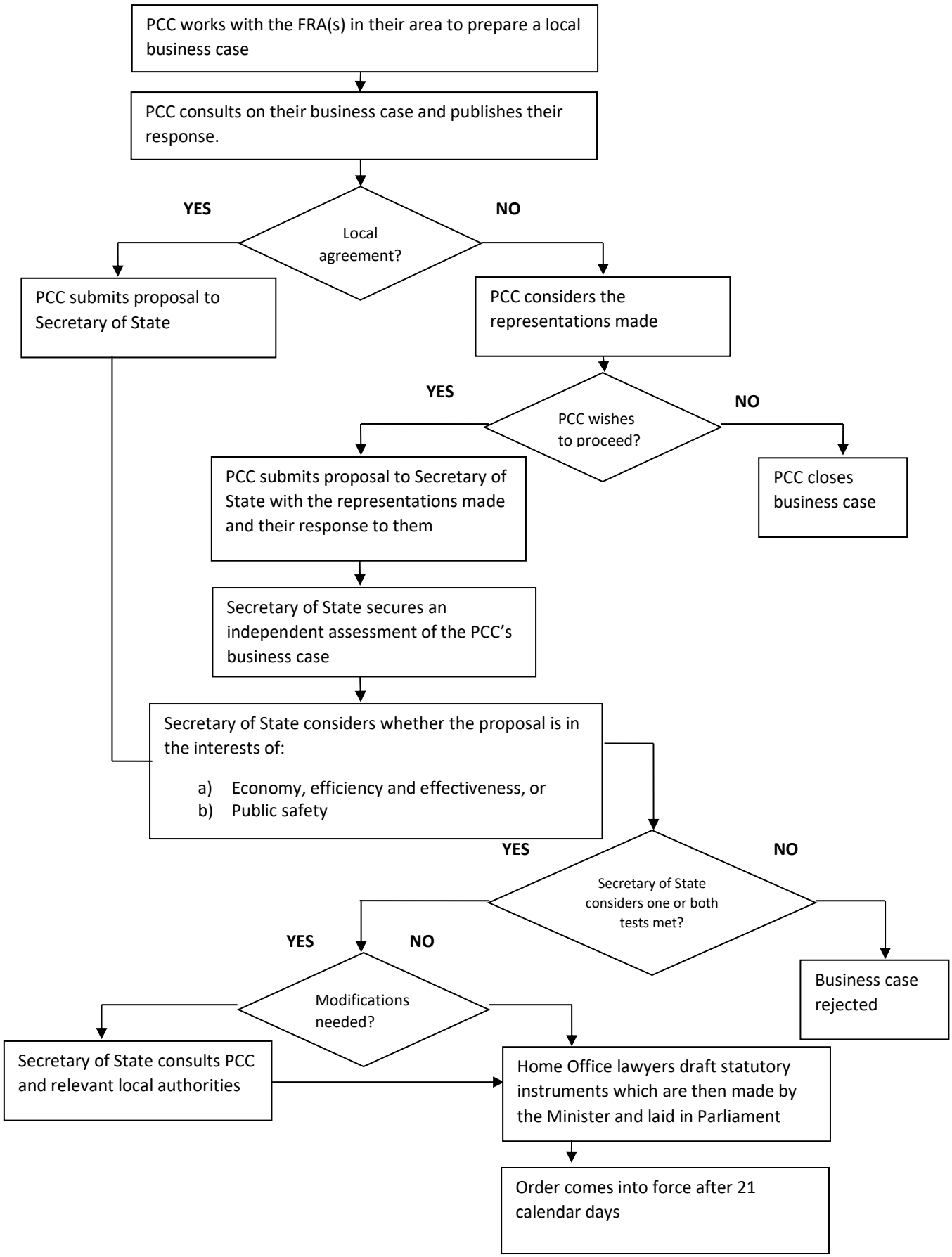Business case process map