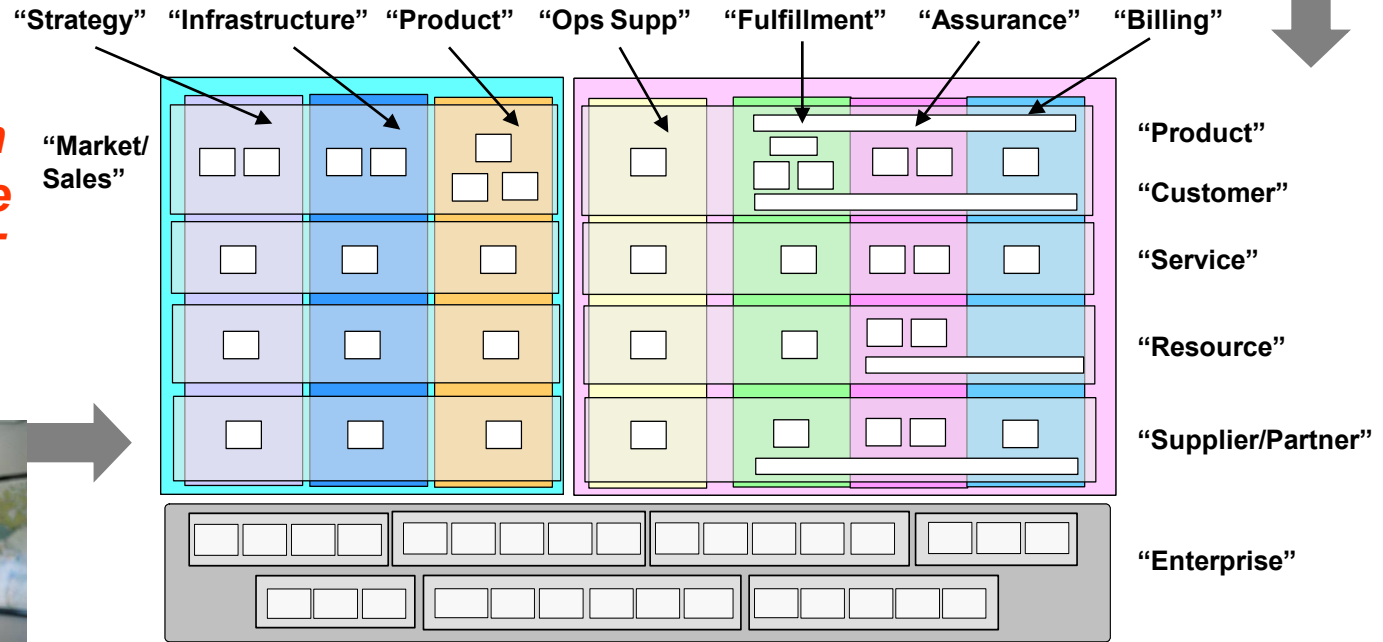
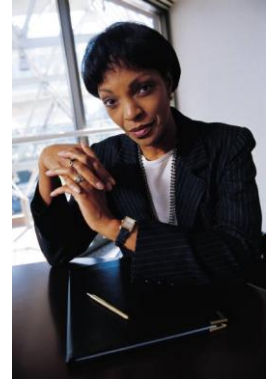


CEO & CIO views

The CEO tends to look down the vertical columns due to the perspective it provides for end-end customer driven processes. However, in reality processes do not confine themselves to single vertical columns



The CIO tends to look at horizontal groupings, as the horizontals contain activities which use similar data, and IT is structured this way

