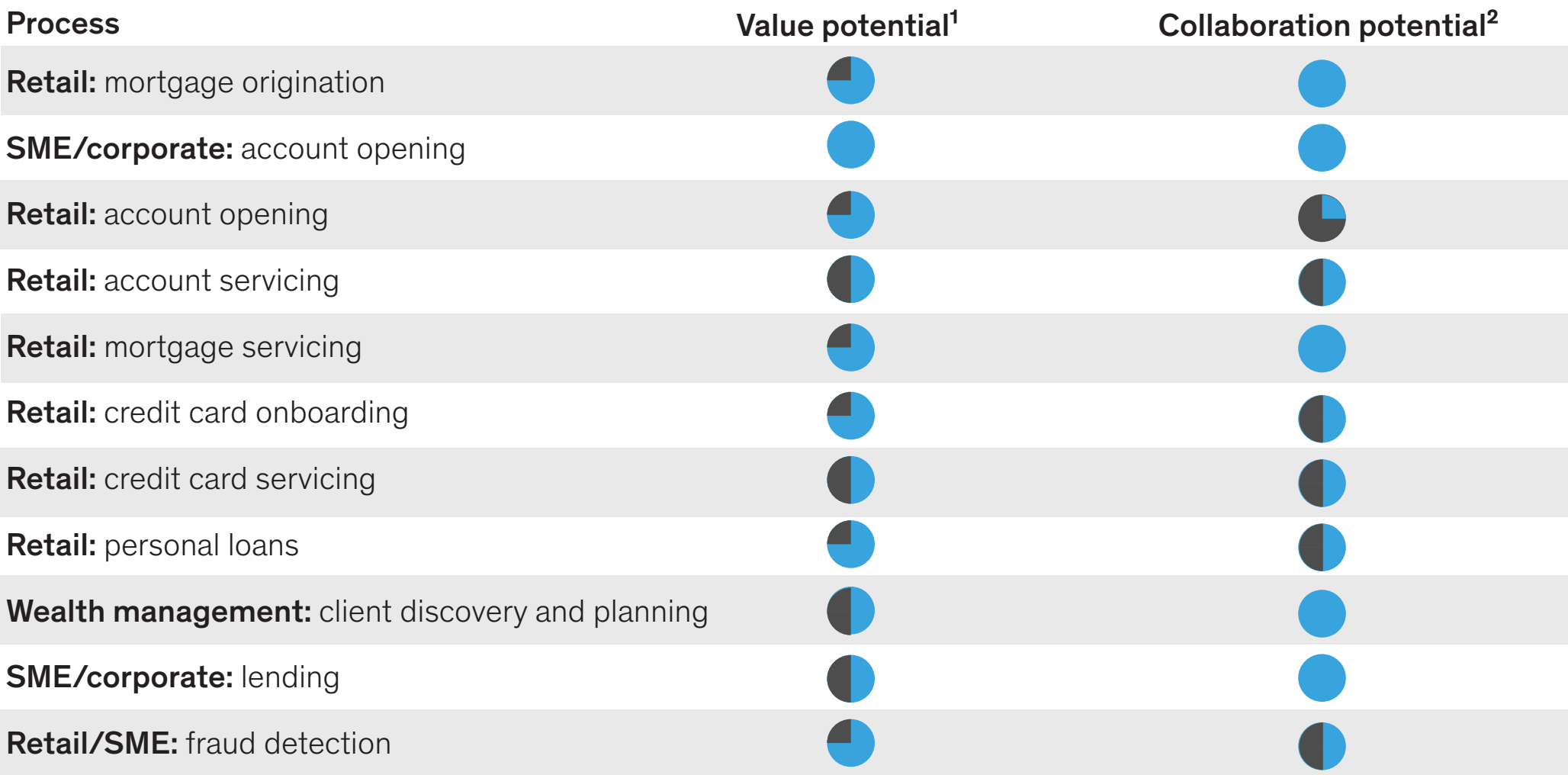


Potential benefits of collaboration increase with the frequency of communication, complexity of information, and number of decision points.

● Higher potential
● Less potential



¹ Operating expenses and COGS savings.

² Number of roles involved in the process and number of total interactions across all roles.

Source: McKinsey analysis