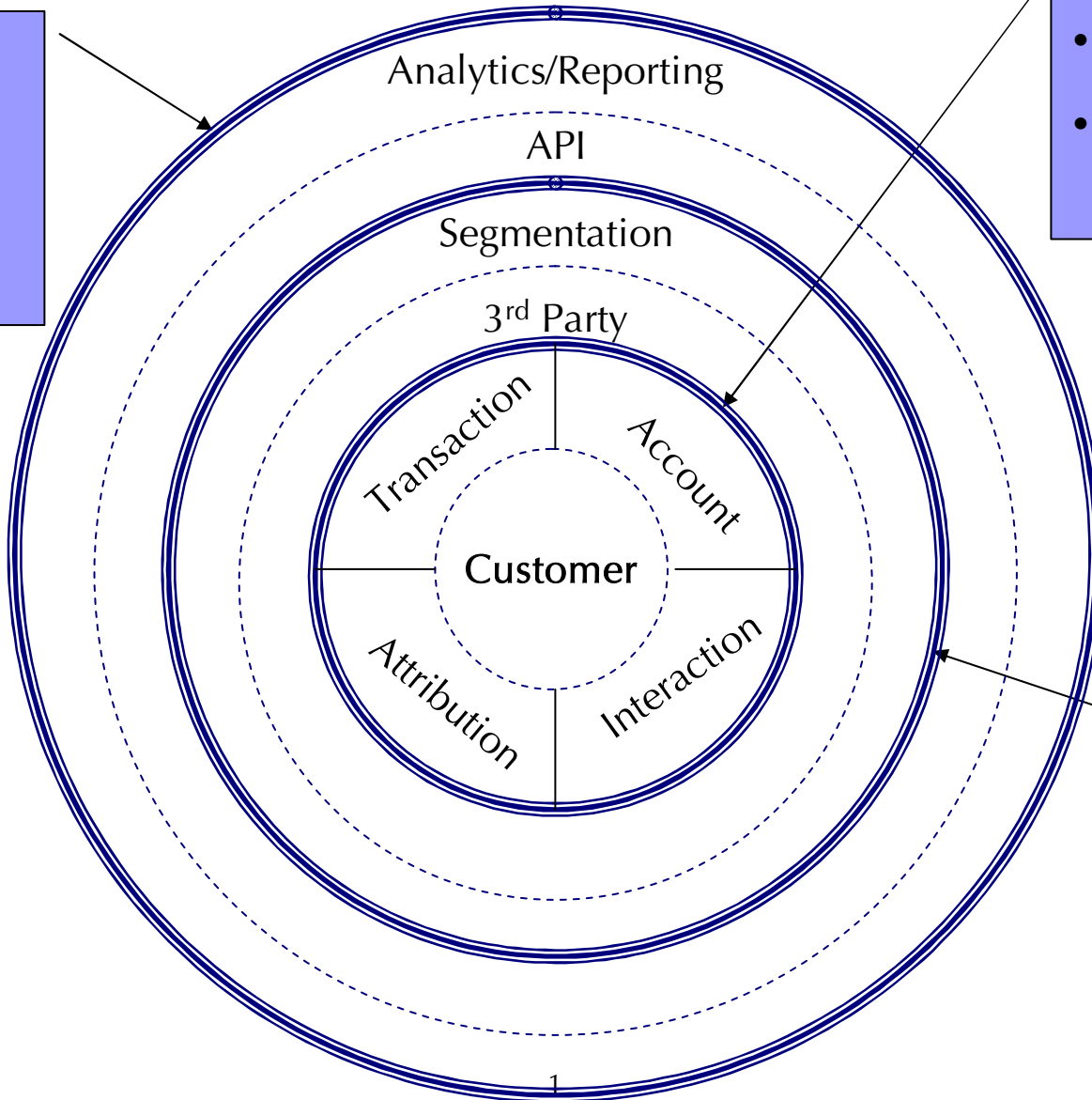


Business Framework

Dissemination

- Internal reporting and analysis
- External reporting
- Application Programming Interfaces (APIs)



Core Data

- Uniquely identifies the customer
- Captures all internal customer data

Enrichment

- Enhance the customer relationship
- Customer Groupings (Housholding)