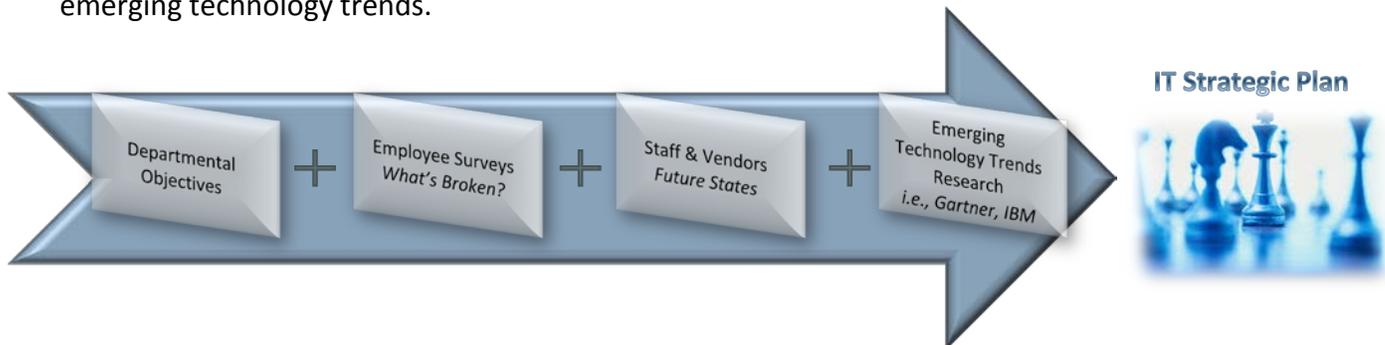


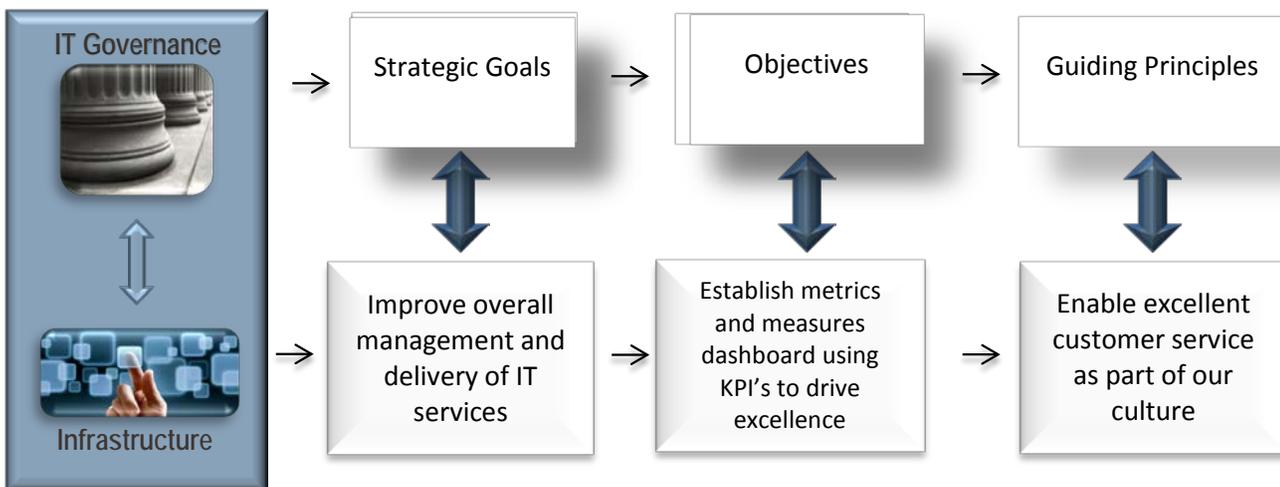
The Planning Process

This Plan was a collaborative effort involving employees, IT management teams, business partners, and external consultants. Feedback was collected through focus groups, surveys, interviews and research on emerging technology trends.



Visualization

The following illustration demonstrates how strategic goals, objectives, and principles are aligned to a singular objective. The IT governance framework is used to manage the alignment and tracking of the results. The intent of this illustration is to provide a simple view of the Plan and its relationships.



Measurement

We will define and publish metrics for each of the strategic goals and initiatives wherever possible using a variety of methods:

1. Key performance indicators (KPIs) tied to business initiatives
2. Proprietary scoring and rating methodologies
3. Internal and external benchmarks