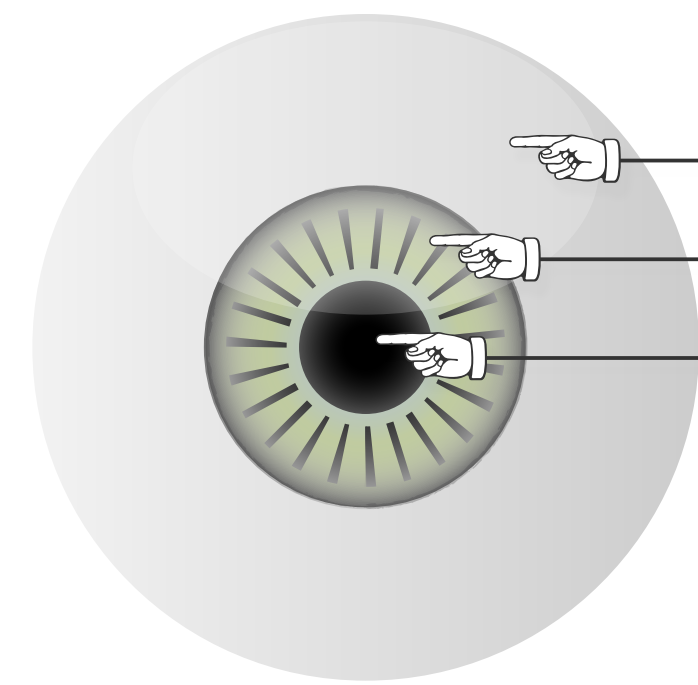


# THE VALUE HUB™ ORCHESTRATION

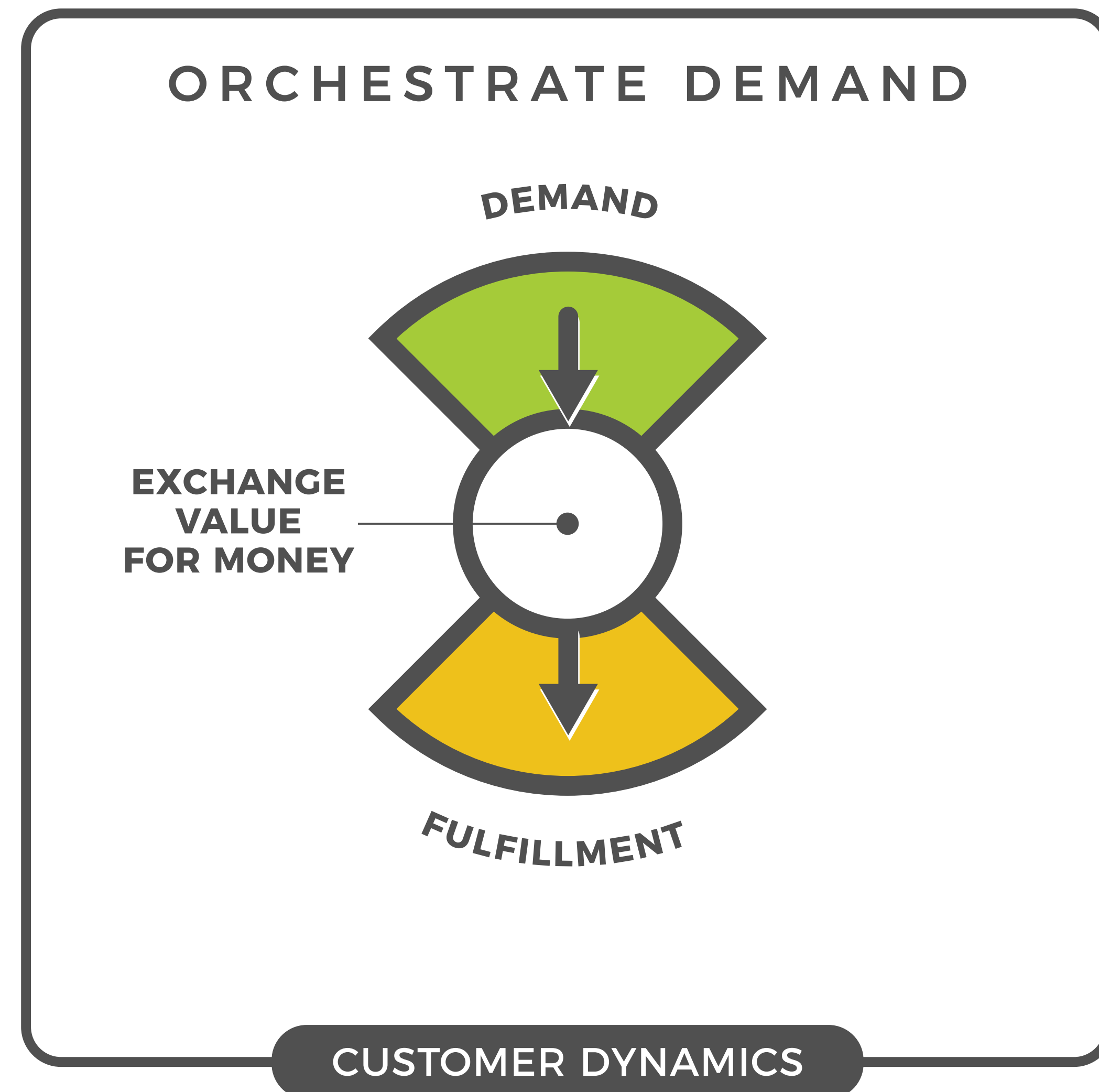


- BUSINESS DYNAMICS (PRODUCING GOODS)
- CUSTOMER DYNAMICS (PROVIDING SERVICES)
- MARKET DYNAMICS (UNDERSTANDING NEEDS)

"An average human looks without seeing, listens without hearing, and talks without thinking." -Leonardo da Vinci

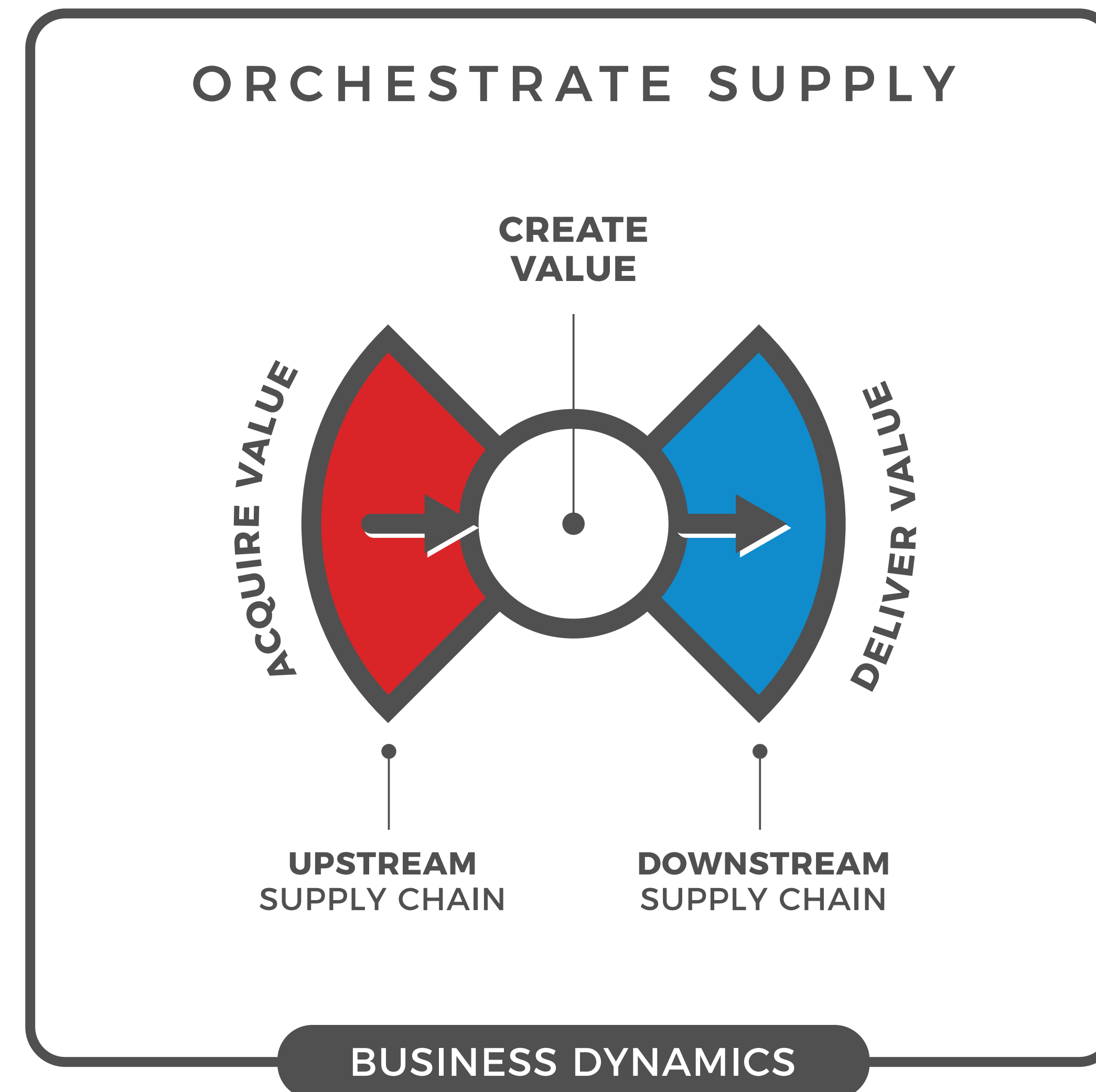
The creation of the ROUNDMAP™ started in 2010 with the realization that corporations need to offer value while at the same time rely on the availability of resources (raw materials, educated people, capital, etc.) to create value. In essence, each corporation is a part of one or more value networks, in which participants exchange value, held together by aggregated demand. We like to think of a corporation as a value hub, repeatedly generating as well as consuming value.

## CUSTOMER CREATION



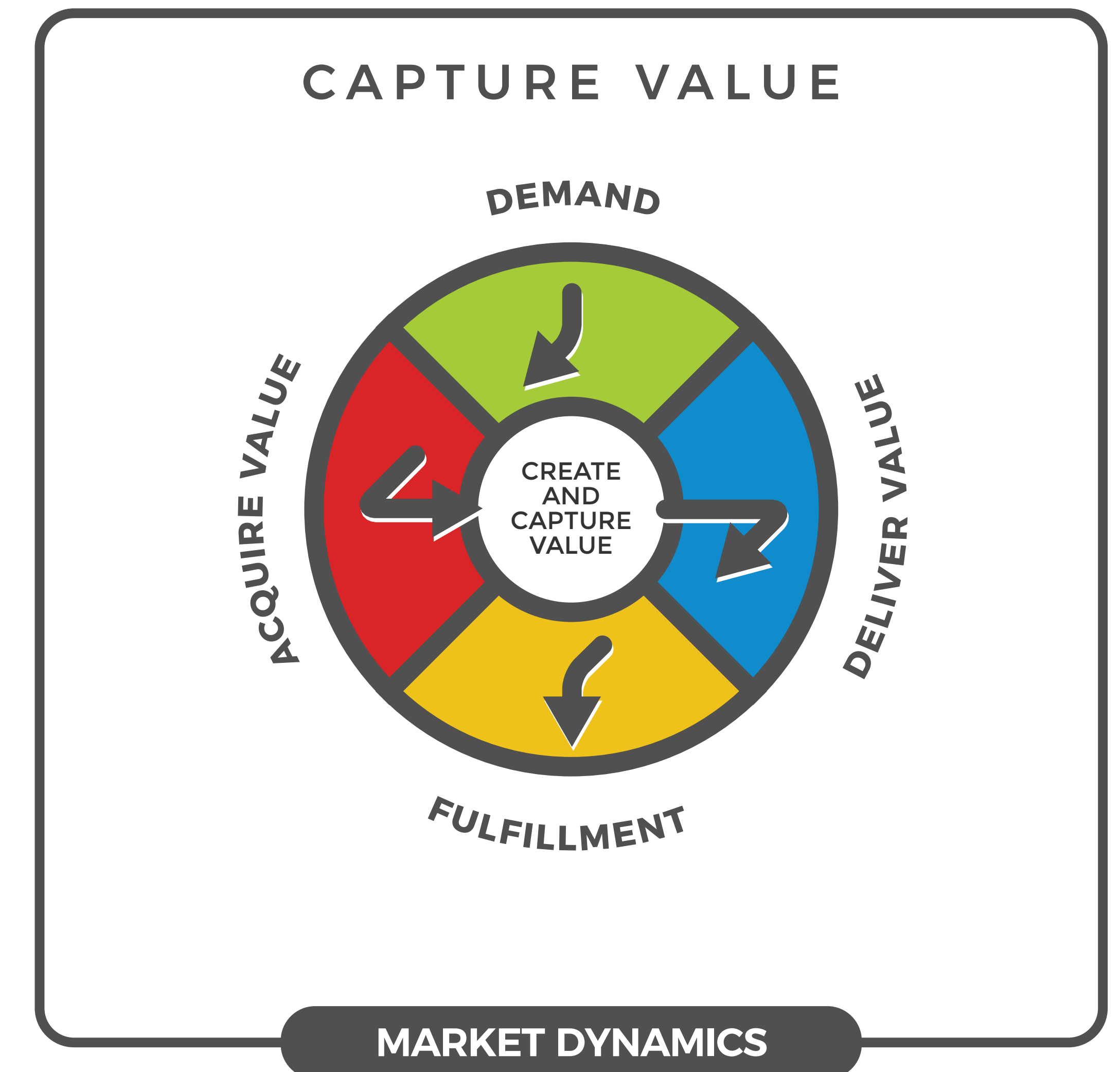
REALM OF THE INTEGRATED CUSTOMER LIFECYCLE™

## PRODUCT CREATION



REALM OF THE BUSINESS MODEL MATRIX™

## VALUEHUB™ ORCHESTRATION



REALM OF ROUNDMAP™ CUSTOMER 360