

Exhibit 1

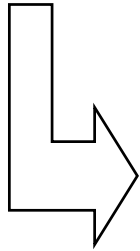
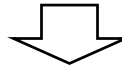
The Magic Matrix

Vertical Dimension:

Account Management
Target Market Selection
Account Selection
Channel Segments
Go-to-Market Approaches
Supply Chain Management

Horiz. Dimension:

Product Line Mgmt.
Operations Mgmt.
Capacity Mgmt.



	Account 1	Account 2	Account 3	Account 4	All Other	Total
Product/ Service A						
Product/ Service B						
Product/ Service C						
Product/ Service D						
All Other						
Total						

Cells:

Order Cycle Mgmt.
Pricing
Customer Service

