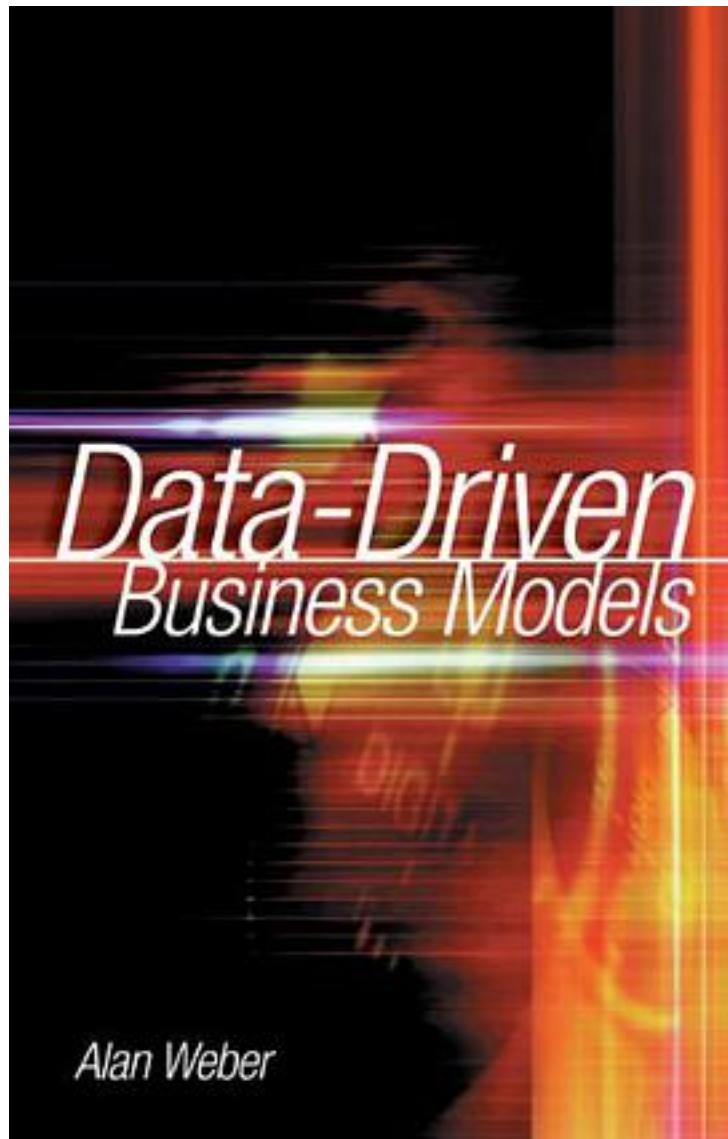


Data-Driven Business Models



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Using measured performance has become a favorite topic of seminars and articles in the trades and business press. This means how you view, develop and run your business - using all of the data available to do that - and how to model and to continuously reinvent that business to meet the needs of current customers and identify and capitalize on new profitable opportunities. Theoretically, every business should be concerned about this subject. But, in general, the idea of business models has become a matter of concern and interest for most companies beyond the level of small business - over \$50 or \$100 million in annual sales up through the Fortune 100.

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