

THE REVENUE CONCENTRATION MAP

See where dependency lives.



01 / 05

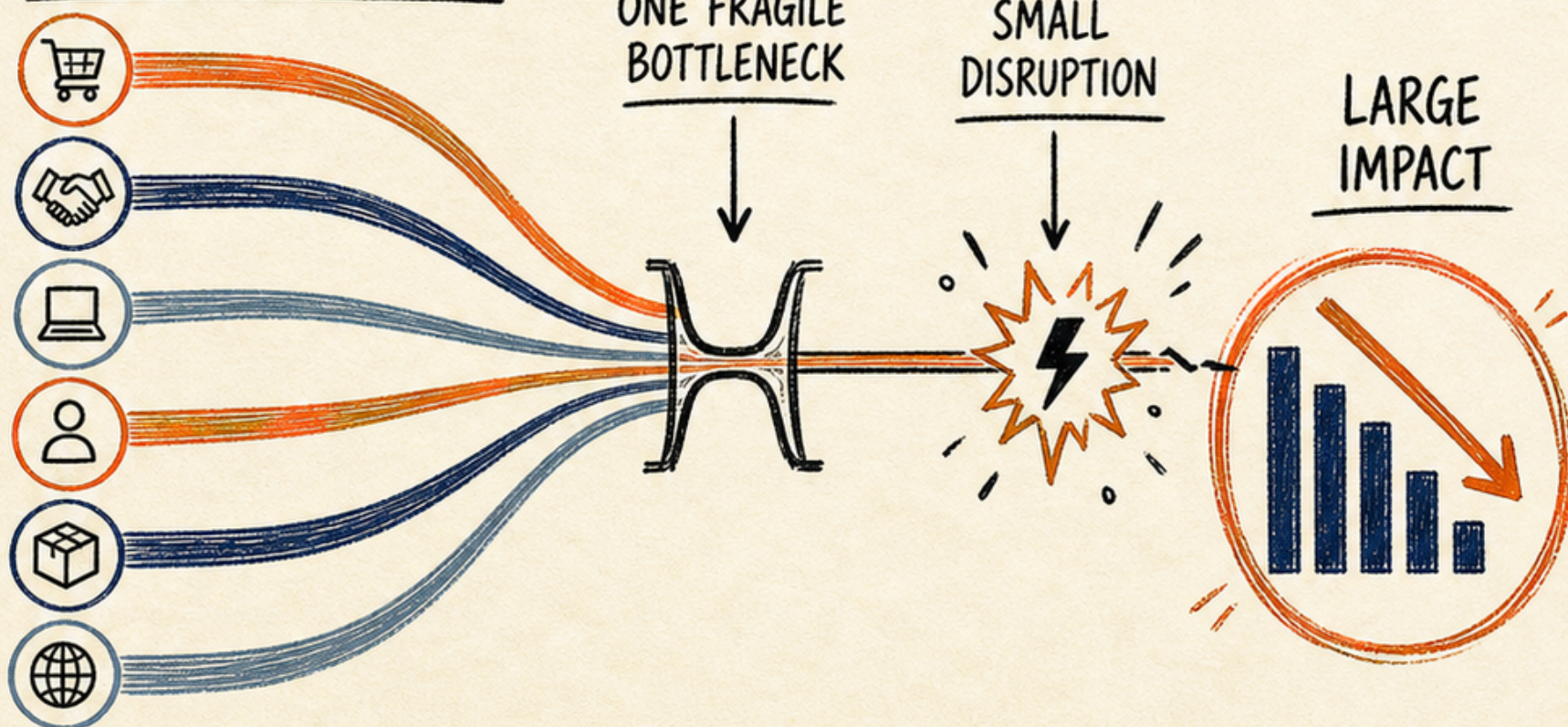
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REVENUE CAN GROW WHILE RESILIENCE FALLS.



Concentration turns
one change into a large risk.

MANY REVENUE STREAMS



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MAP FOUR DIMENSIONS

1



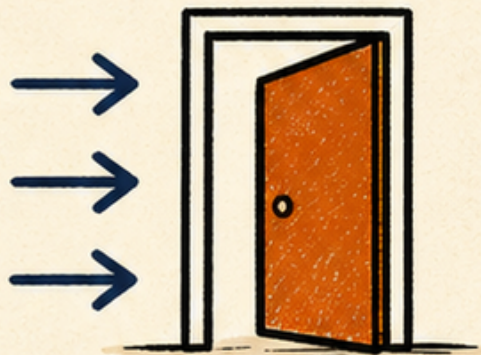
CUSTOMER —
who contributes most?

2



OFFER —
what carries revenue?

3



CHANNEL —
where does revenue enter?

4



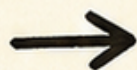
SEGMENT —
which market dominates?

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READ THE EXPOSURE



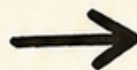
One customer dominates



account risk



One offer dominates



portfolio risk



One channel dominates



access risk



One segment dominates



market risk

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CONCENTRATION
IS NOT ALWAYS BAD.
UNSEEN DEPENDENCY IS.



Where is your revenue
most concentrated?



CUSTOMER



OFFER



CHANNEL



SEGMENT



MAP THE DEPENDENCY