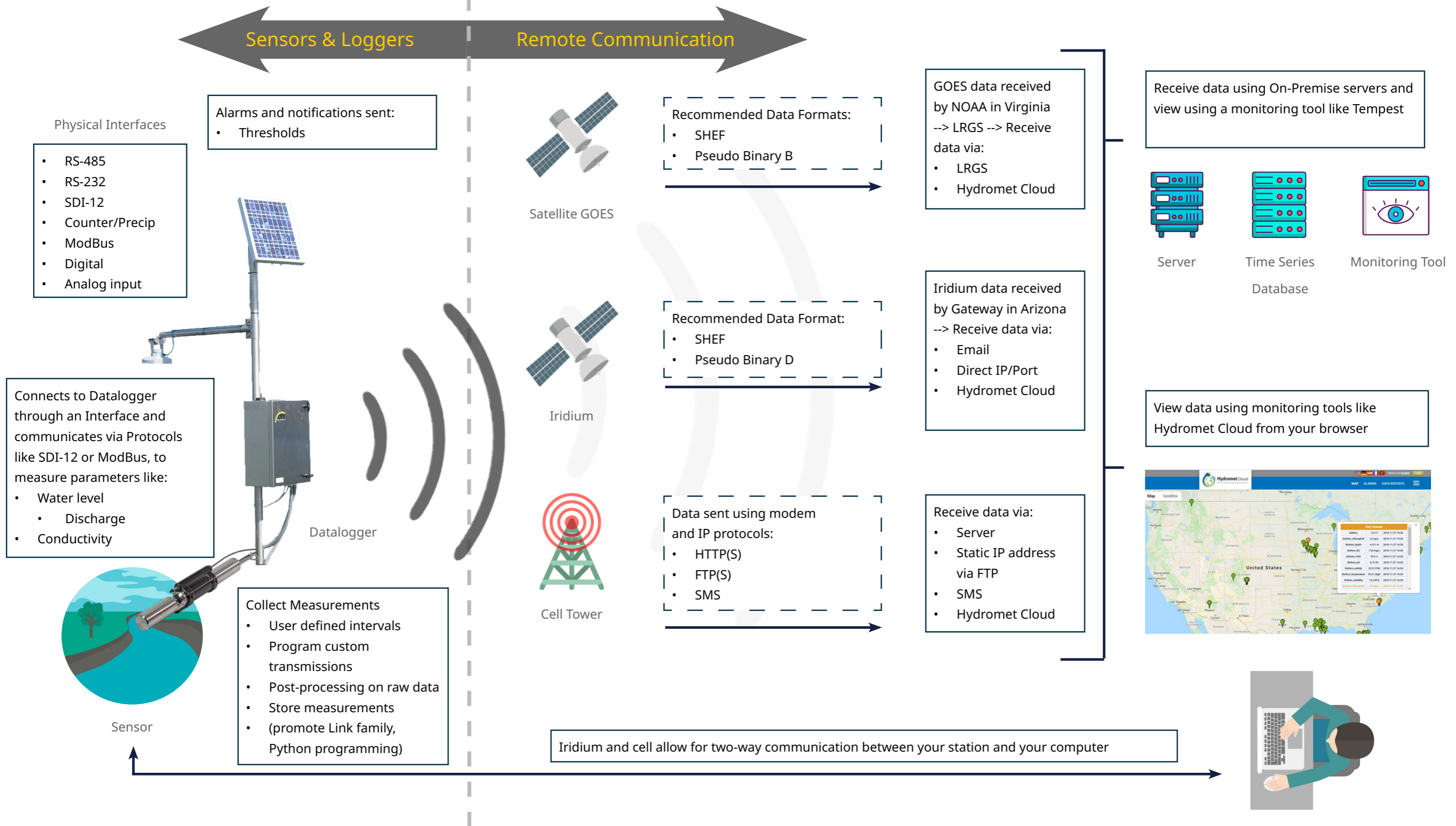


The Data Value Chain



Measure

Collect

Transmit

Receive

View