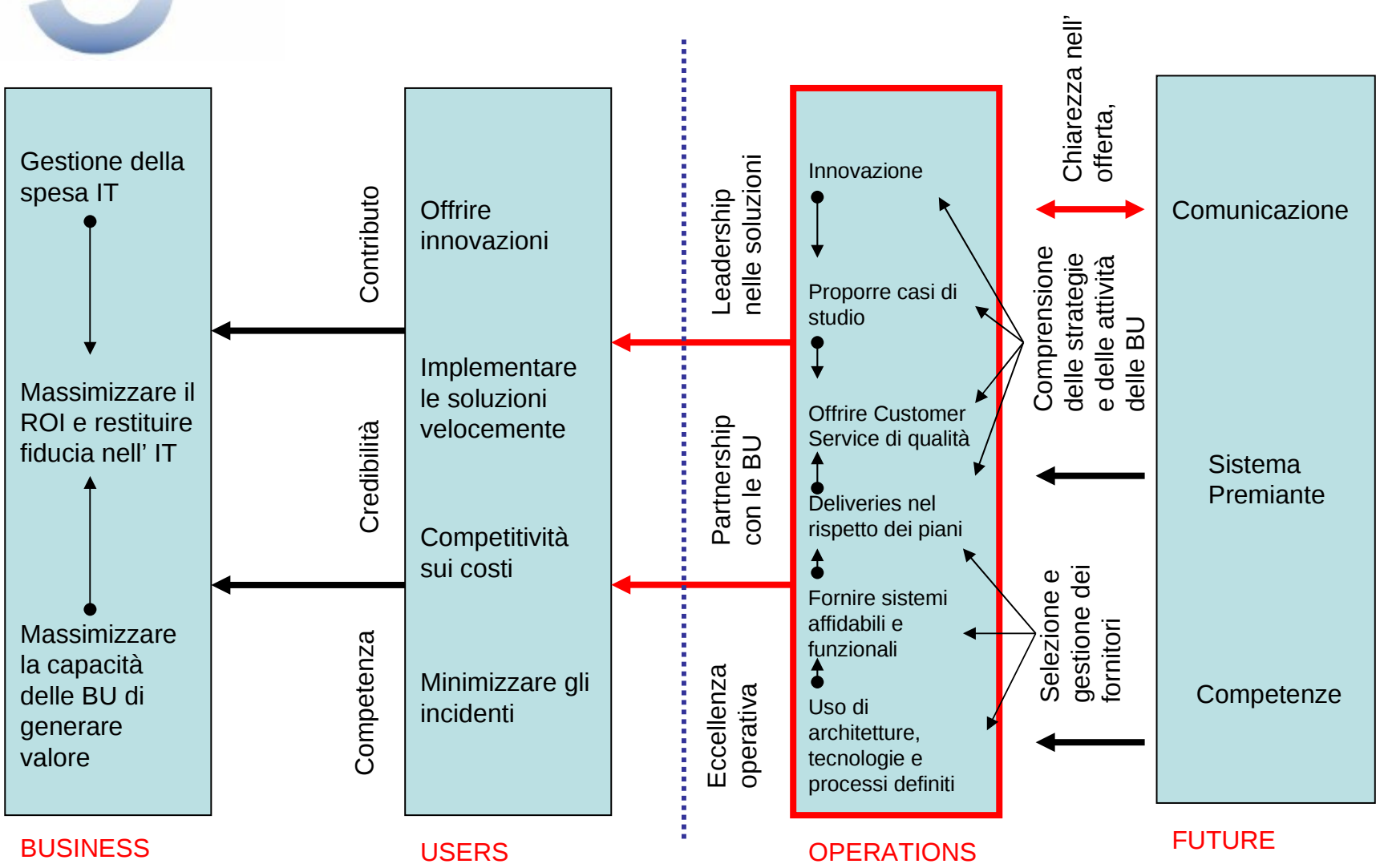IT STRATEGY MAP