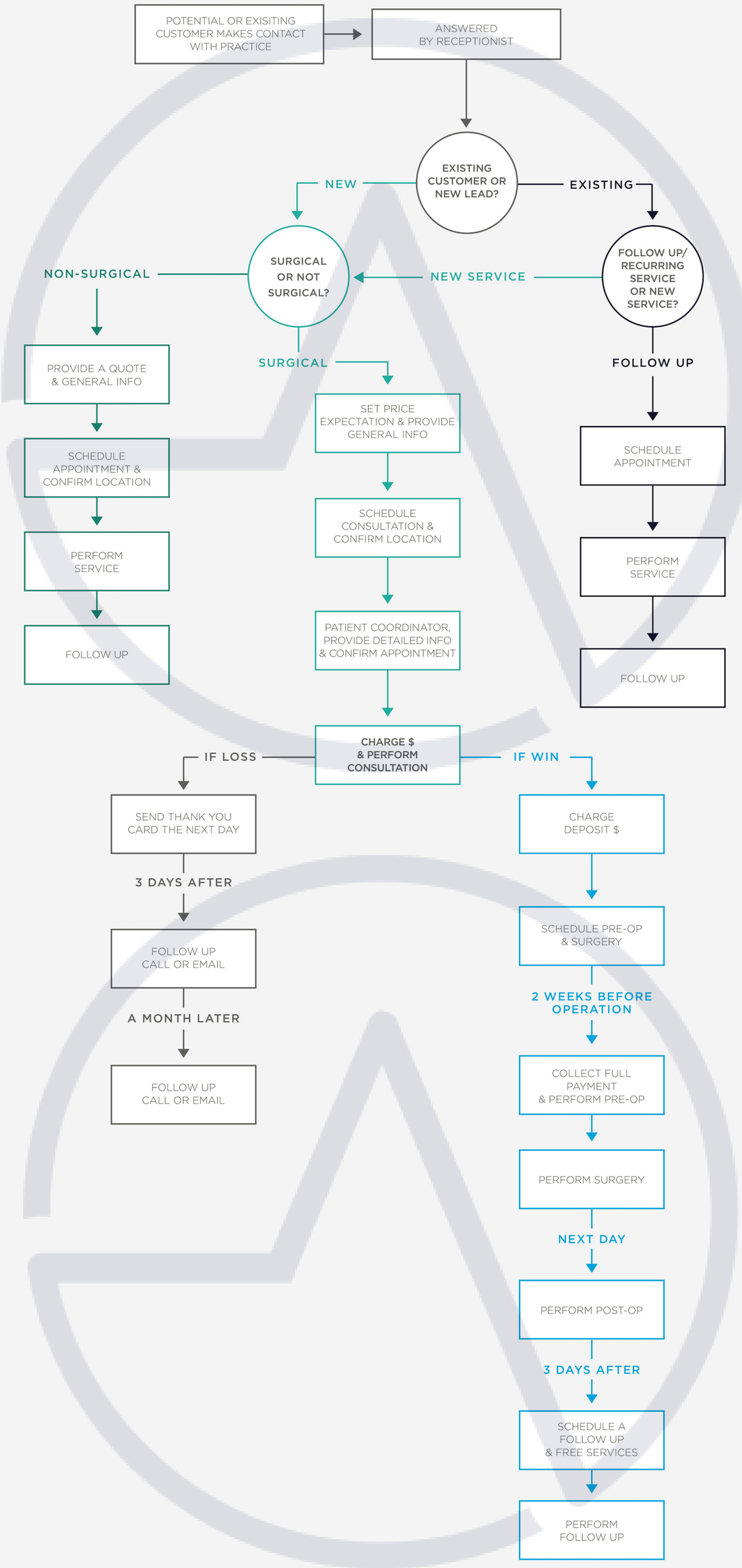ATLAS KPI SALES PROCESS