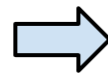


**Vision on structured content**



“ Might be helpful ”

Proven, tangible gain

Hygiene factor, Compliance

“Must have”, part of core product

Content is Core business

**Example Branches / Organizations / Departments**



*Marketing  
FMCG  
Academic*

*Banking  
Finance  
Consultancy*

*Government  
Healthcare  
Pharma  
Education*

*Software (doc)  
Industry (doc)  
Manuals*

*Publishing  
(Prof, legal, scientf)  
Legislators*