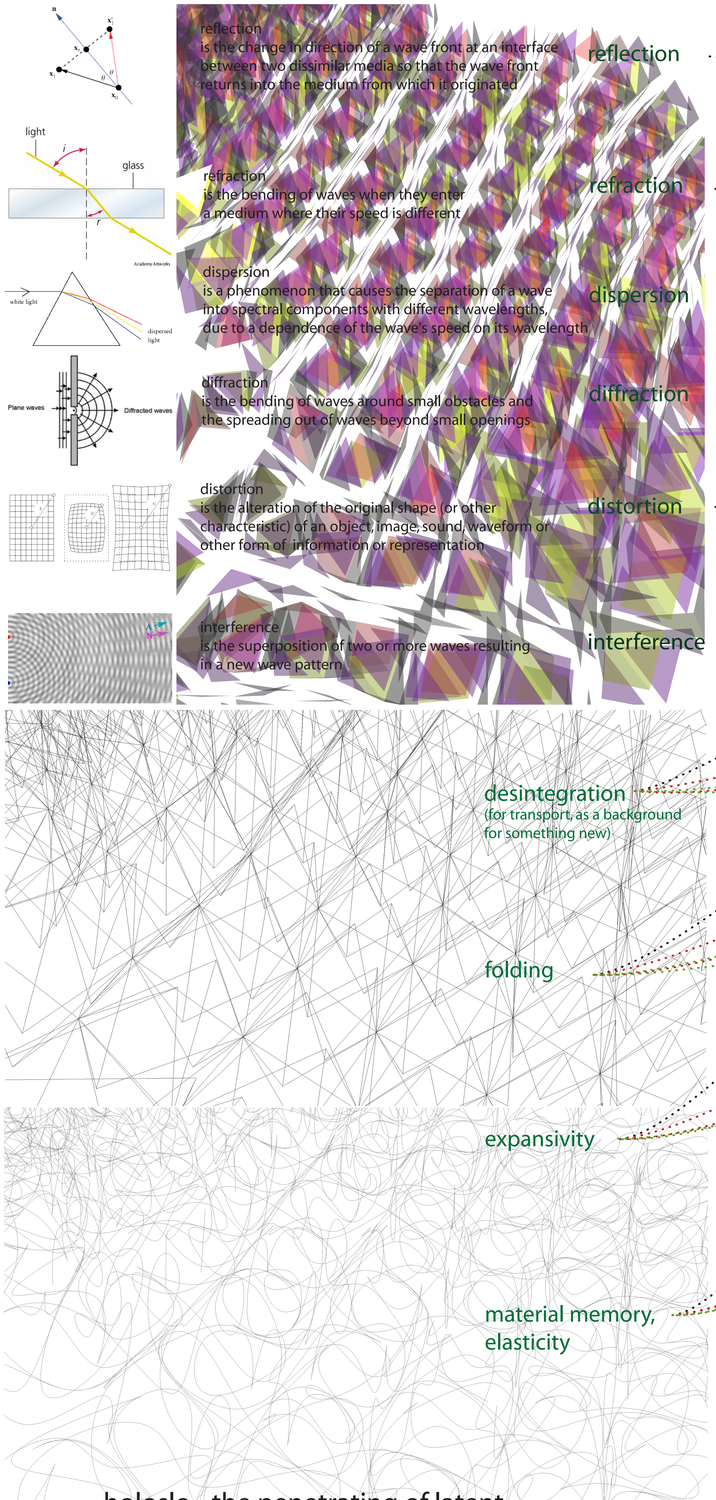

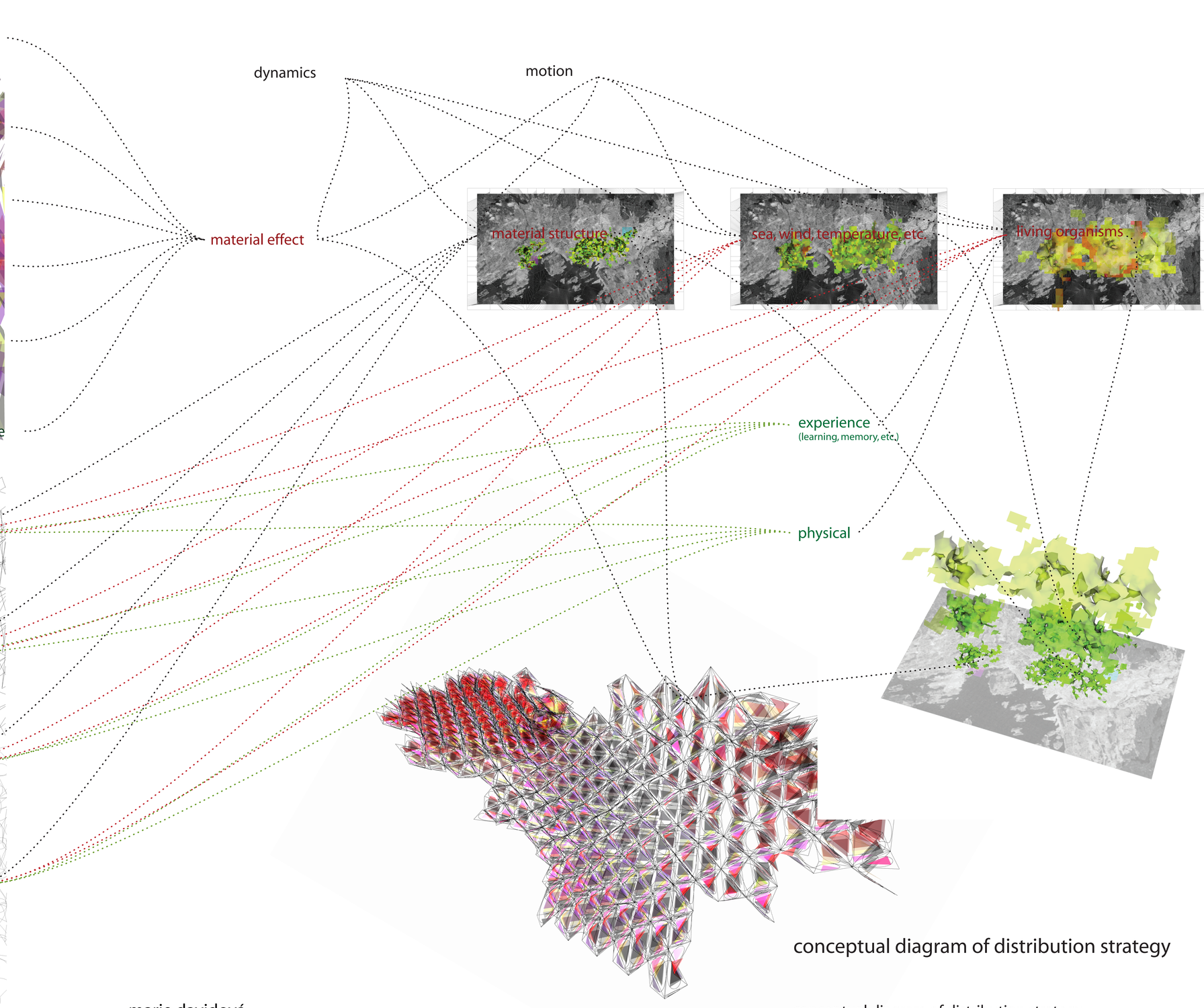

conceptual diagram of distribution strategy