

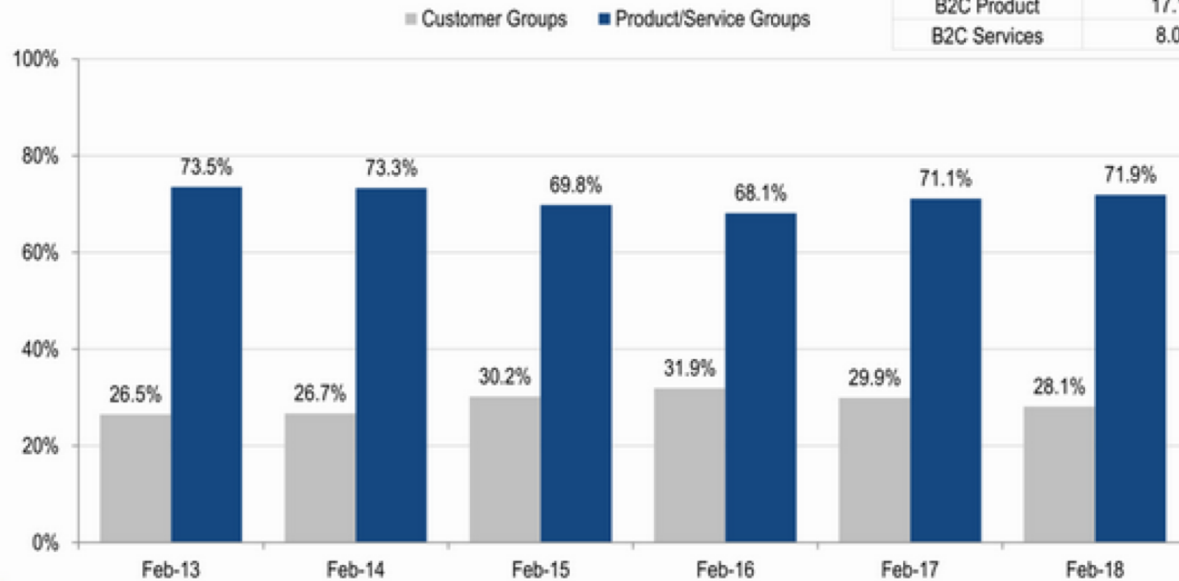
Product / service organizational structure remains dominant



Marketplace Growth Spending Performance Social Media Mobile Jobs **Organization** Leadership Analytics

Figure 8.1. Organizational structure in companies

	% customer groups
Overall	28.1%
B2B Product	36.5%
B2B Services	33.9%
B2C Product	17.1%
B2C Services	8.0%

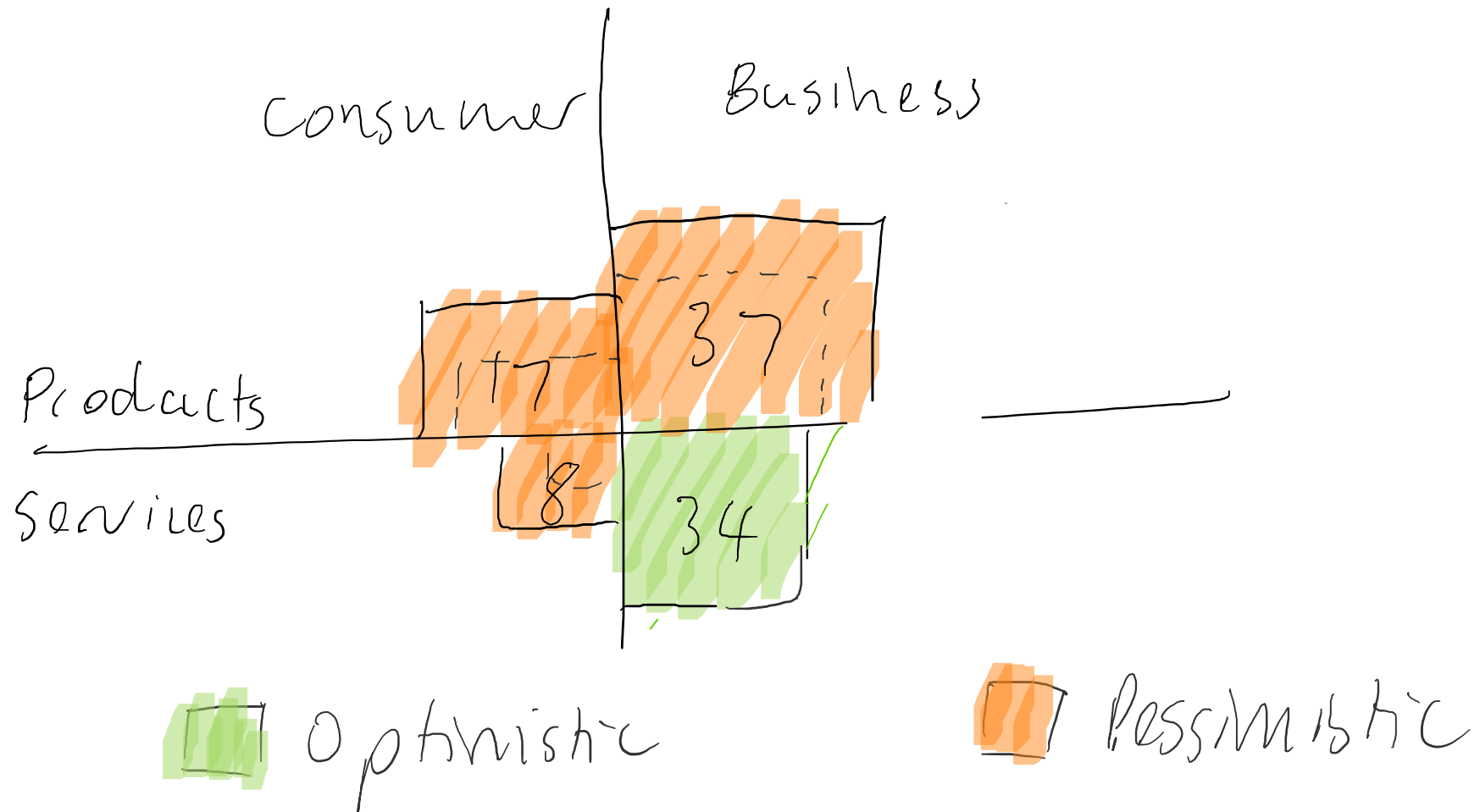


Struth!

Maybe there isn't
a story worth
telling. If that's the
case, skip it.

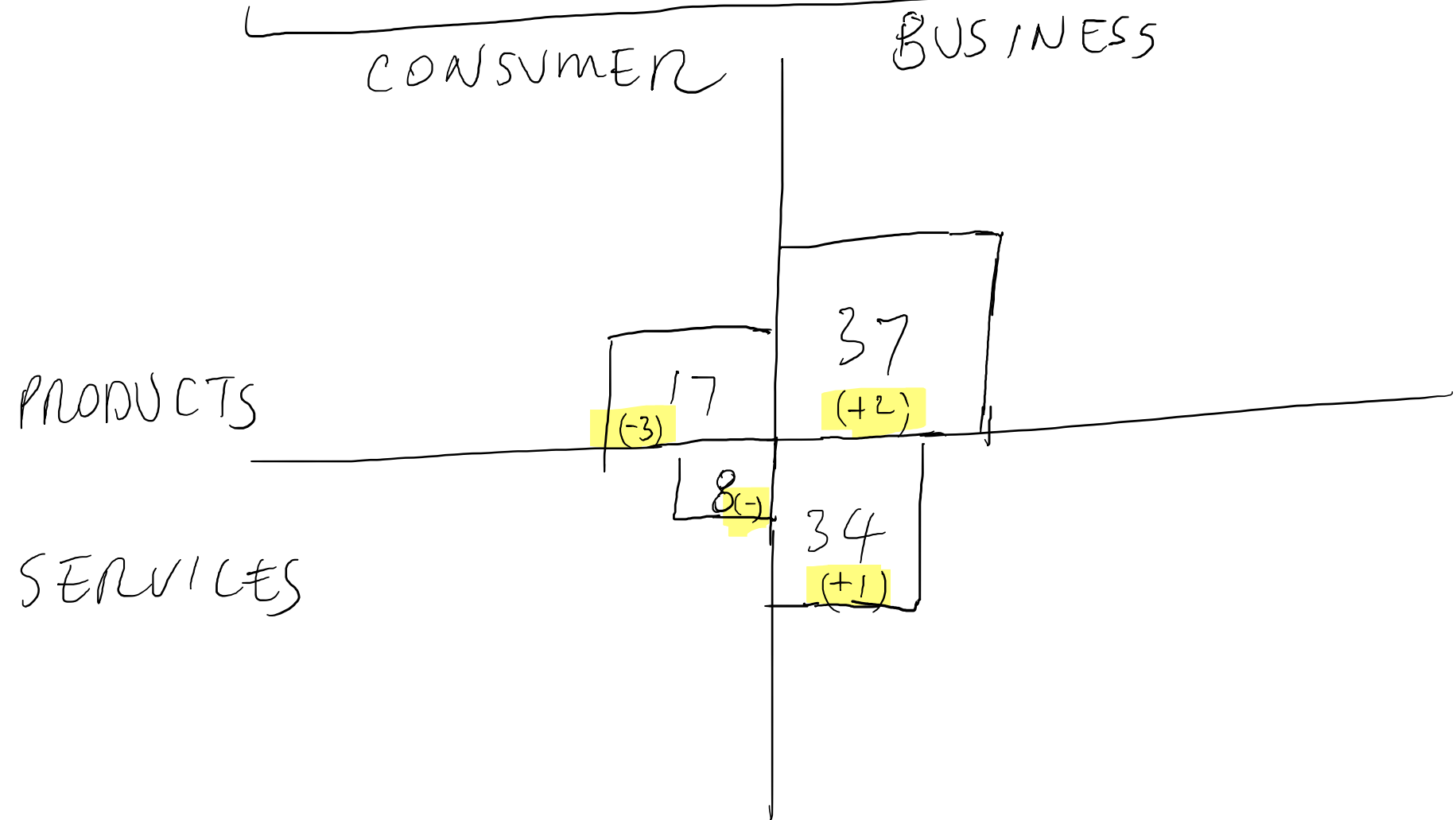
Other stories to
tell ...

Structure and outlook next 12 months



Our industry has barely changed in 5 years!
The market has - we haven't. We are losing.

% CUSTOMER GROUPS 2018 - 2013



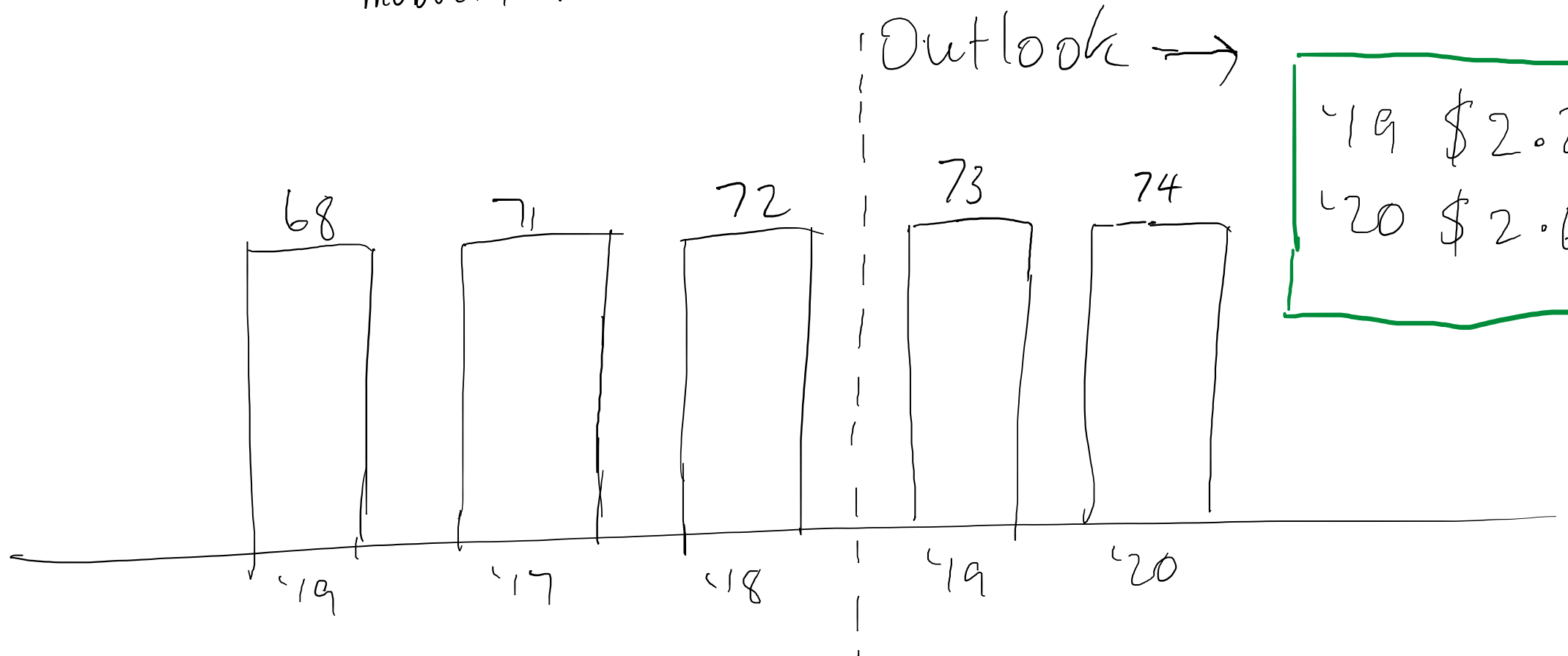
Top talent in B2B costs double of B2C

2017 Org Structure in Companies

	% share	\bar{x} Salary
B2B Product	37	\$ 92k
B2B Services	34	\$ 146k
B2C Product	17	\$ 100k
B2C Services	8	\$ 68k

Stable and large market provides confidence
in product/service tech investment

PRODUCT/SERVICE % OF TOTAL MARKET



'19 \$2.2B
'20 \$2.6B