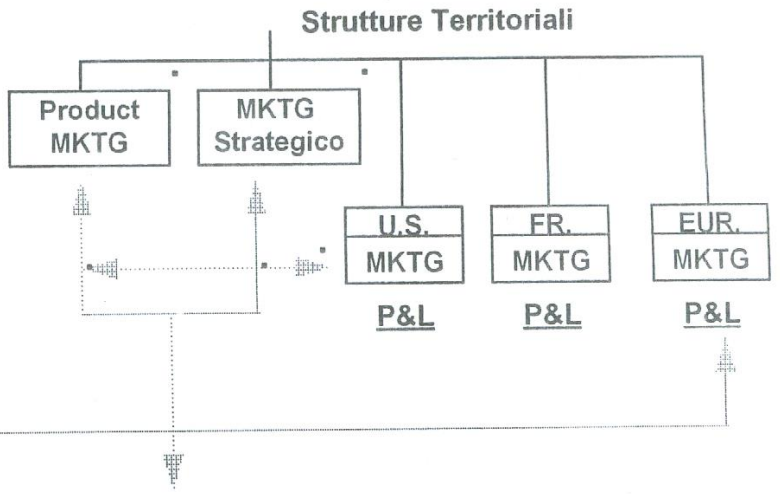
DA UNA STRUTTURA CLASSICA AD UNA MISTA

IN UN CONTESTO DI MATRIX MANAGEMENT

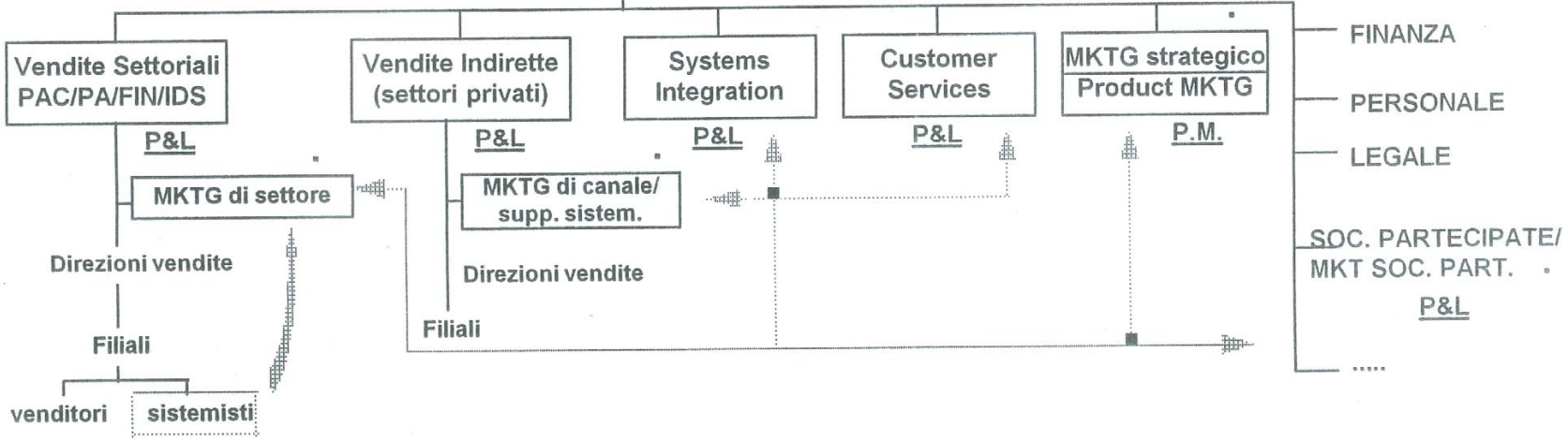
M. Parini - Bull Italia

FINO AL 1990

GRUPPO BULL



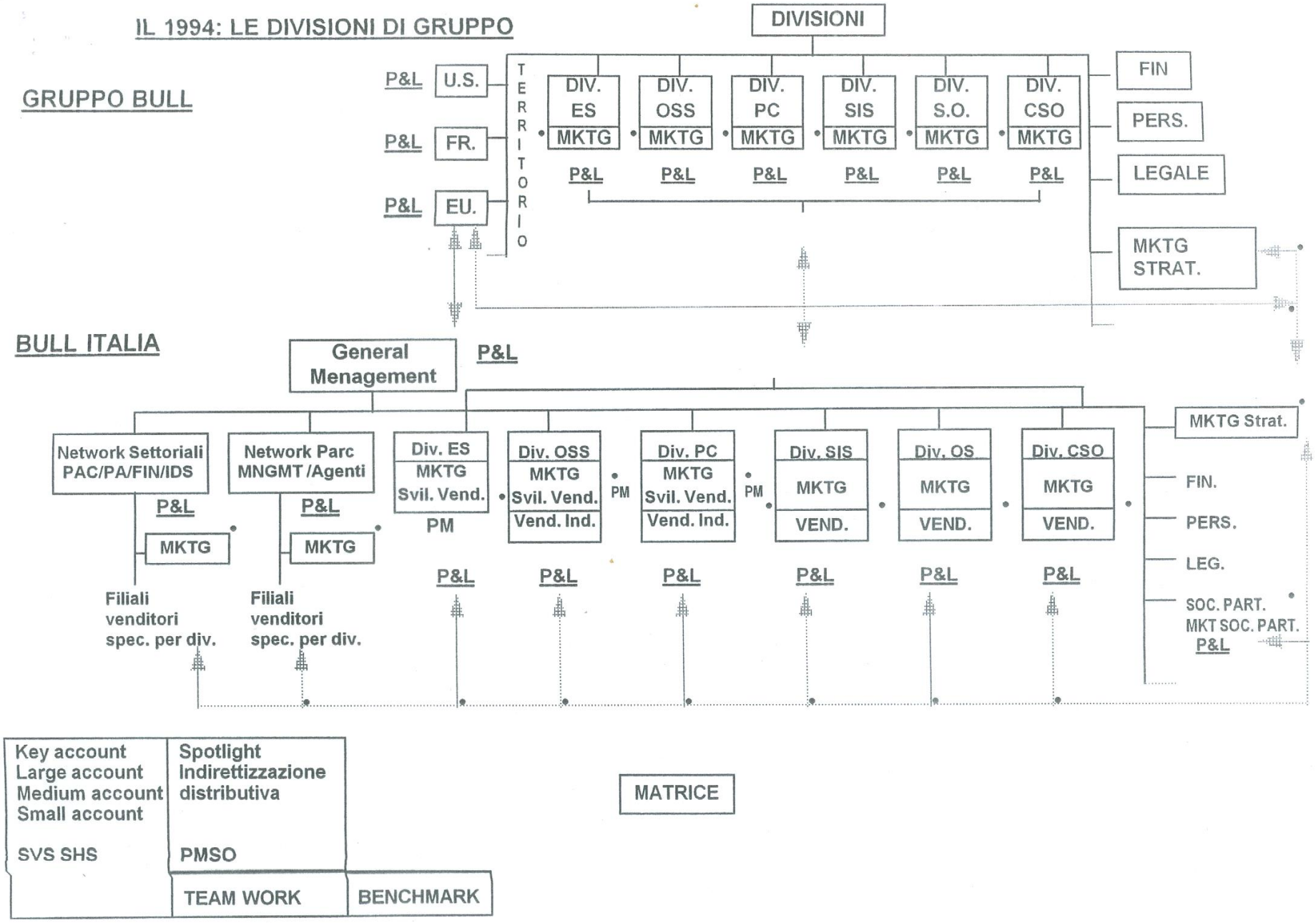
BULL ITALIA



DAL 1989

Key account Large account Medium account Small account	Spotlight Indirettizzazione distributiva
SVS SHS	PMSO
	TEAM WORK

IL 1994: LE DIVISIONI DI GRUPPO



Key account Large account Medium account Small account SVS SHS	Spotlight Indirettizzazione distributiva PMSO	
	TEAM WORK	BENCHMARK

MATRICE

IL 1995: NCI (New Customer Interface)

