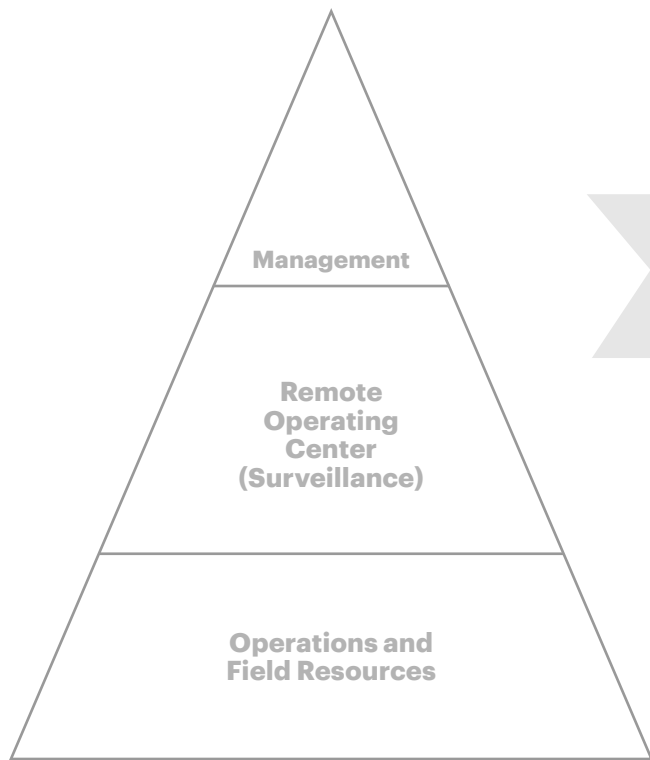
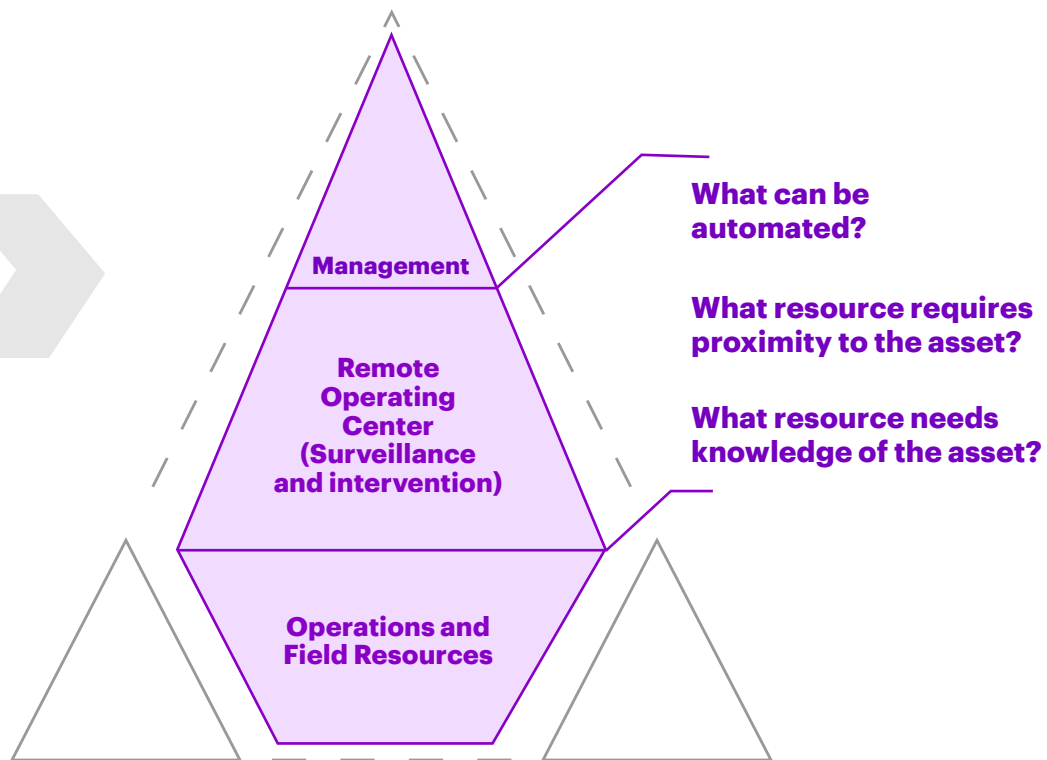


## Figure 2: Evolution of the operating model

From a traditional triangle...



...to a "diamond" shape



Source: Accenture analysis