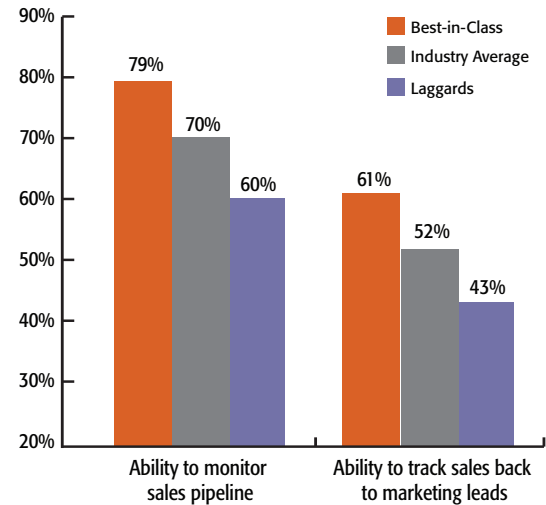


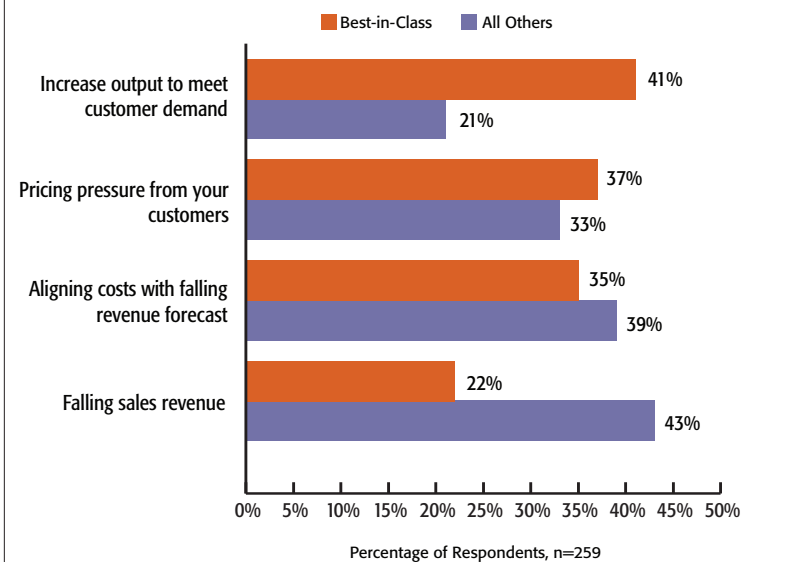
**Figure 1: Top Performers Earn Best-in-Class Status**

Definition of Maturity Class	Mean Class Performance
<p><b>Best-in-Class:</b> Top 20% of aggregate performance scorers</p>	<ul style="list-style-type: none"> <li>• 11% increase in operating profit</li> <li>• Customer retention rate of 96%</li> <li>• 56% of the work force have access to BI</li> </ul>
<p><b>Industry Average:</b> Middle 50% of aggregate performance scorers</p>	<ul style="list-style-type: none"> <li>• 5% decrease in operating profit</li> <li>• Customer retention rate of 88%</li> <li>• 36% of the work force have access to BI</li> </ul>
<p><b>Laggard:</b> Bottom 30% of aggregate performance scorers</p>	<ul style="list-style-type: none"> <li>• 14% decrease in operating profit</li> <li>• Customer retention rate of 67%</li> <li>• 18% of the work force have access to BI</li> </ul>

**Figure 3: Best-in-Class Have Better Insights into Sales and Marketing**



**Figure 2: Best-in-Class Companies Face Different Pressures**



**Figure 4: Three Technologies That Help Make Best-in-Class the Best**

