



What is a Customer?

Customer in B2C:



User



Customer in B2B, Common Knowledge:



User



Buyer



Customer in B2B, Complex Reality:



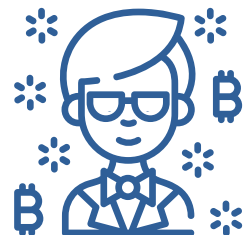
User



Admin user



Manager



Budget owner



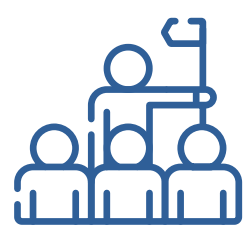
Support



Legal



IT



Many others