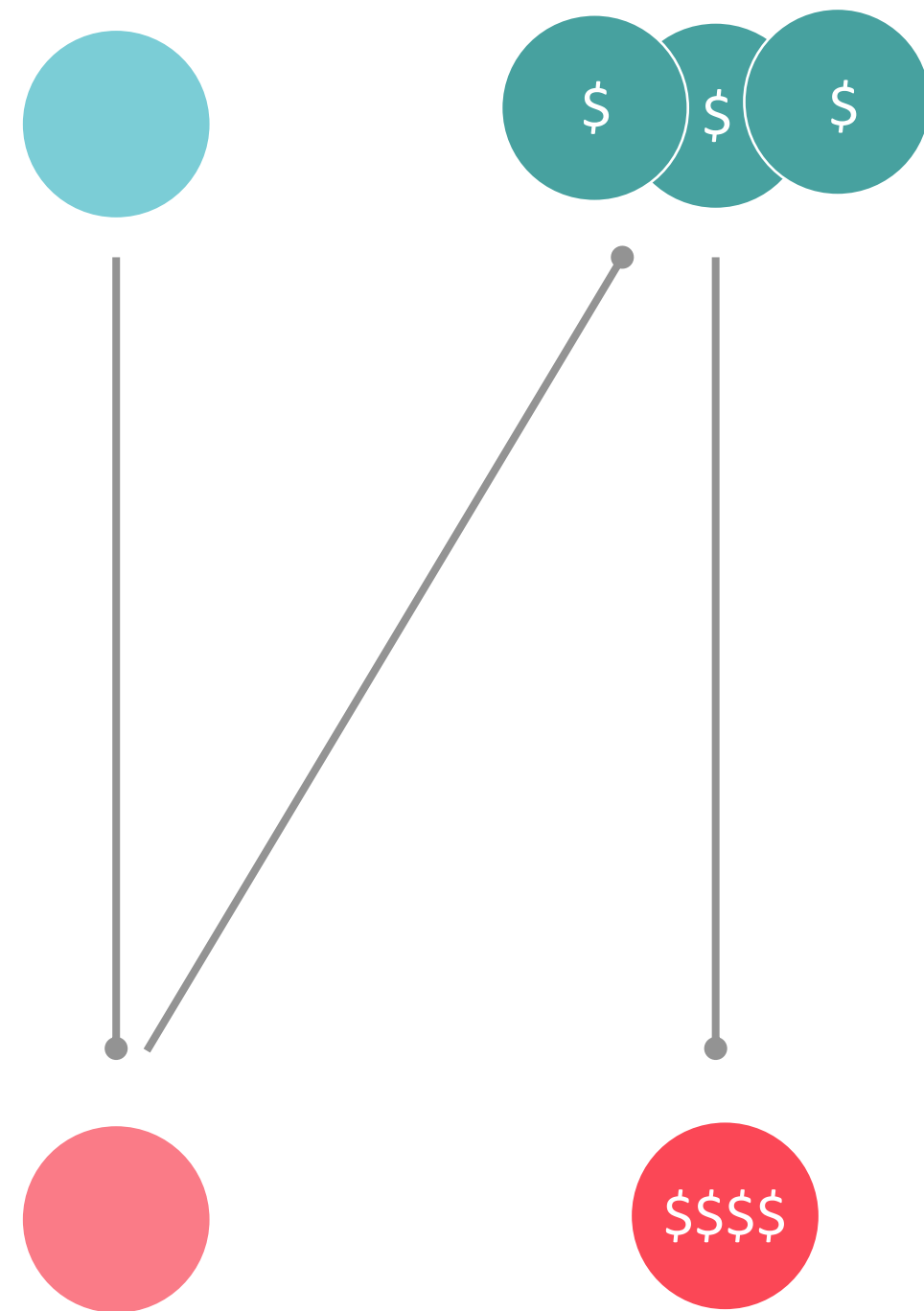


THE FOUNDATION WE HAVE CAN'T SUPPORT THE FUTURE WE NEED

Uncoordinated Spend, Unmet Need

Pressure to increase revenue requires new tools

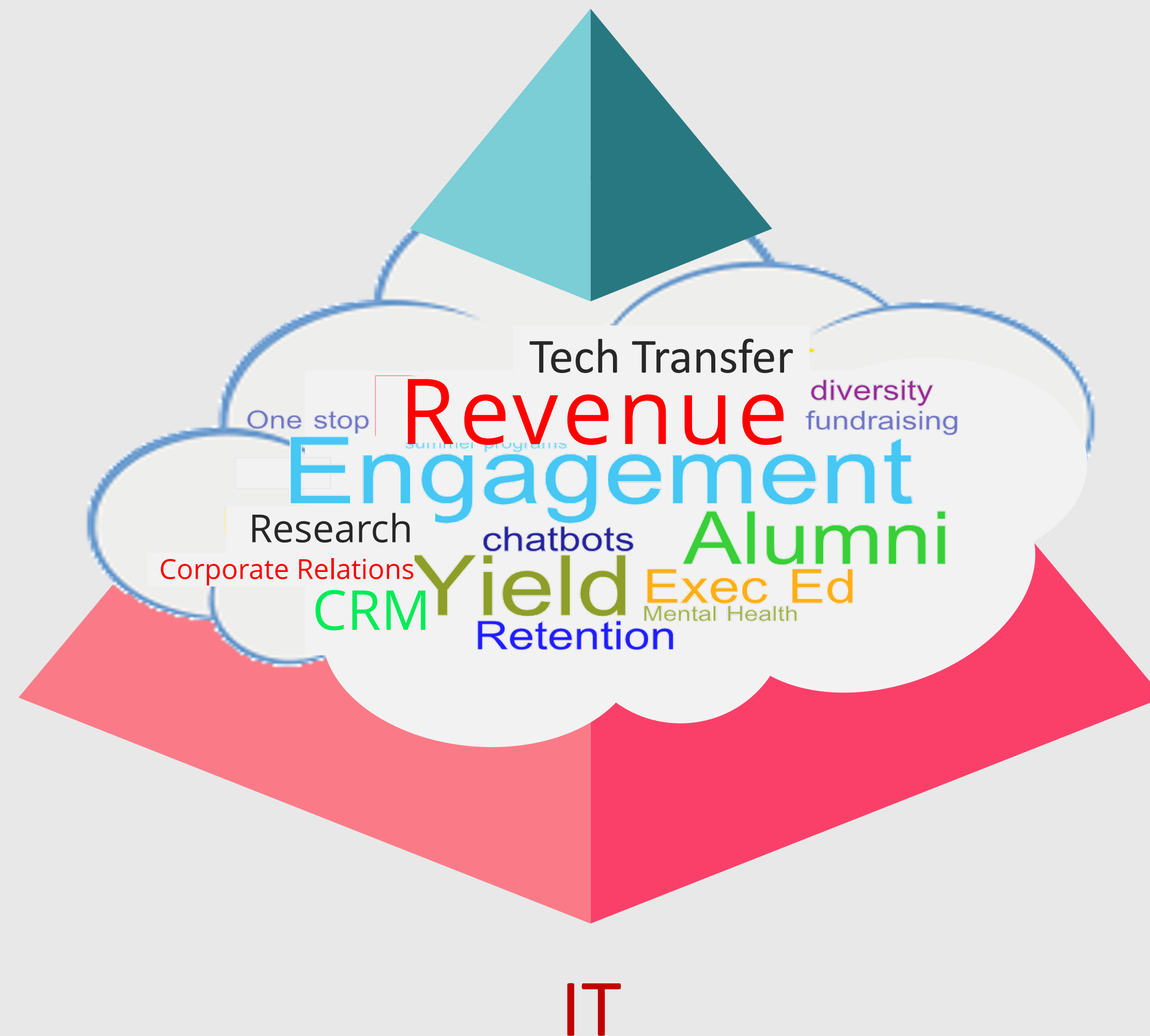
Units buy their own tools



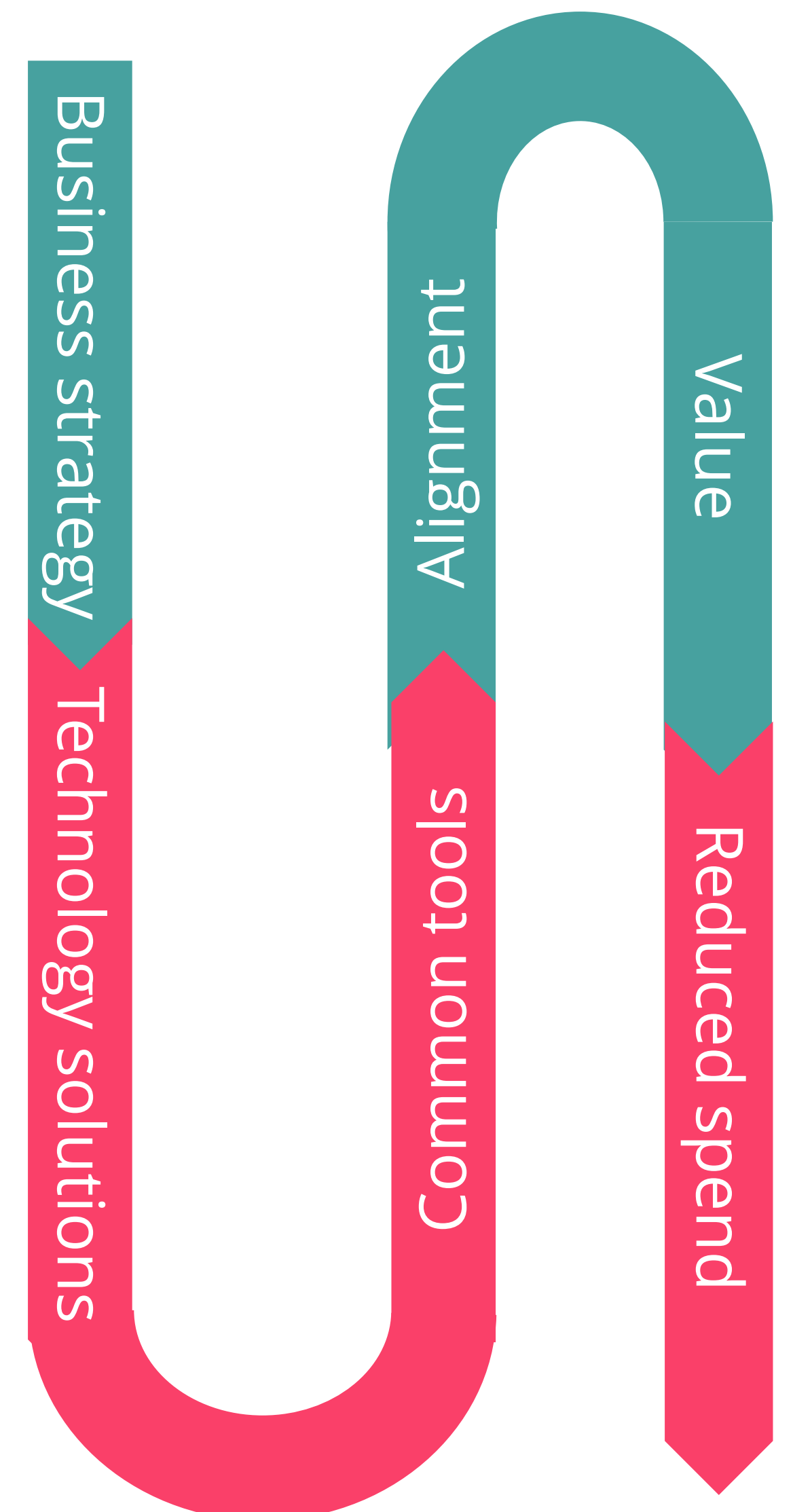
IT viewed as cost to be reduced, not increased

New tech places burden on existing foundation

MARKETING



Marketing and IT Must Work Together



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