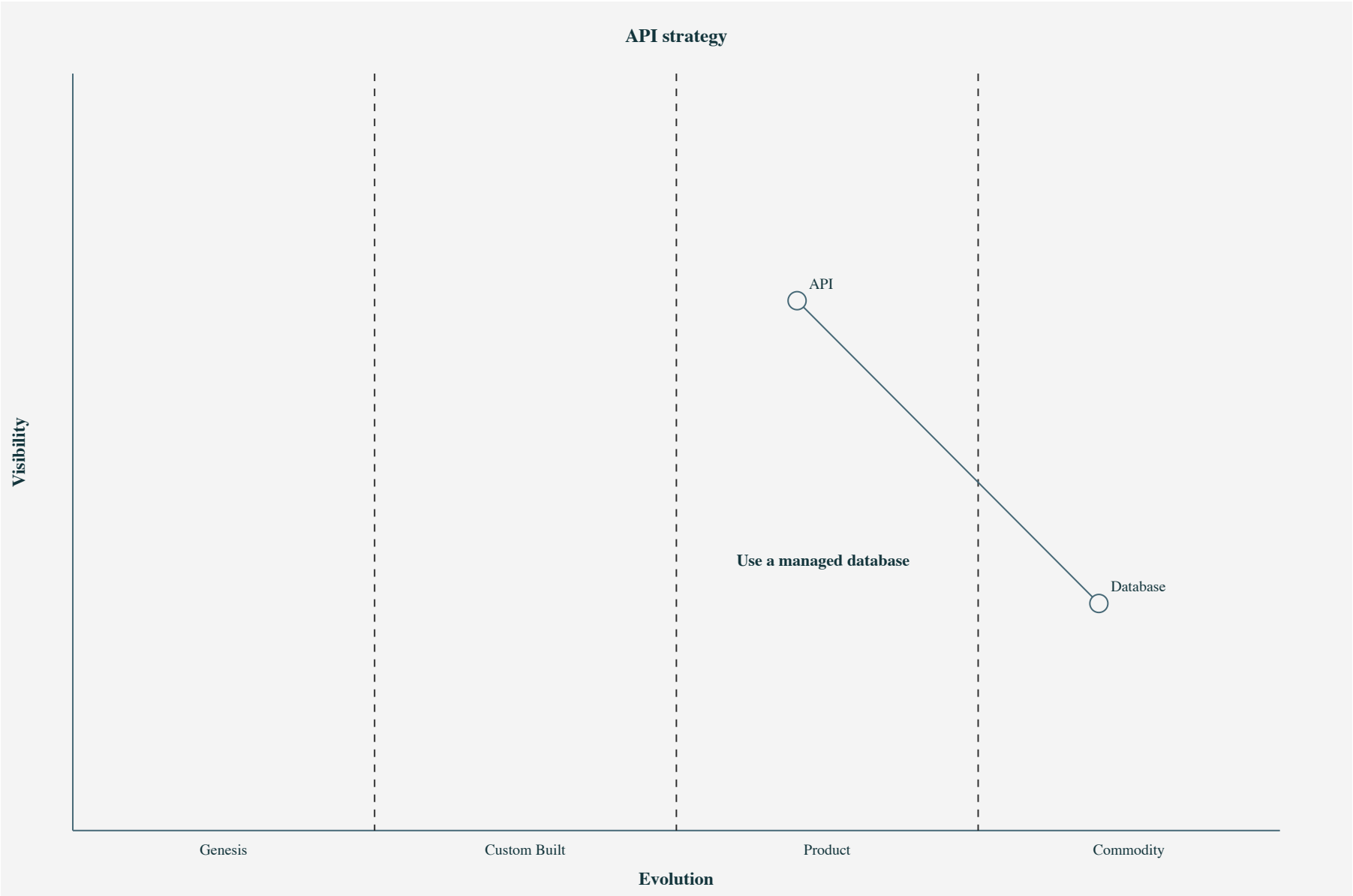

API strategy
Visibility
API
Use a managed database
Database
Genesis
Custom Built
Product
Commodity
Evolution