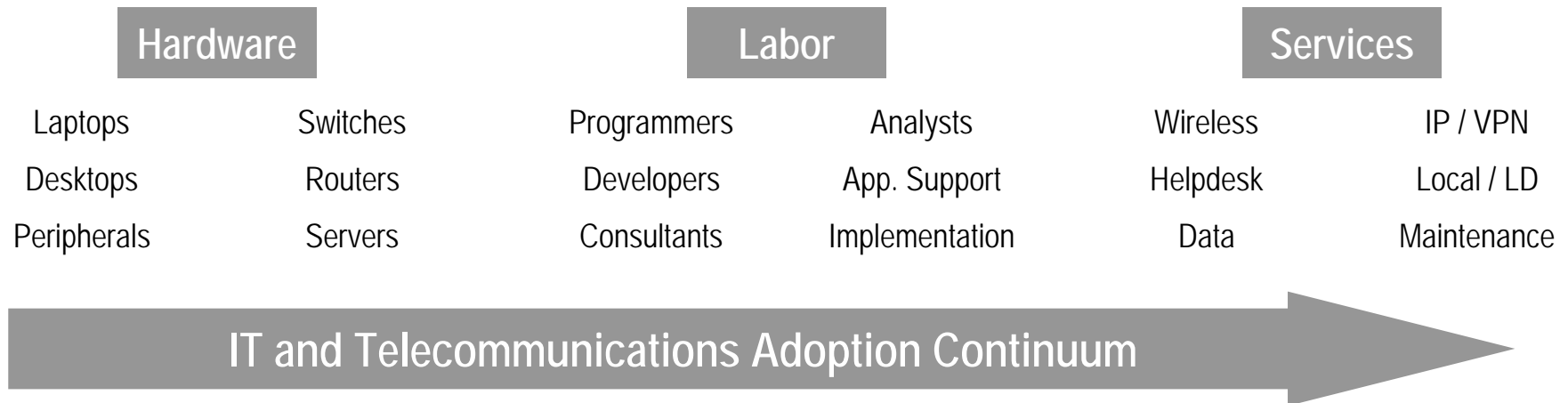


IT and Telecommunications



Primary Responsibility: To ensure functionality and create efficiencies.

Key Issue / Sensitivity: The majority of these markets trend downward, and the increased transparency provided by a strategic sourcing process helps to capitalize on those conditions. IT has the added challenge of dealing with small supply bases for equipment, and large (global) ones for services.

Effective Solution: Rely on their expertise – IT has a specific knowledge set, allow them a maximum level of participation in the process.