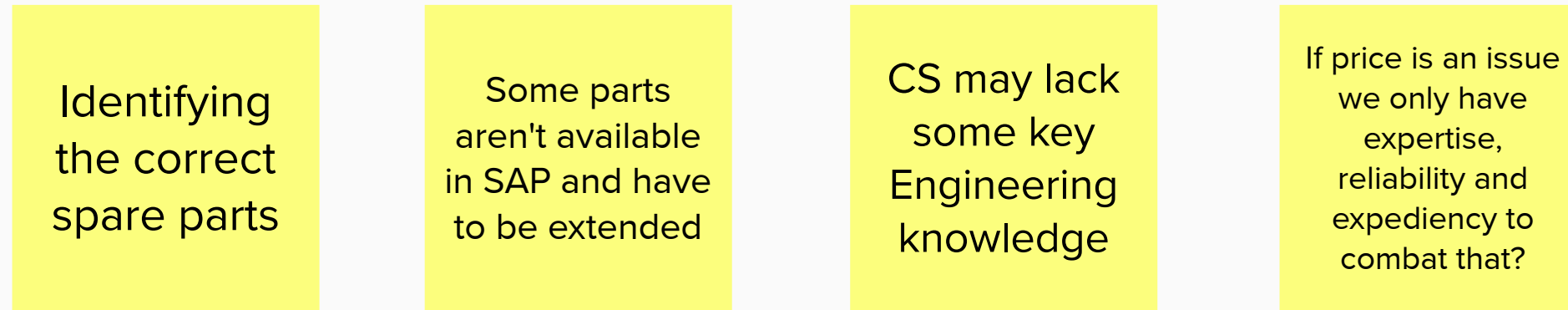
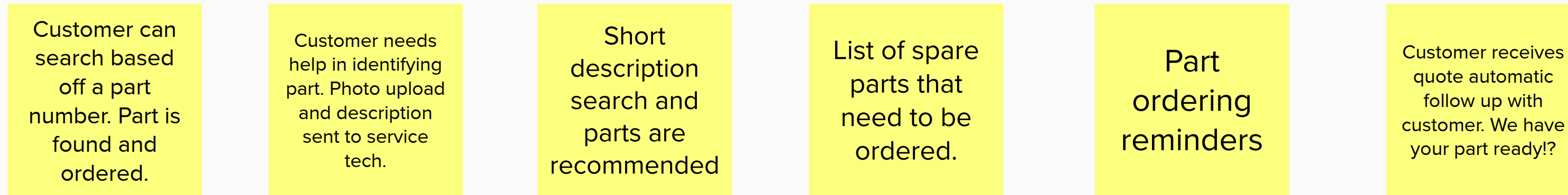


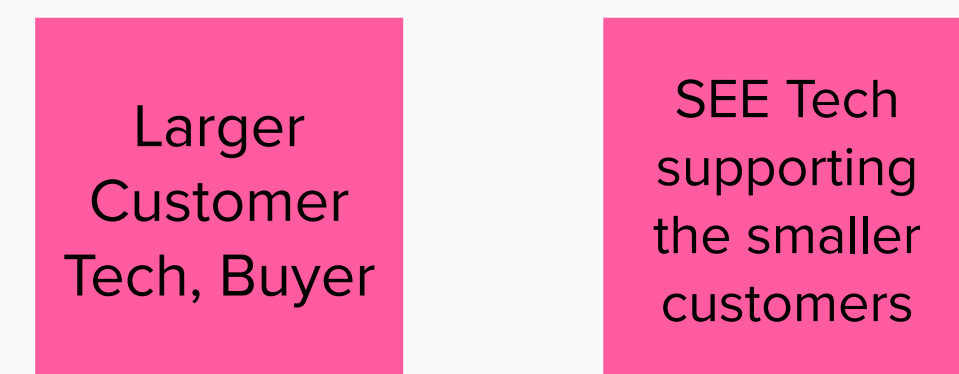
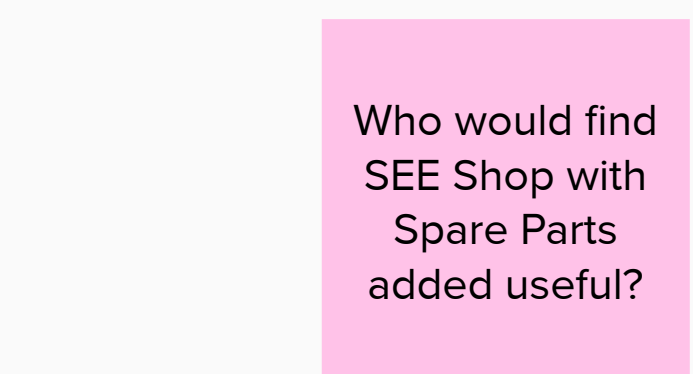
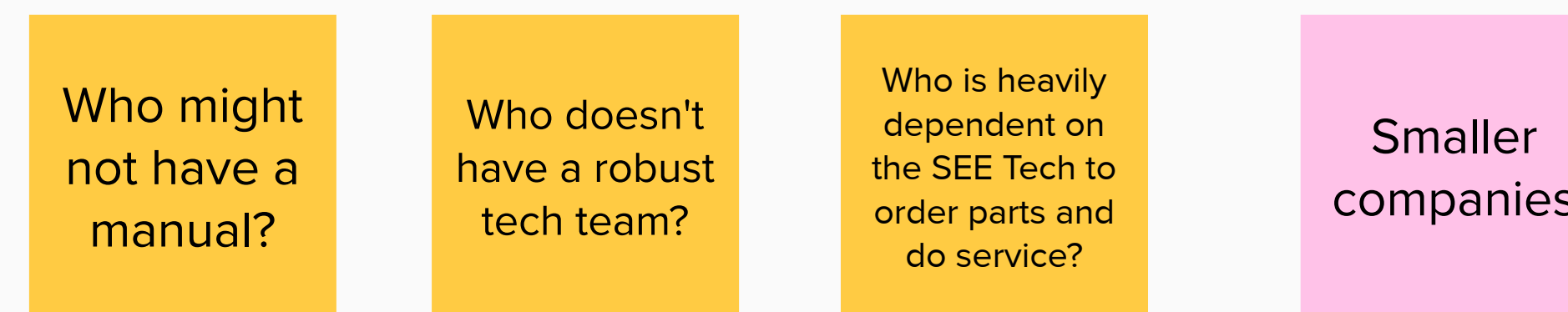
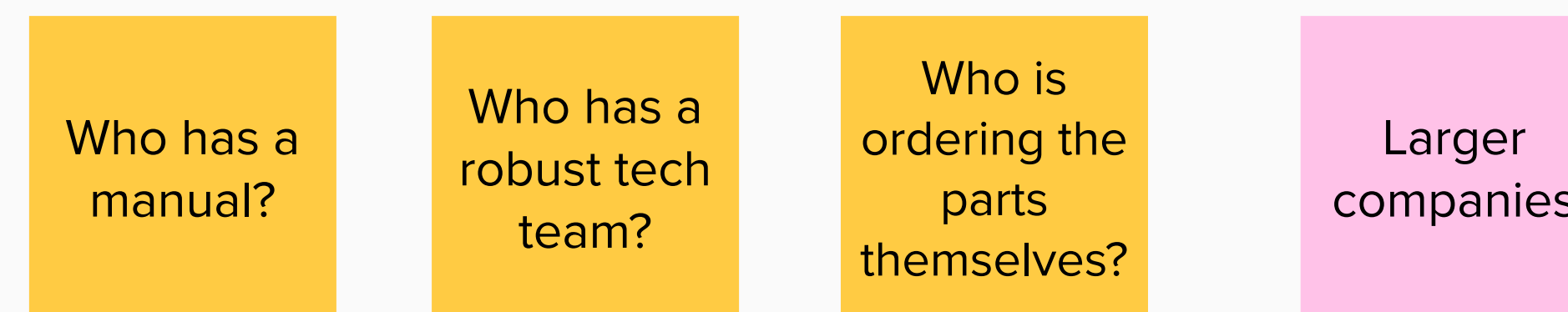
## Challenges



## Big Sky Thinking



## Who is ordering the spare parts?

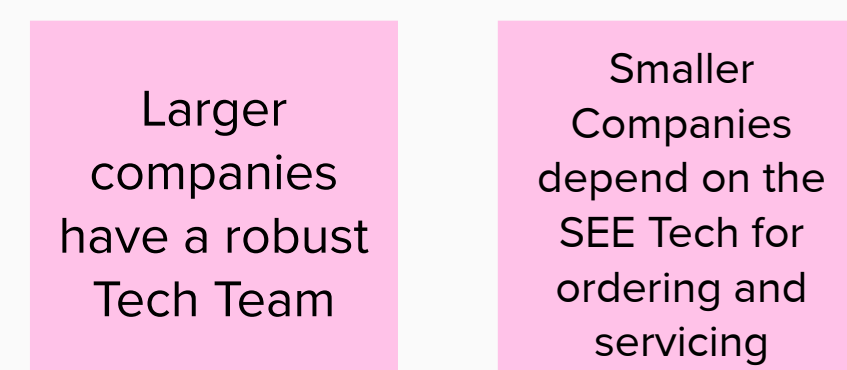


## Key Insights

## Key Quotes

"Generally, the customers buy from us. They know it's more expensive, but they understand they are getting the correct part." - Paul Lamplough

## Top Learnings



## Postitive alternatives

## The likely "unhappy" journey

## Negative alternatives

