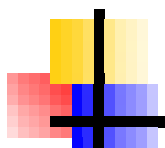
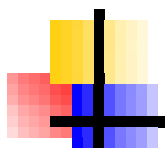


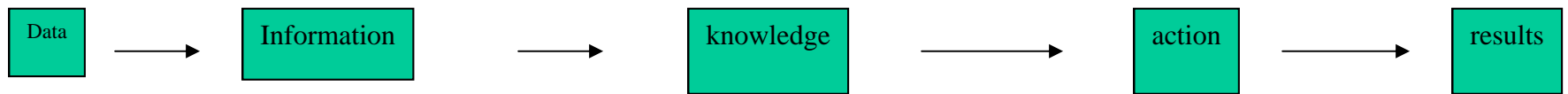
Demand



Process



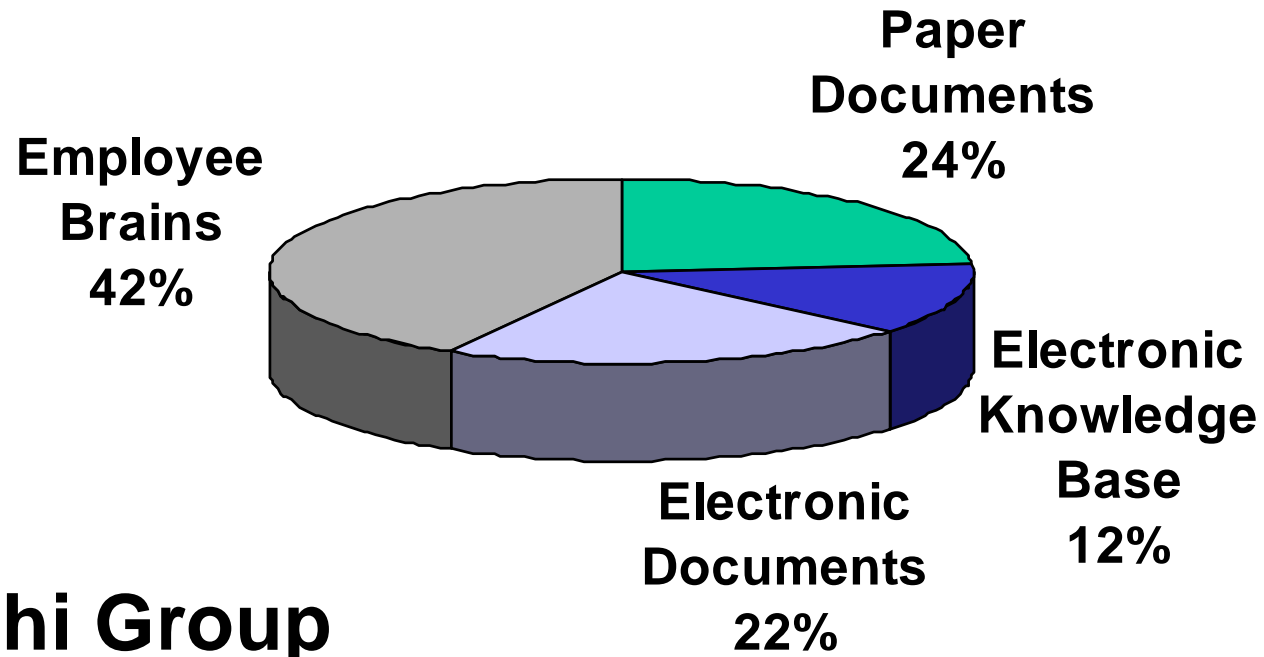
Supply



XEROX –White paper

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## REPOSITORIES OF CORPORATE KNOWLEDGE



**Delphi Group**

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“A productive failure is one that leads to insight, understanding, and thus an addition to the commonly held wisdom of the organization. An unproductive success occurs when something goes well, but nobody knows how or why”

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## **MISTAKE CAN BE EXPENSIVE**

“I guess you want my resignation”.  
Young IBM manager after losing IBM  
\$10m on a risky venture

“You can’t be serious. We just spent \$10 million  
educating you.”  
IBM’s Founder Thomas Watson Snr

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**Intelligence + Experience + Information**  
=  
**Knowledge**  
=  
**SUCCESS**