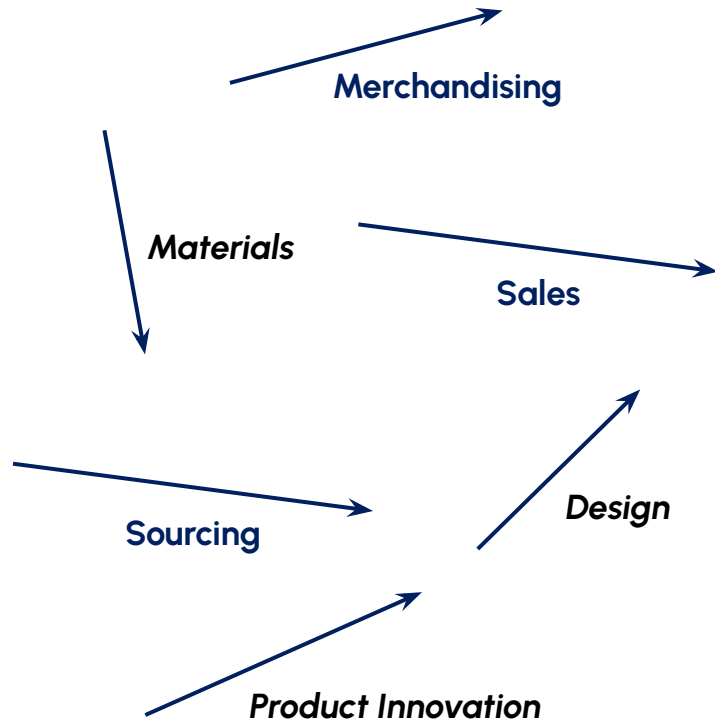


# Speed vs. Velocity to Market



## *Speed to Market*

Moving fast, but in different directions.

- Rely on problem solving
- Reluctant use of technology
- Customer insights do not inform process



## *Velocity to Market (customer?)*

Moving fast, towards the customer.

- Rely on process innovation
- Embraces technology
- Customer insights informs product creation process