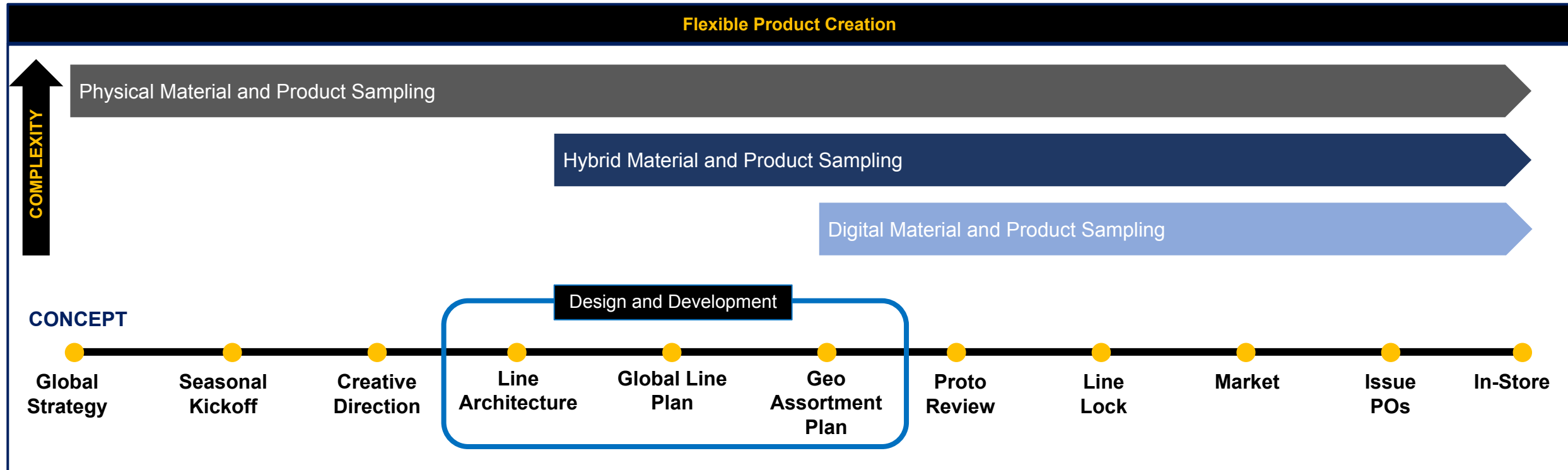# Flexible product creation *prioritizes* design and development based on *complexity* of the product.

The C2M™ Calendar

Most common calendar activities and estimated time to market are taken from a cross section of retailers

RSG