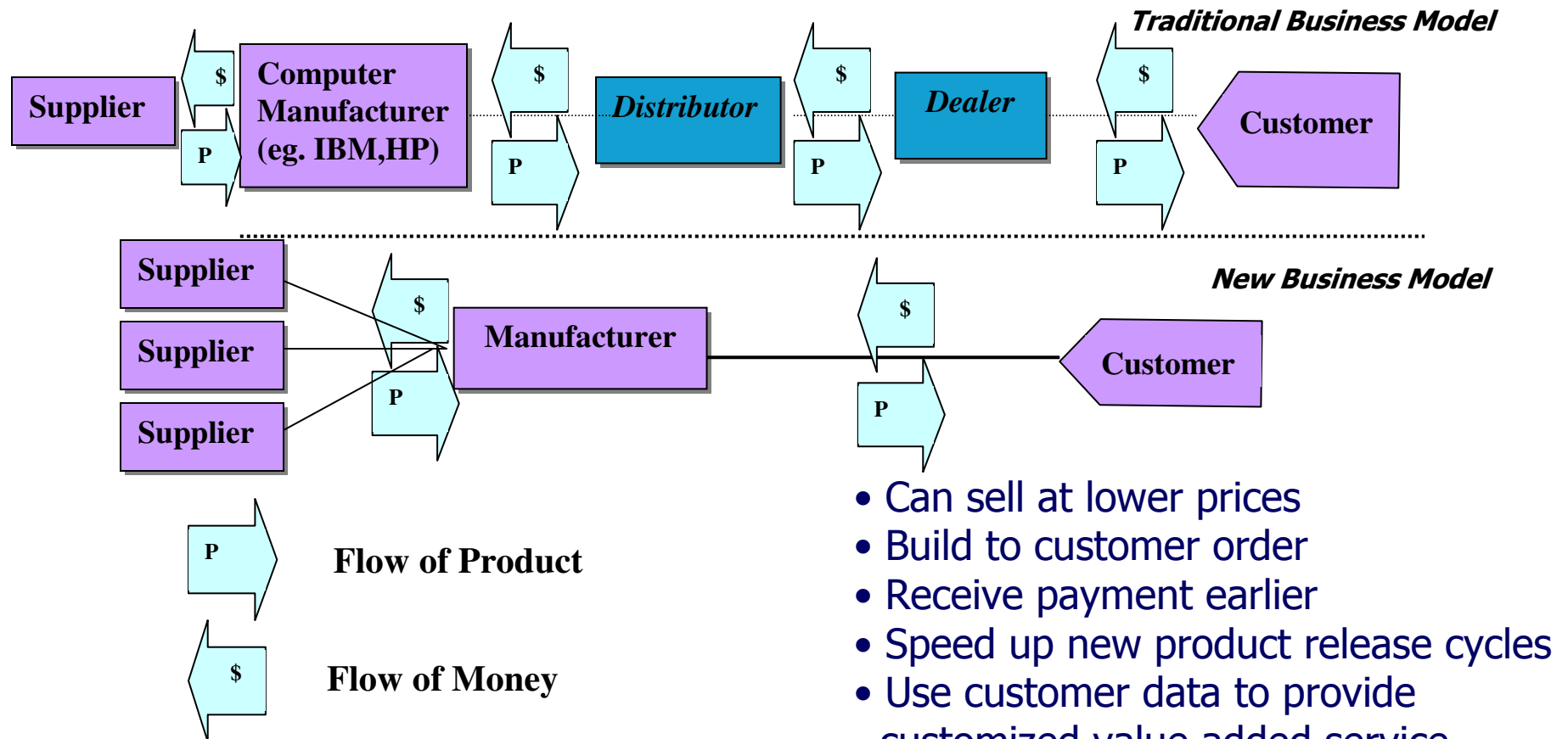


6.1. Direct-to-customer model

Direct-to-Customer Model



- Can sell at lower prices
- Build to customer order
- Receive payment earlier
- Speed up new product release cycles
- Use customer data to provide customized value added service
- Proactive decision making