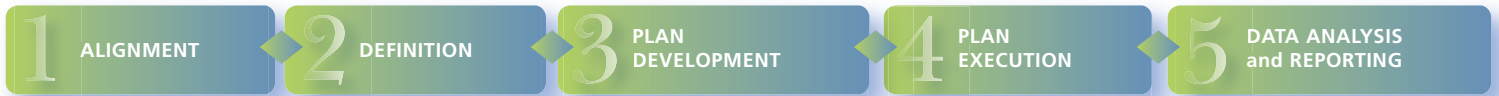


CUSTOMIZED BENCHMARKING METHODOLOGY



Putting it into action:

Phase 1: Alignment

- 1
 - Identify business drivers for benchmarking.
 - Identify specific strategies and decisions to be supported through findings.
 - Orient executives, stakeholders, and project team members on benchmarking process.
 - Identify input required and major project milestones.

Phase 2: Definition

- 2
 - Create detailed definitions for all proposed measurements through the employment of Bersin & Associates data taxonomy, survey instruments, and interview questionnaires.
 - Review existing Bersin & Associates' benchmarking data in defined areas to leverage most current insights.
 - Create high-level collection and survey strategy.

Phase 3: Plan Development

- 3
 - Develop detailed collection plan, encompassing qualitative and quantitative data to be assembled, collection processes, and participant incentives.
 - Develop survey instruments, interview questionnaires, list of survey and interview participants, and associated logistics for execution.

Phase 4: Plan Execution

- 4
 - Conduct customized and confidential surveys, interviews, and associated data collection.
 - Compile survey data and interview results, including recordings and transcriptions.

Phase 5: Data Analysis and Reporting

- 5
 - Analyze data and share preliminary results.
 - Determine if additional refinement of analysis is required to support strategies and decisions.
 - Develop final report (PowerPoint presentation with supporting data and interview summaries)
 - Support presentation of findings to executives and stakeholders.