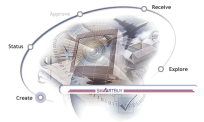# *Principles*

- **Outsource content management to suppliers and marketplaces**

- **Streamline and web-enable business processes**

- **Easy and convenient for end users**

- **Customization of core code restricted**

- **Limited customization of configurations**

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