

OD Model Update

VP MKT

The question if MKT or CXP makes more sense has been a topic for a longer time now. This is why we talked about this in the MC, analyzing the performance of LCs with and without VP MKTs in the last years and figured out that both solutions make sense.

This is why we took a closer look and came to the conclusion that VP MKT make sense if:

1. You have a huge market that you can or want to reach
2. Your performance is very good and you want to grow my increasing your marketing which is no longer possible without a VP

Of course it does not make sense to change the structure now again, back and forth every year. So we decided to **align the structure to the OD model.**

If you are likely to be in a **Tier 2 or higher in oGV or oGE**, it makes sense for your LC to elect a VP MKT.

Why that? **Electing a VP MKT is a strategic decision that should be taken if you fulfill one or both criteria mentioned above.** We want to make our organization more data driven and take smarter decisions and this is one way closer to a strategic and longterm growth.

OO Model Update

VP REC

The same principle for VP MKT is also applicable to VP REC. From a specific level on it can bring stability and a useful structure to your LC if you have a VP reception, who can take care of value delivery in a more detailed way.

*If you are likely to be in a **Tier 2 or higher in iGT**, it makes sense for your LC to elect a VP REC.*

NEW PRODUCTS

Opening new products is a strategic decision to Move Germany forward. Yet, we all know that just by opening products we don't necessarily grow in exchanges, as it requires a stable LC and a good operational knowledge in the already existing products.

Therefore it is required to apply for new product openings, so we can assess the current state of your LC and market together, in order to find out if a new product makes sense for you, and if yes, which one.