

Our strategy is collaborative growth.

We will lead a customer focused effort of the market through our use of digital business and internet of things ecosystem to build a cloud based revolution.

By being both innovative and open, we will drive competitive advantage throughout the organisation. Synergies between our data leaders and agile culture will enable us to capture the upside by becoming networked in a big data world.

These transformations combined with disruptive insight from data due to our digital first platform will create a learning organisation through value and efficiency.

**Simon Wardley**, A quick route to building a strategy  
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