Breaking the Customer Chains Presentation Material

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Because customer focus has been a hallmark in the creation of a successful business, we often don't recognize and embrace disruptive technologies because we are trapped [1] in our current system. We are stuck and stifled by our own success.

At the PNAA Breakfast Meeting [2], Ceptara delivered a 60 minute talk that discussed two critical methods of innovating new technologies while at the same time satisfying current customers. Download the presentation material to learn how to better partner with your customer and to set yourself up to take advantage of disruptive technologies.

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