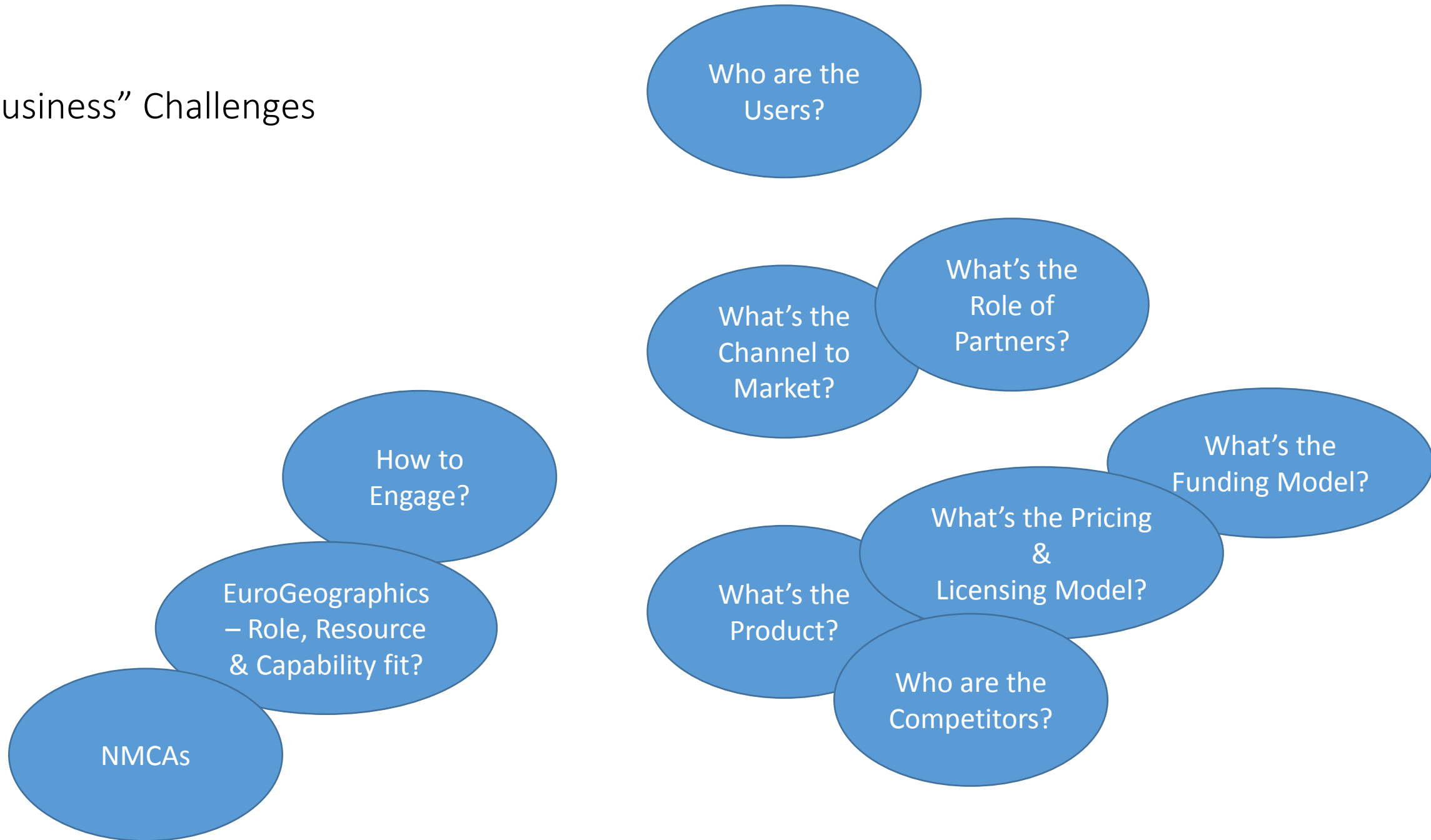


The Challenges of an Operational ELF

Nick Land, ELF Consortium Partner

“Business” Challenges



Summarising the Challenge

- From Technical Project > Market led operational service
- Focus on a “Market Enablement Platform”
- With a Shared Vision, all Challenges can be addressed