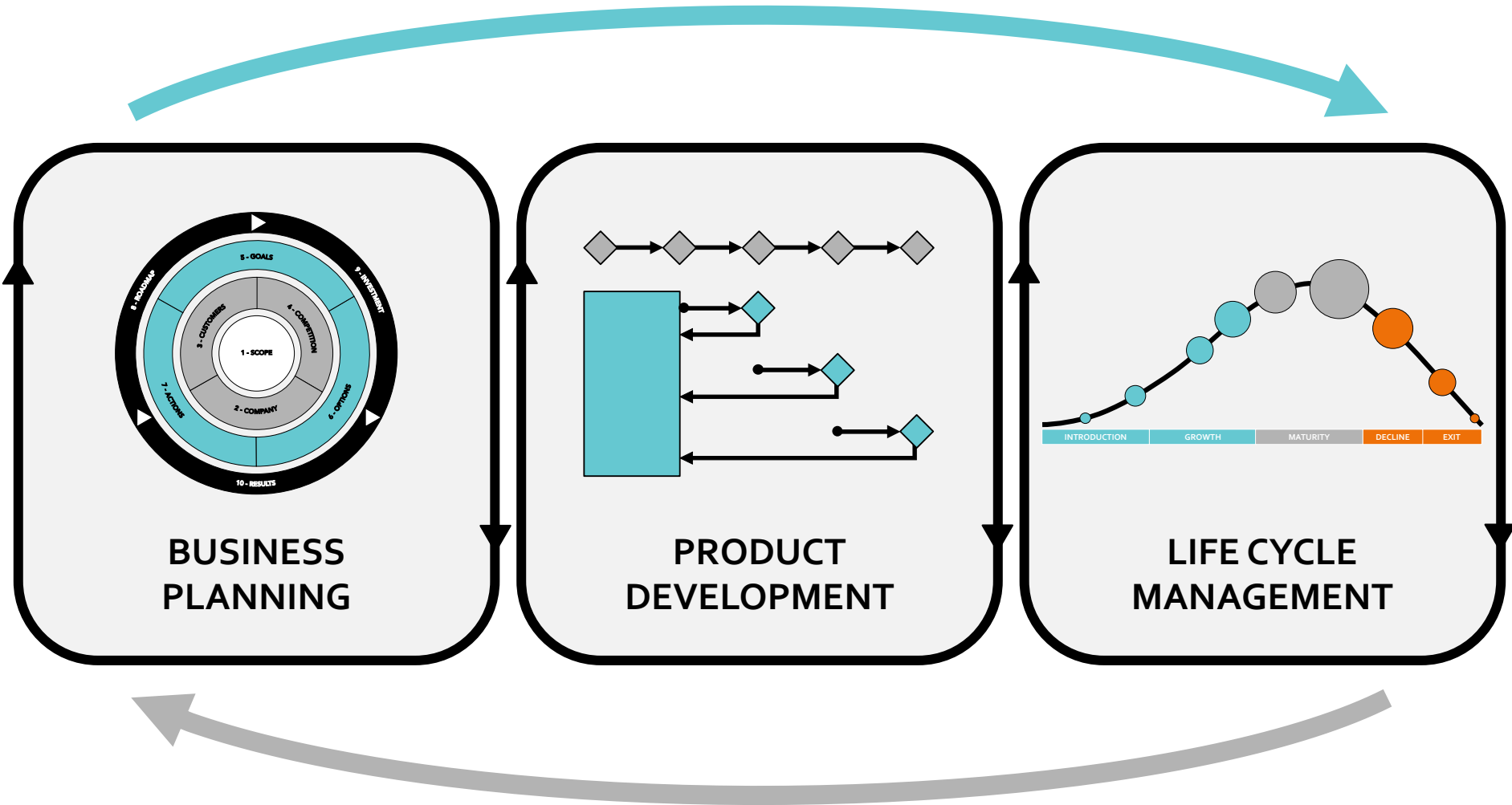
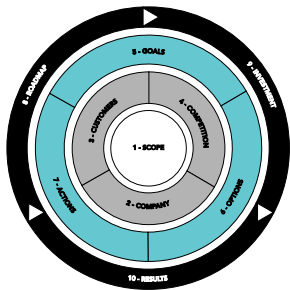


Product & Business Management Framework



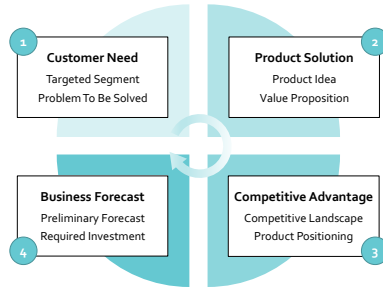
Four Key Strategic Planning Processes

**BUSINESS
PLANNING**



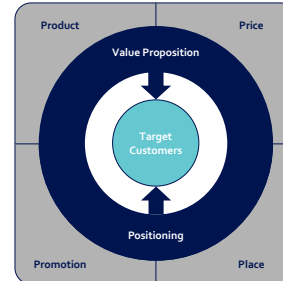
Strategy
Development

**PRODUCT
DEVELOPMENT**

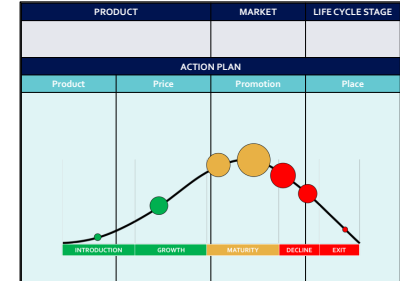


Business Case
Development

**LIFE CYCLE
MANAGEMENT**



Go-To-Market
Planning



Life Cycle
Planning