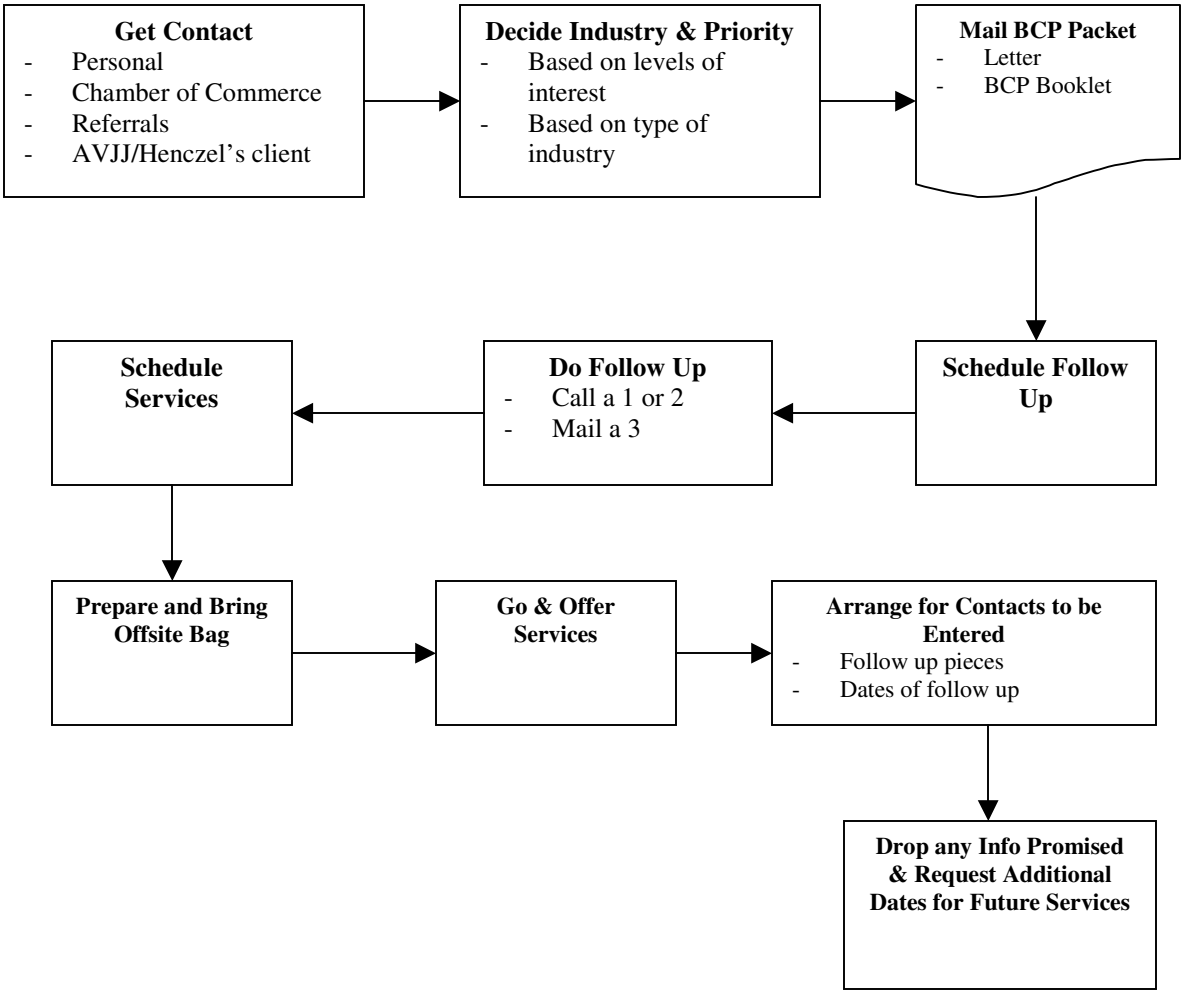BCP Sales Cycle