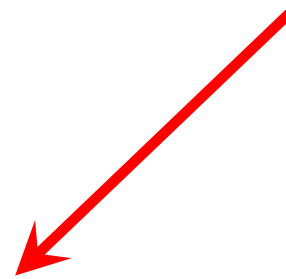


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# WHAT DID THEY REALLY WANT?

## BOTTOM LINE IMPACTS OF CUSTOMER COLLABORATION