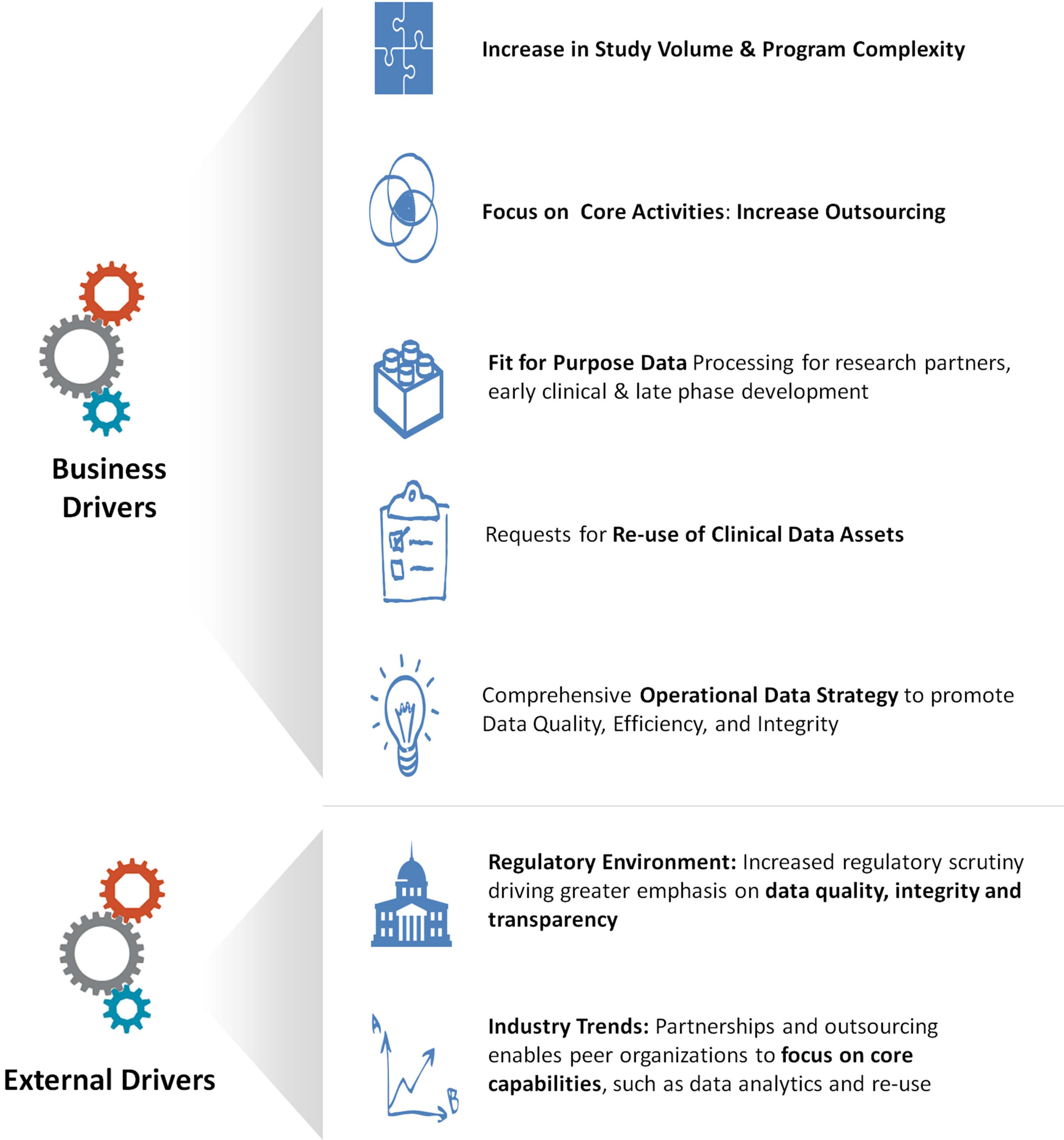


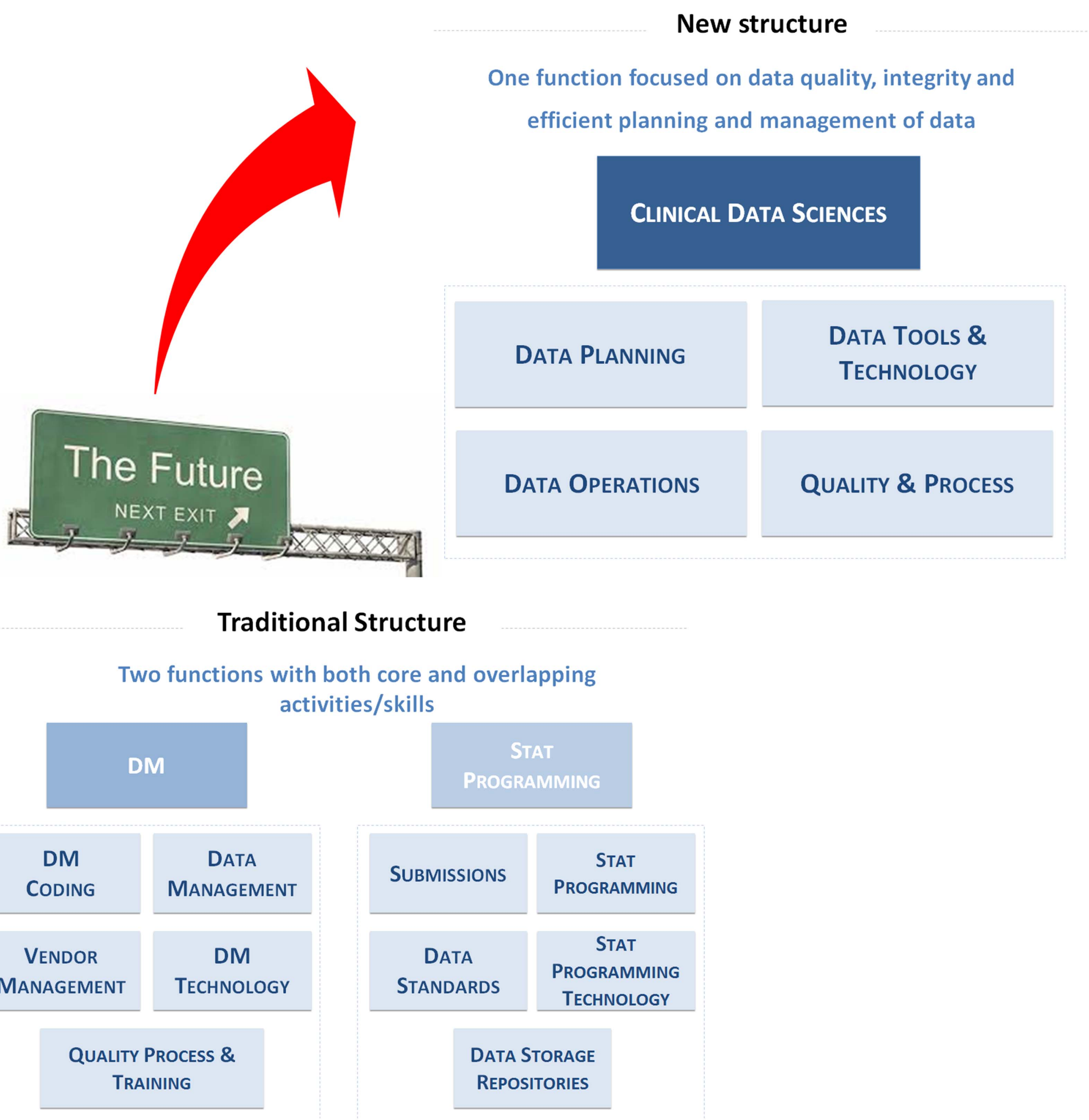
Building a Strategic Focus on Data...Transitioning to a New Paradigm

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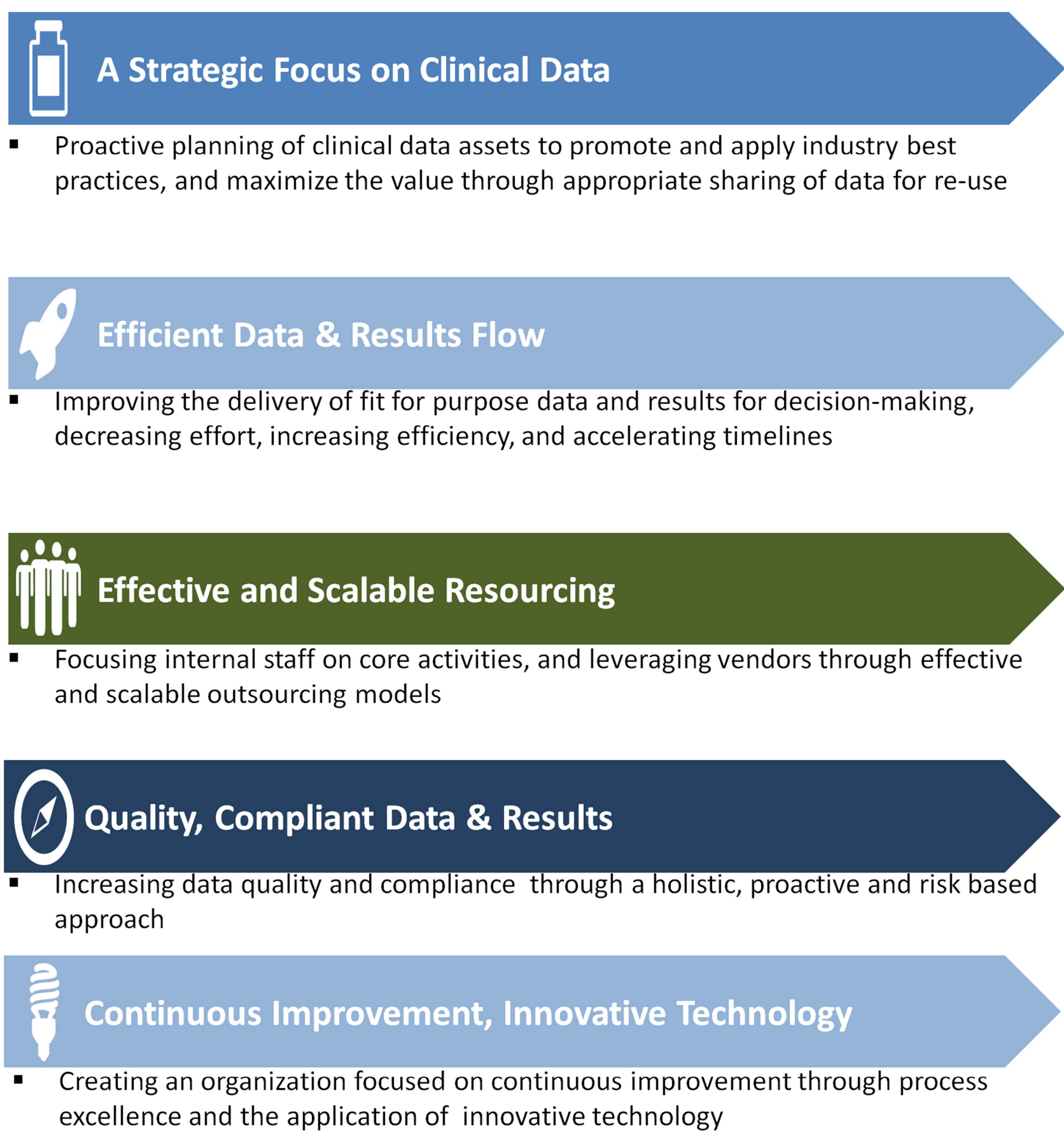
Drivers for change



New simplified functional structure



Five Key Principles



The Data Strategy Concept

