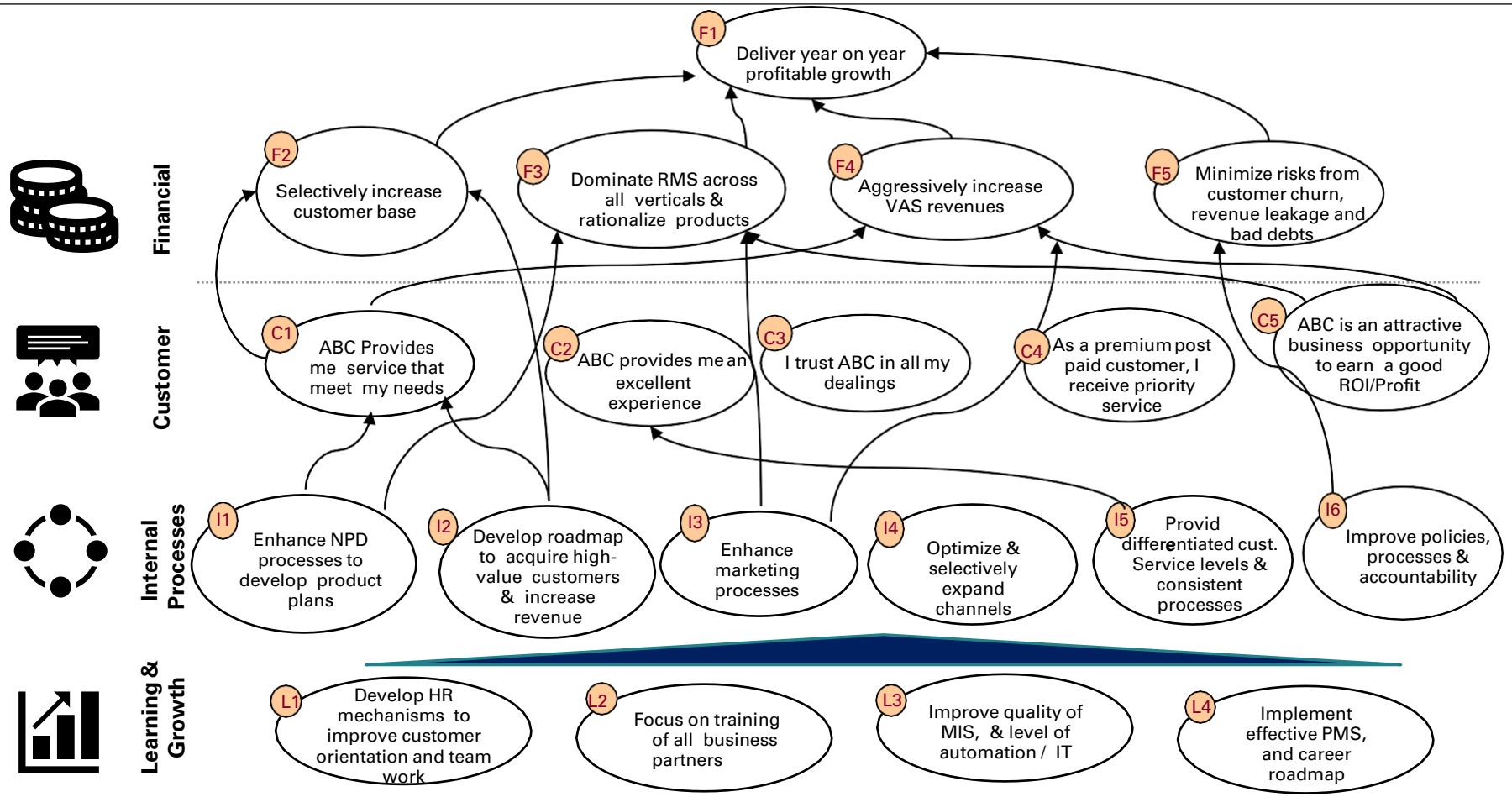TELECOM | STRATEGY MAP