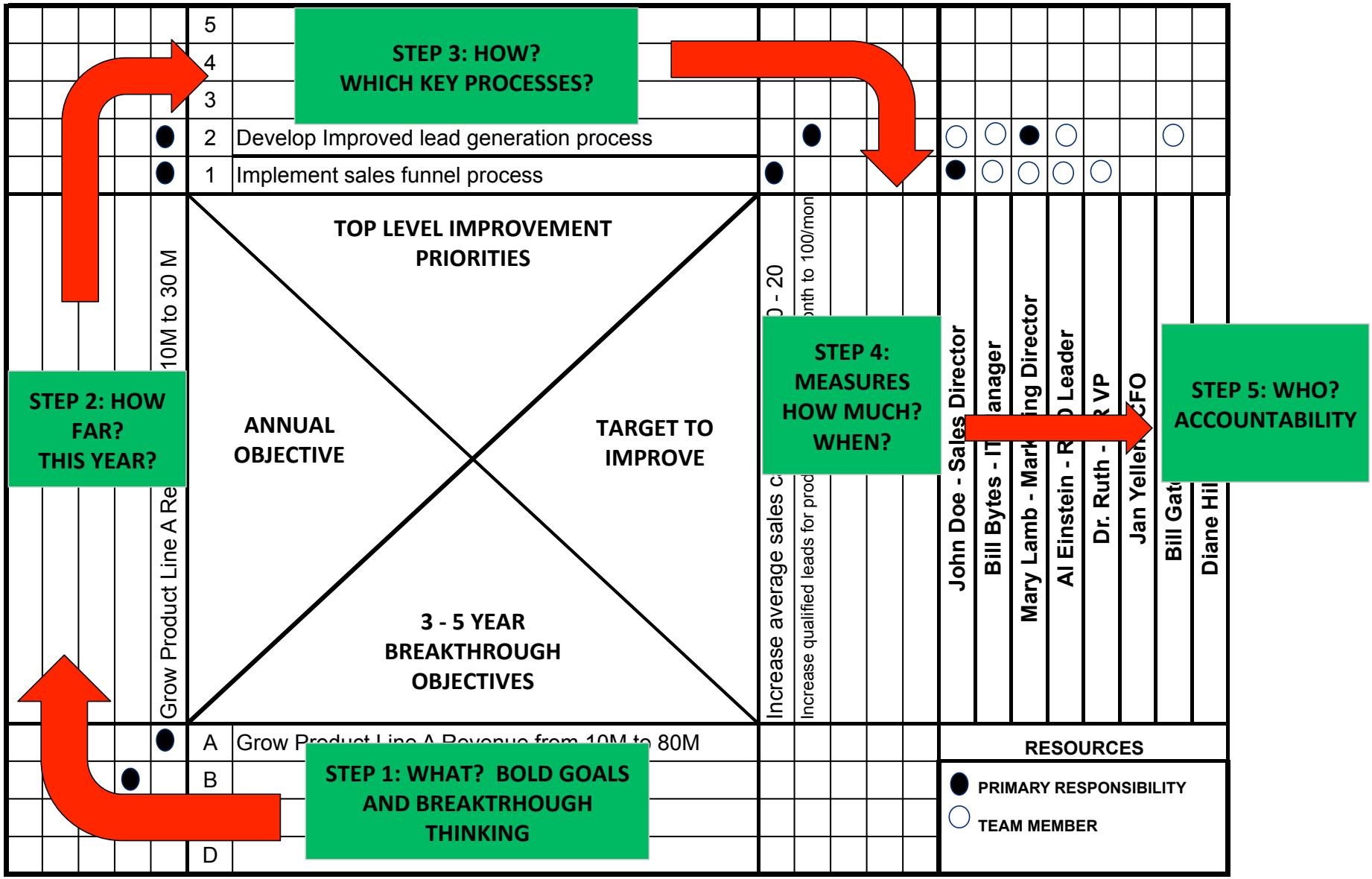IOI Partners Strategy Deployment