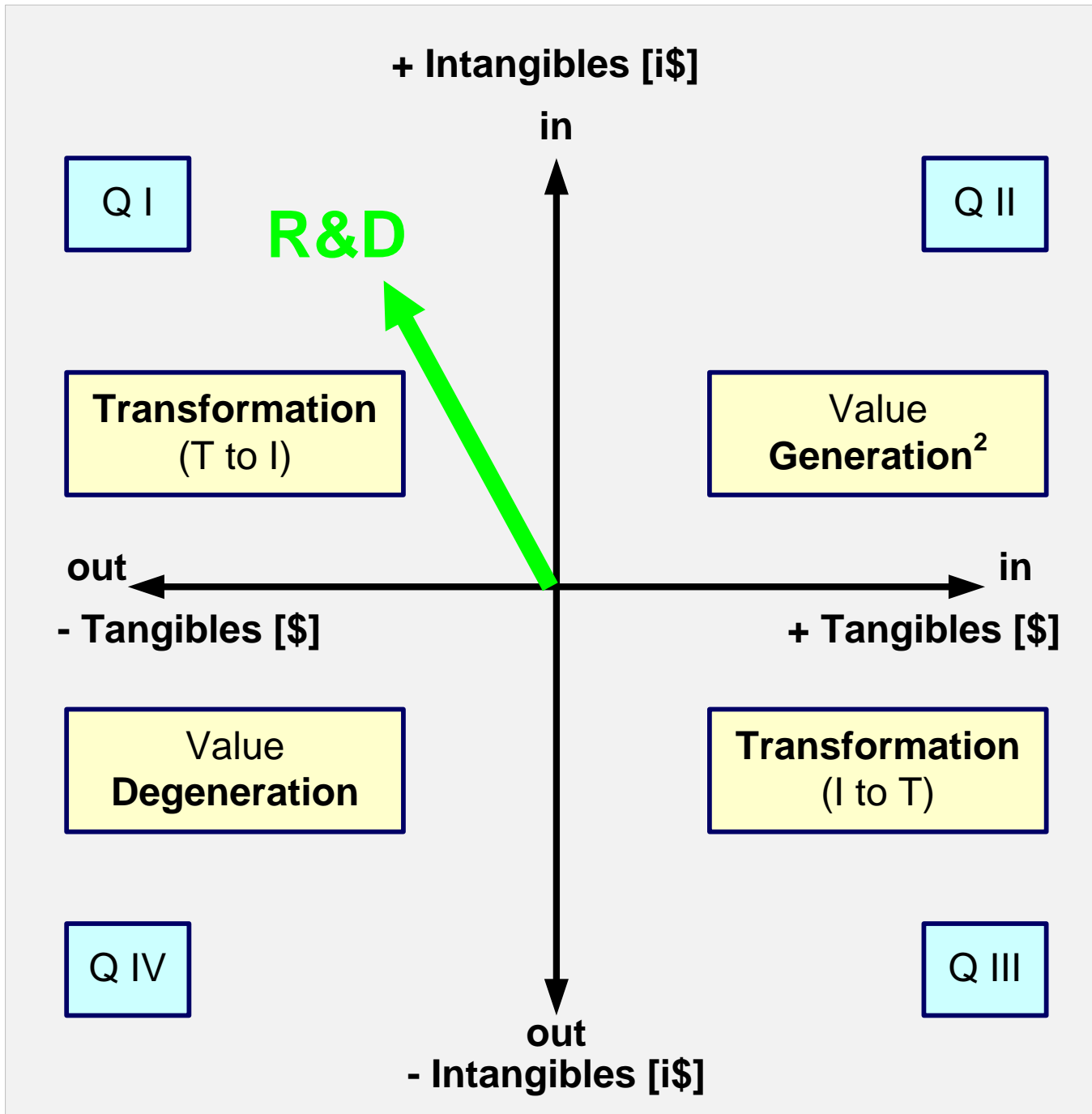


The four Quadrants of Value generation



Q I: Transform -T/+I

- New projects
- Revisions of offerings
- Insourcing/merging
-

Q II: Generation +T/+I

- Daily business
- Selling, dispatch
- (Re)Production
-

Q III: Transform -I/+T

- Outsourcing
- Leaner production
-

Q IV: Degeneration -I/-T

- Graveyard
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