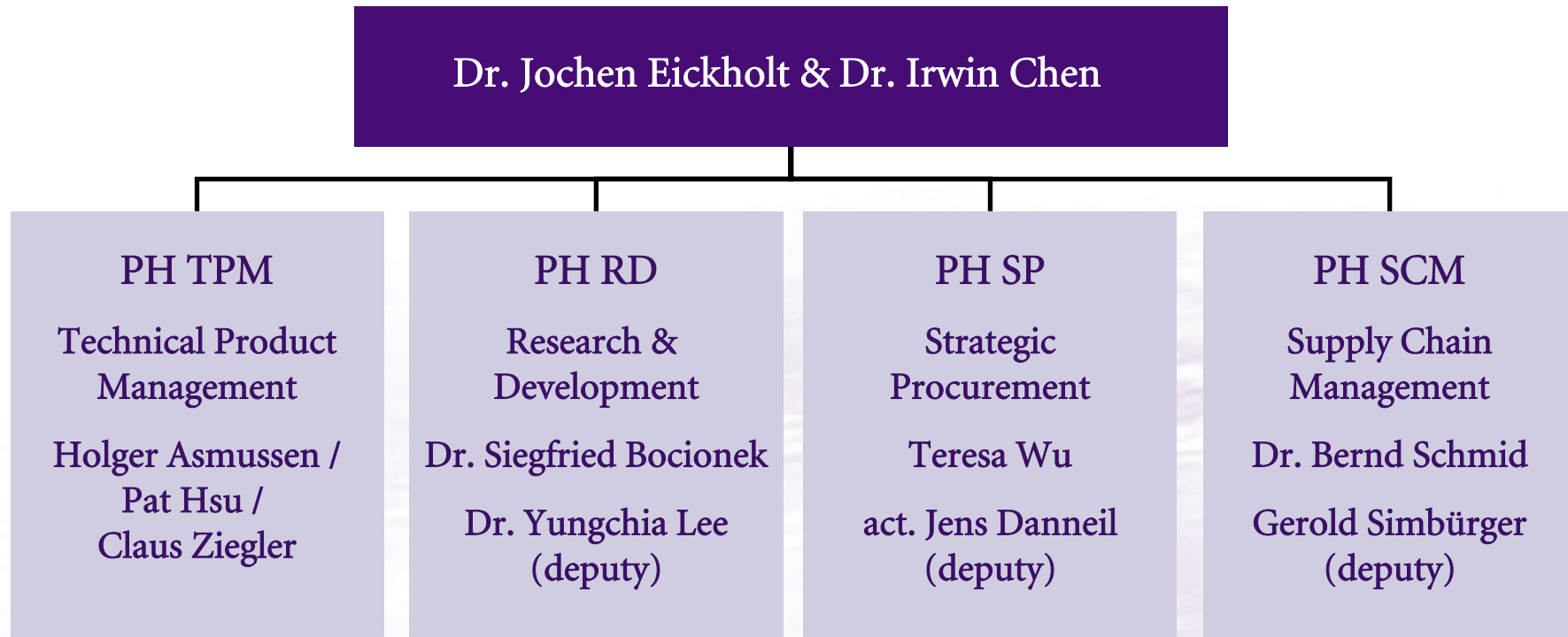


BMG Product House Set-Up



Product House BA responsibility with L. Sommer

- TPM BA is integrated into RD BA as both organizations cope with project controlling
- SP BA is integrated in SCM BA in order to better cope with the product cost challenge