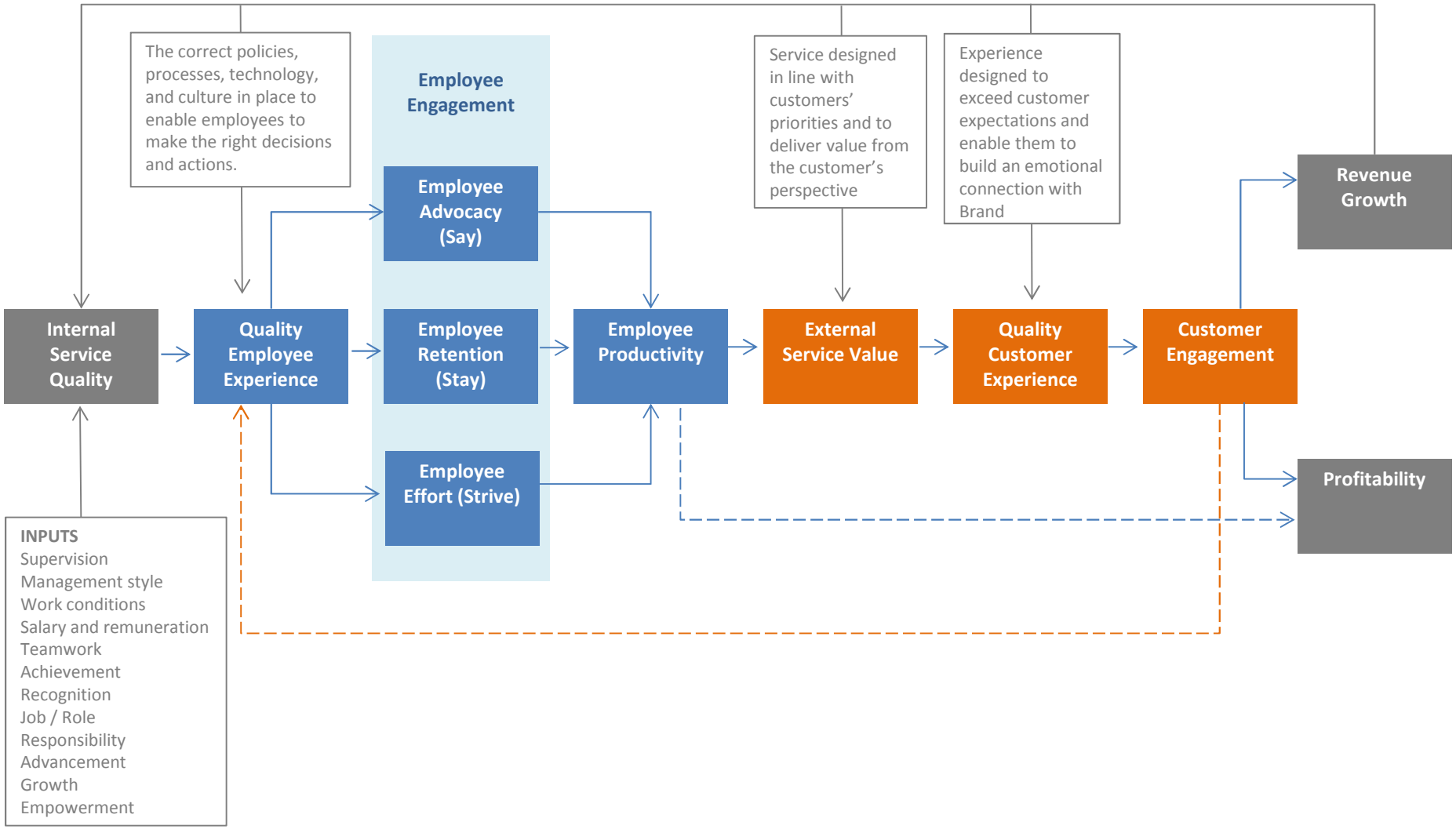Operational Strategy and Service Delivery Platform