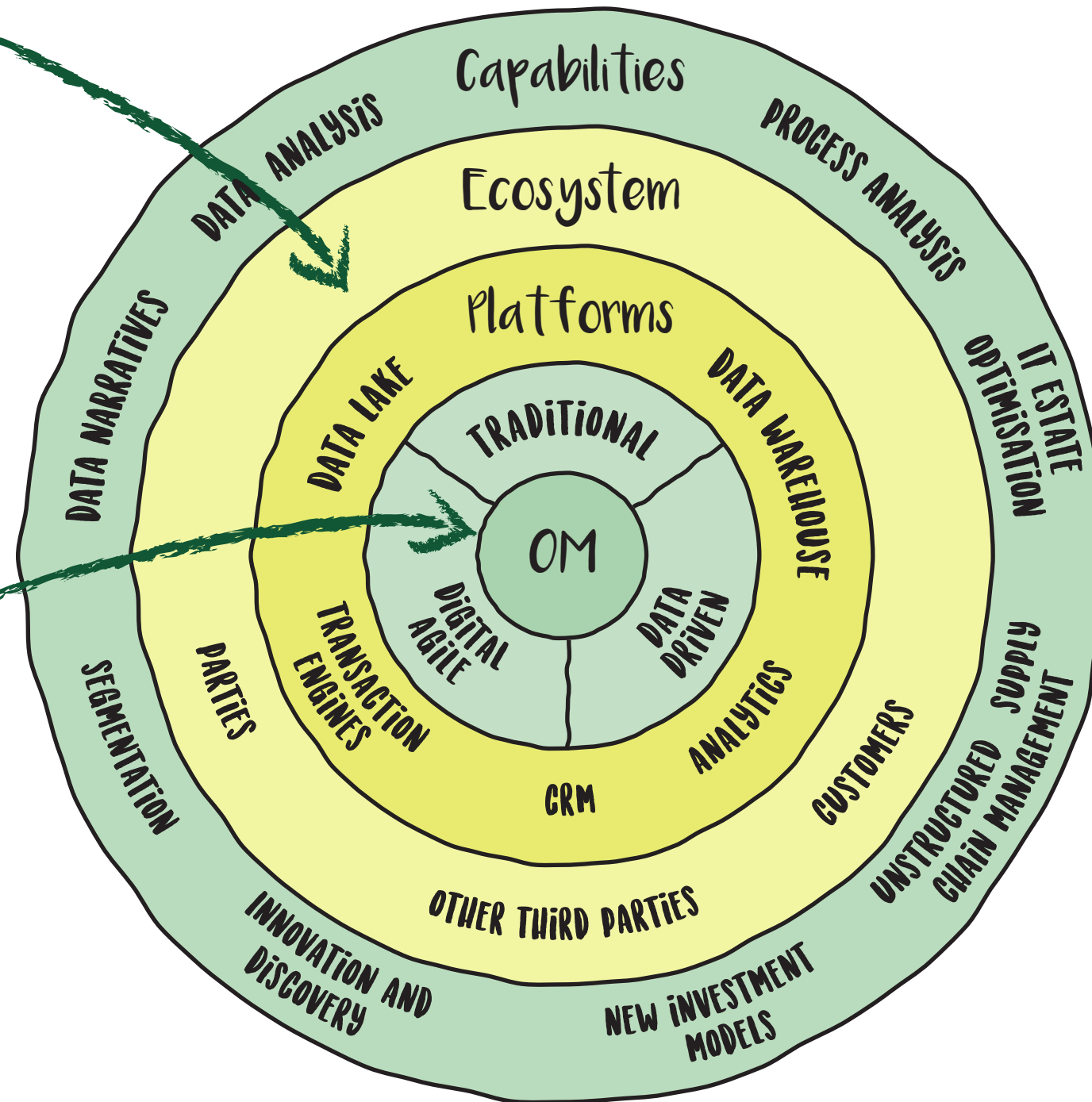


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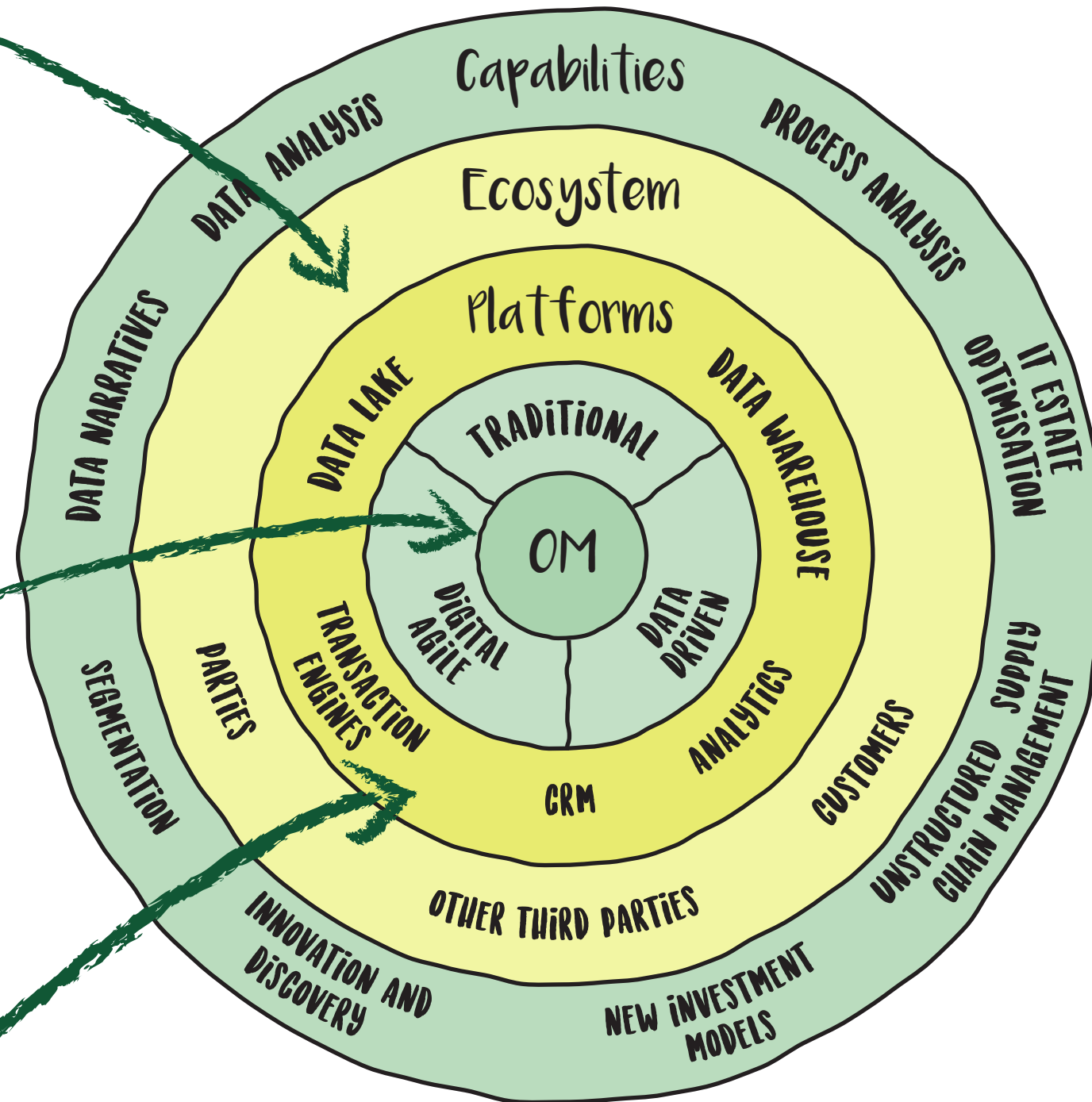
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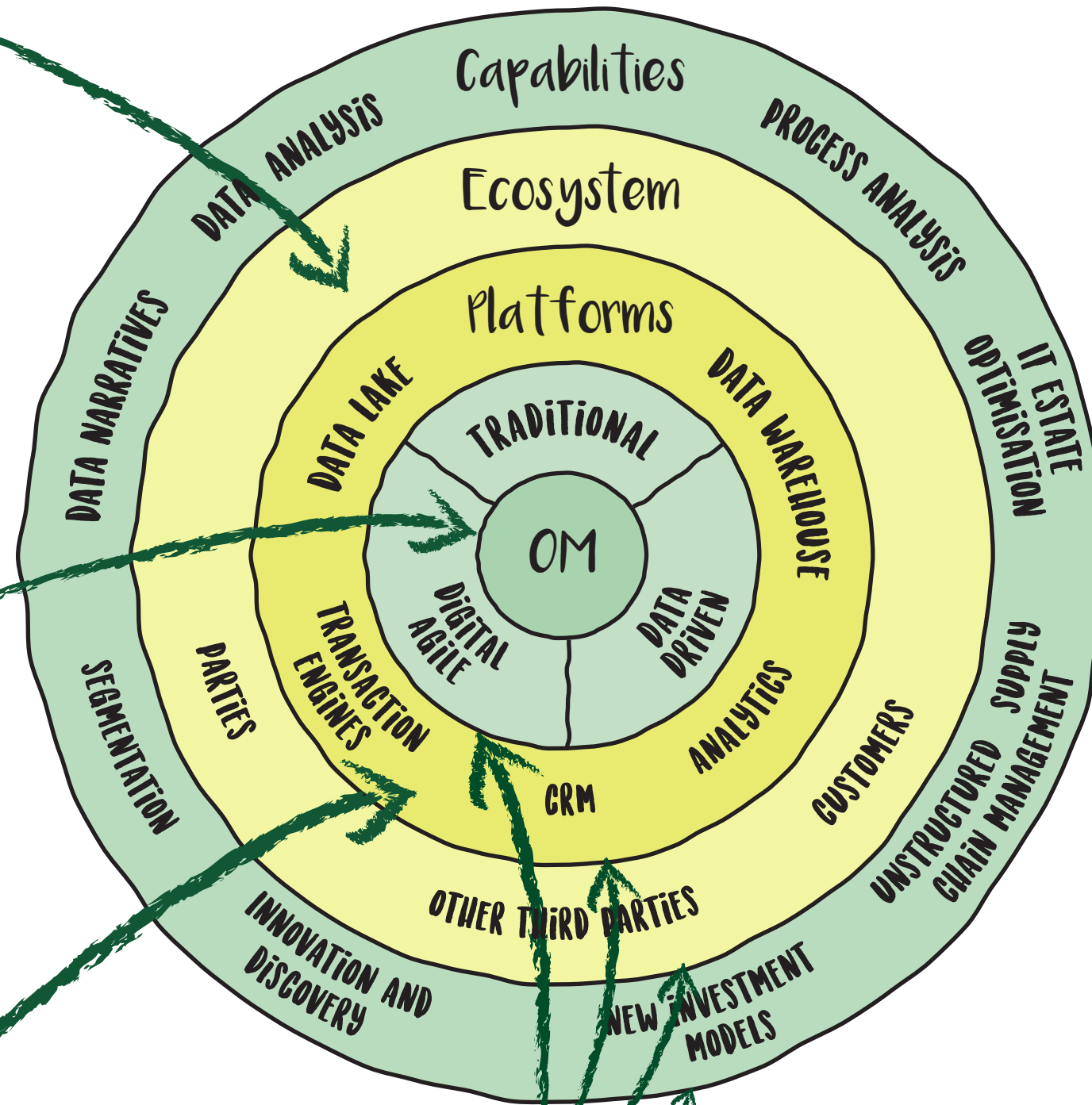
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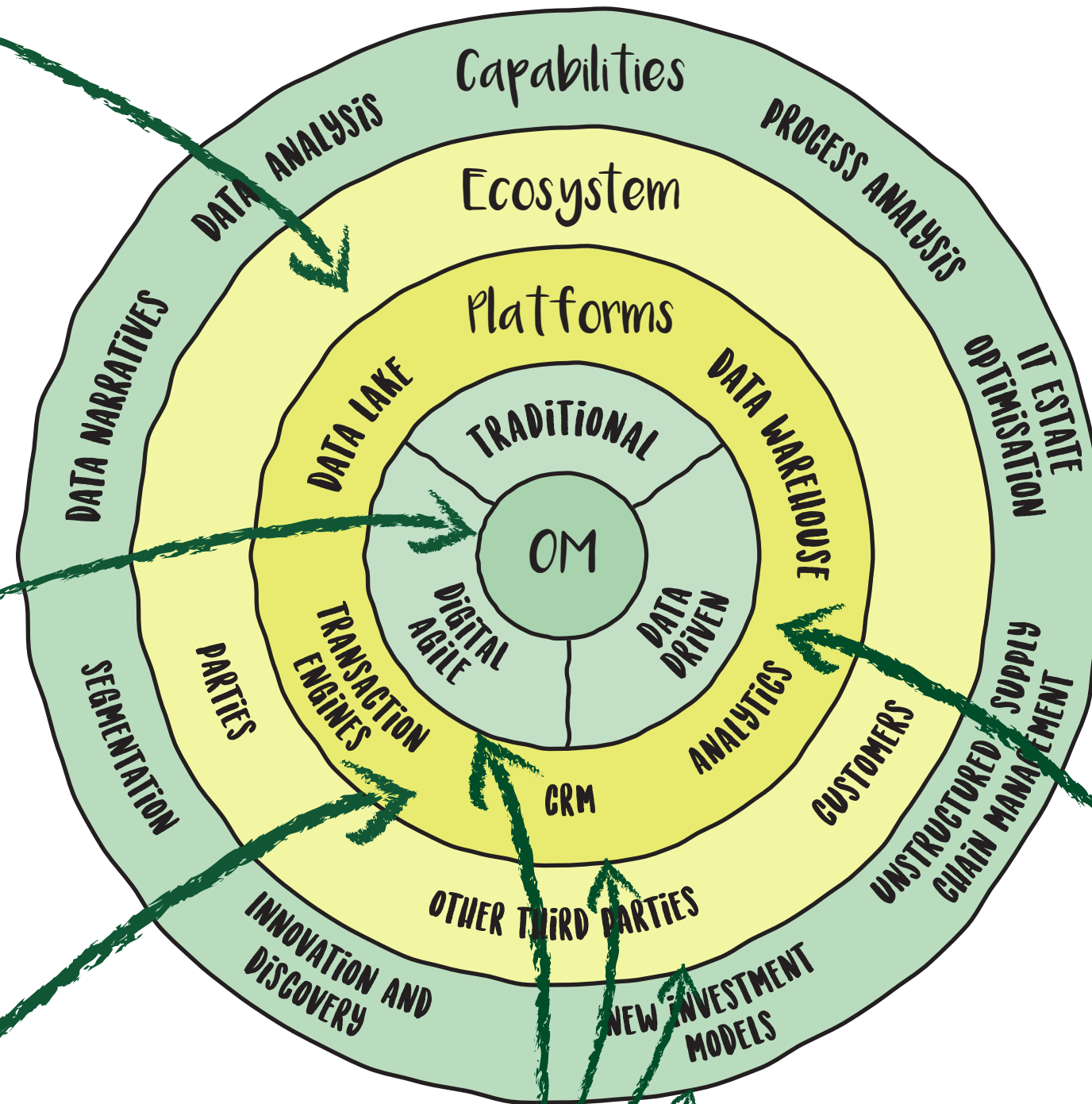
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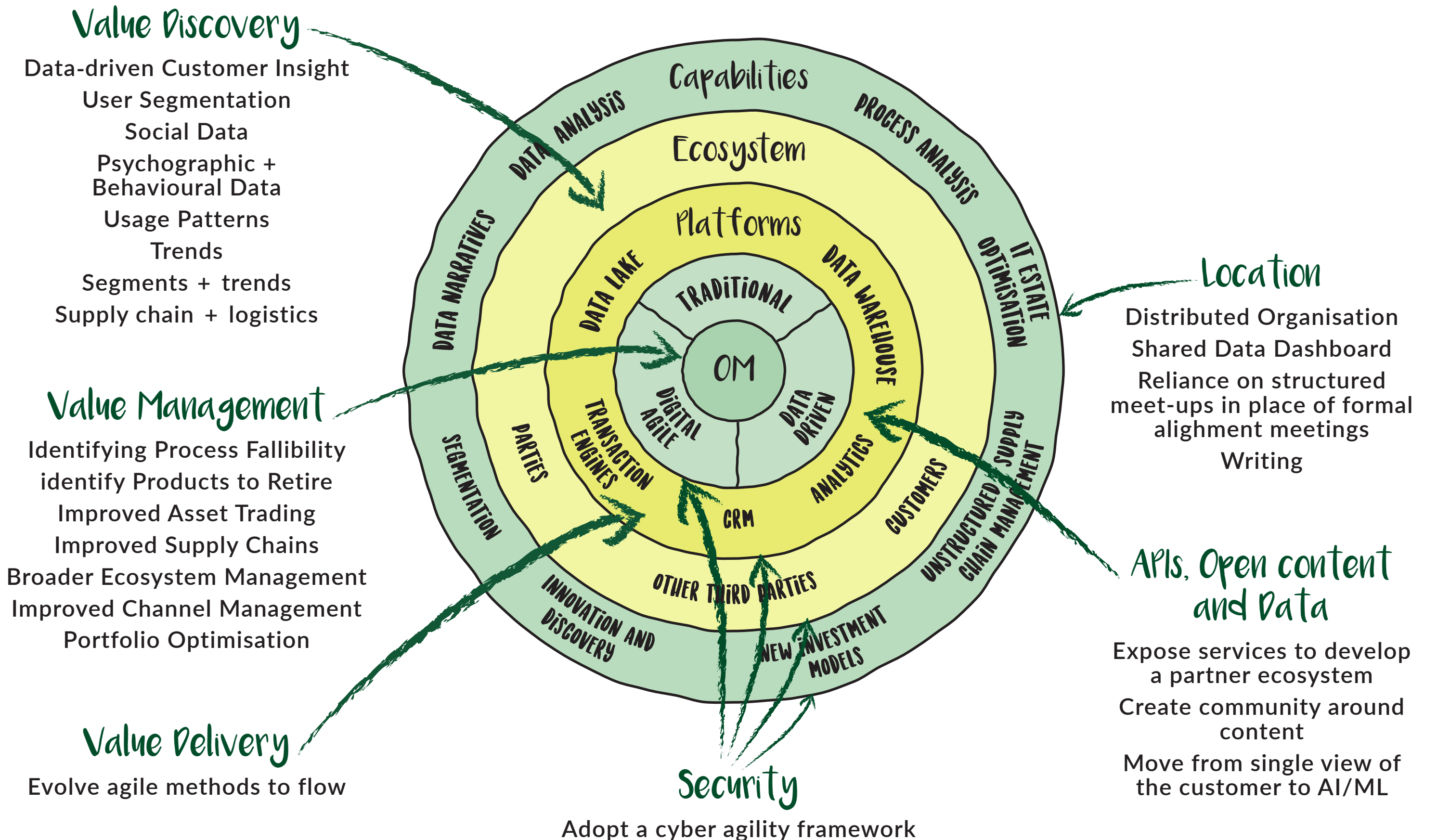
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## APIs, Open content and Data

- Expose services to develop a partner ecosystem
- Create community around content
- Move from single view of the customer to AI/ML

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