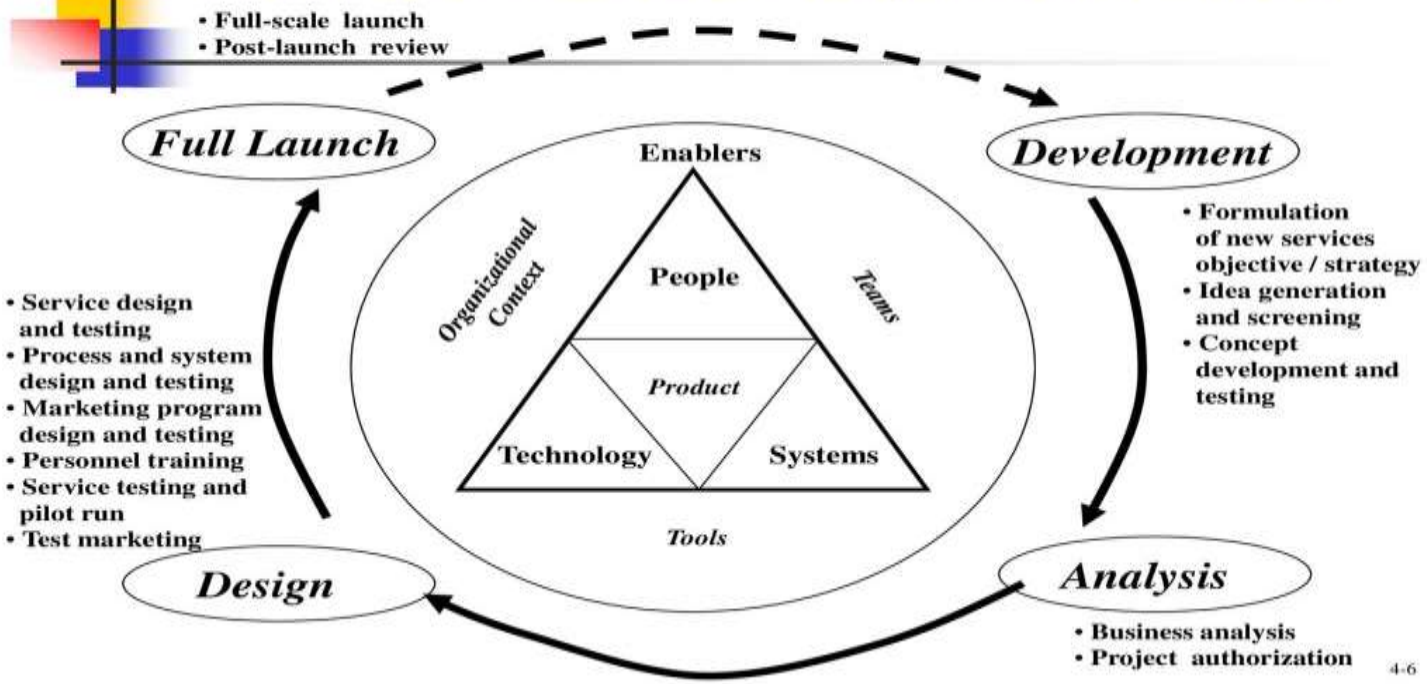New Service Development Cycle