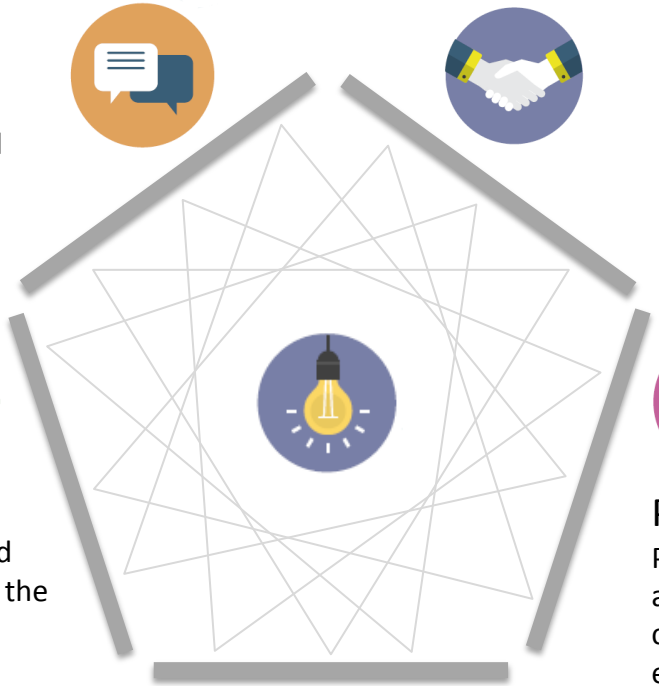
To advance along the maturity curve we will pursue initiatives within a "5-Ps Framework for Innovation"…



Permission
Activate the conversation. All employees can engage in the discussion.

Proximity
Have a systematic process to identify customer and partner needs and co-innovate.

Purse
Allocate the seed funding to place the best bets.

Platforms
Provide the tools to increase accessibility, experiment and co-innovate within our ecosystem.

Process
Execute with agility and discipline to take our best bets to market with speed and quality. Implement qualitative and quantitative metrics.