

Speak the Language of Business

Key Tip

- **Today:** Understand your business' key metrics with regard to Quality
- **Results:** Be able to create a basic ROI model, demonstrating where you are today and the positive gains you envision



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Agenda

- Overview of ROI
- How to strategically approach a quality ROI
- Where to find the data <https://www.hexagon.com/etq>
- How ETQ can help you optimize ROI
- Q&A



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