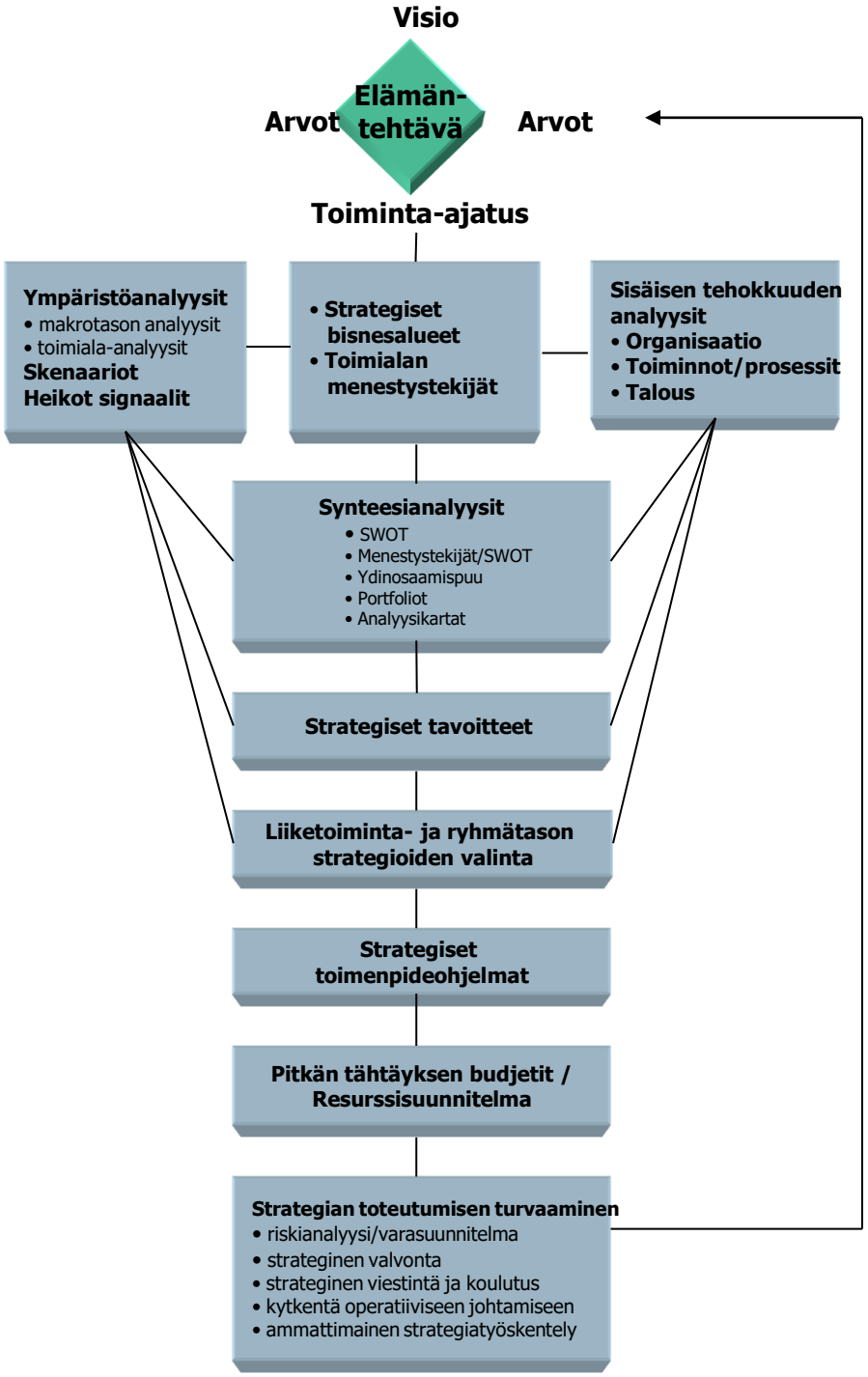Yrityksen strateginen arkkitehtuuri