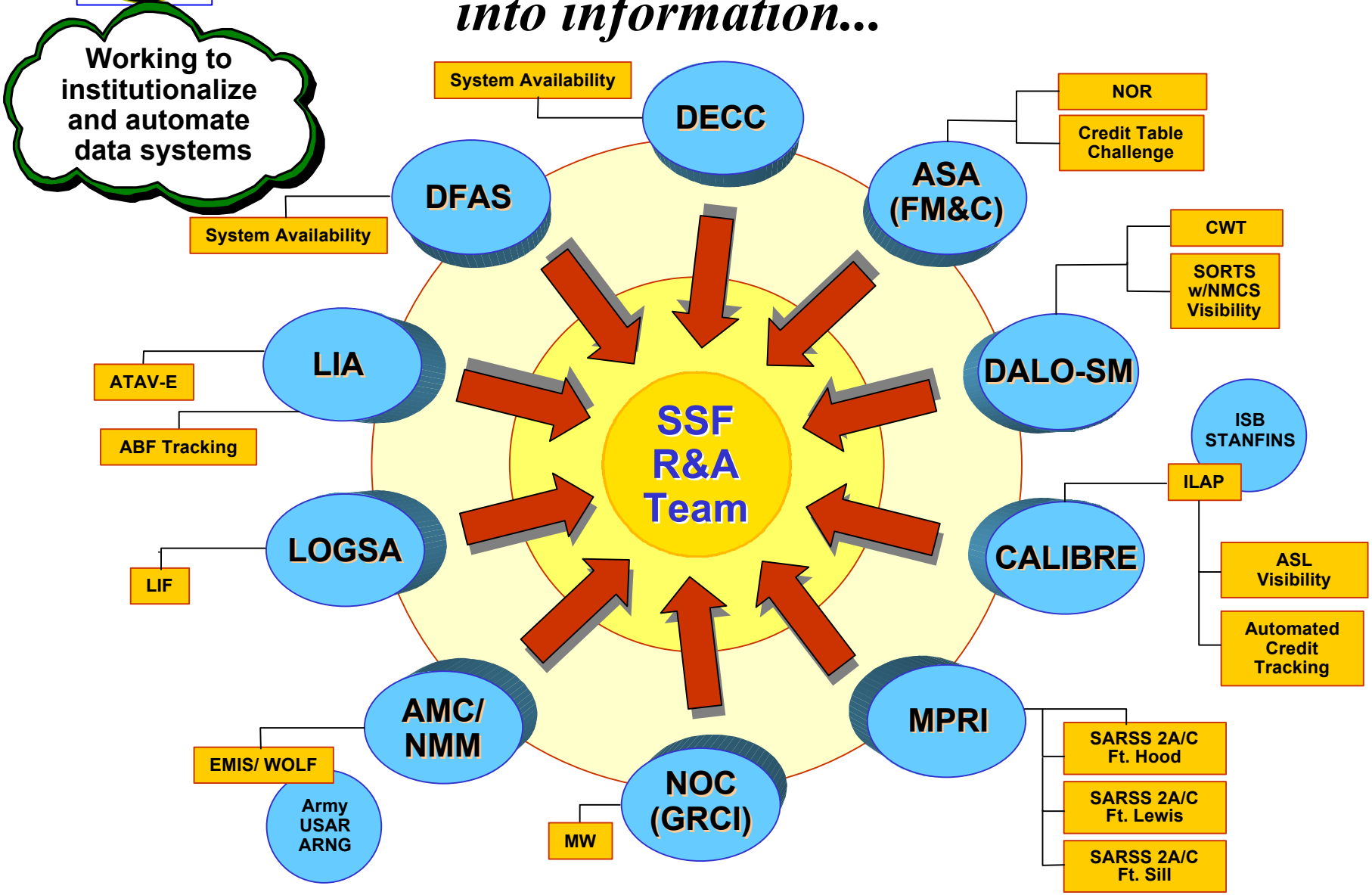SSF R&A Team: Turning data into information...