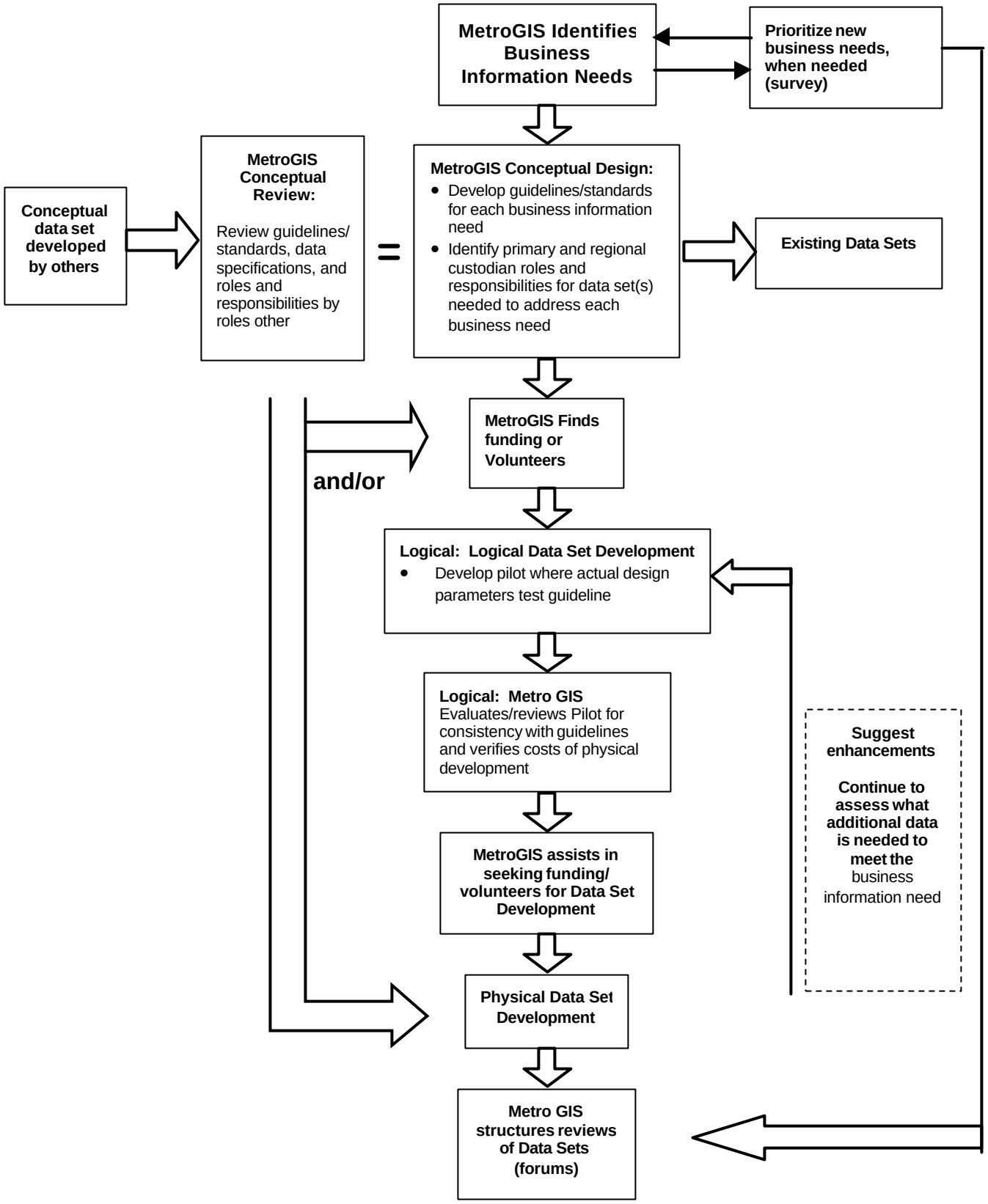Business Information Needs Process