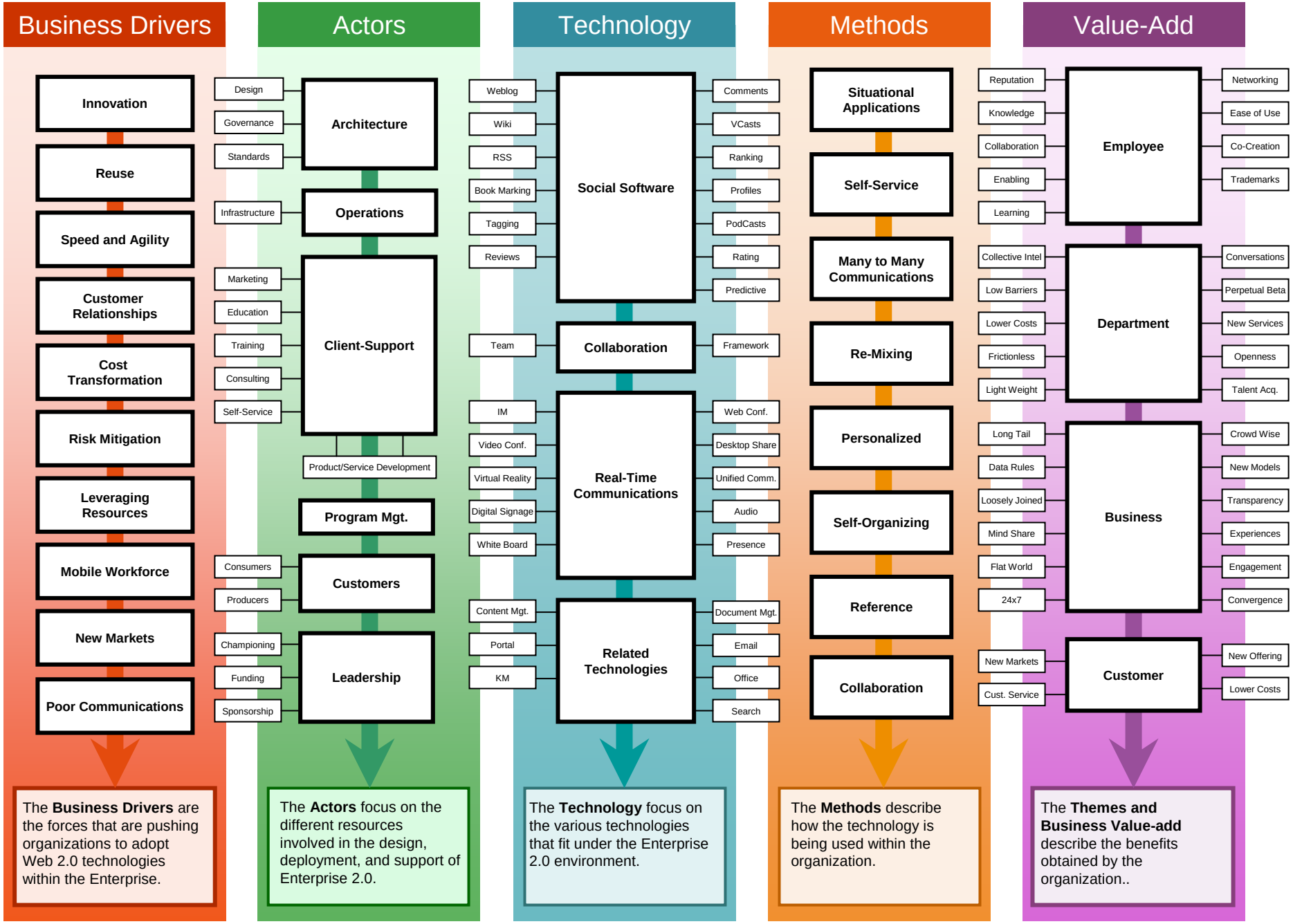Enterprise 2.0 Blueprint