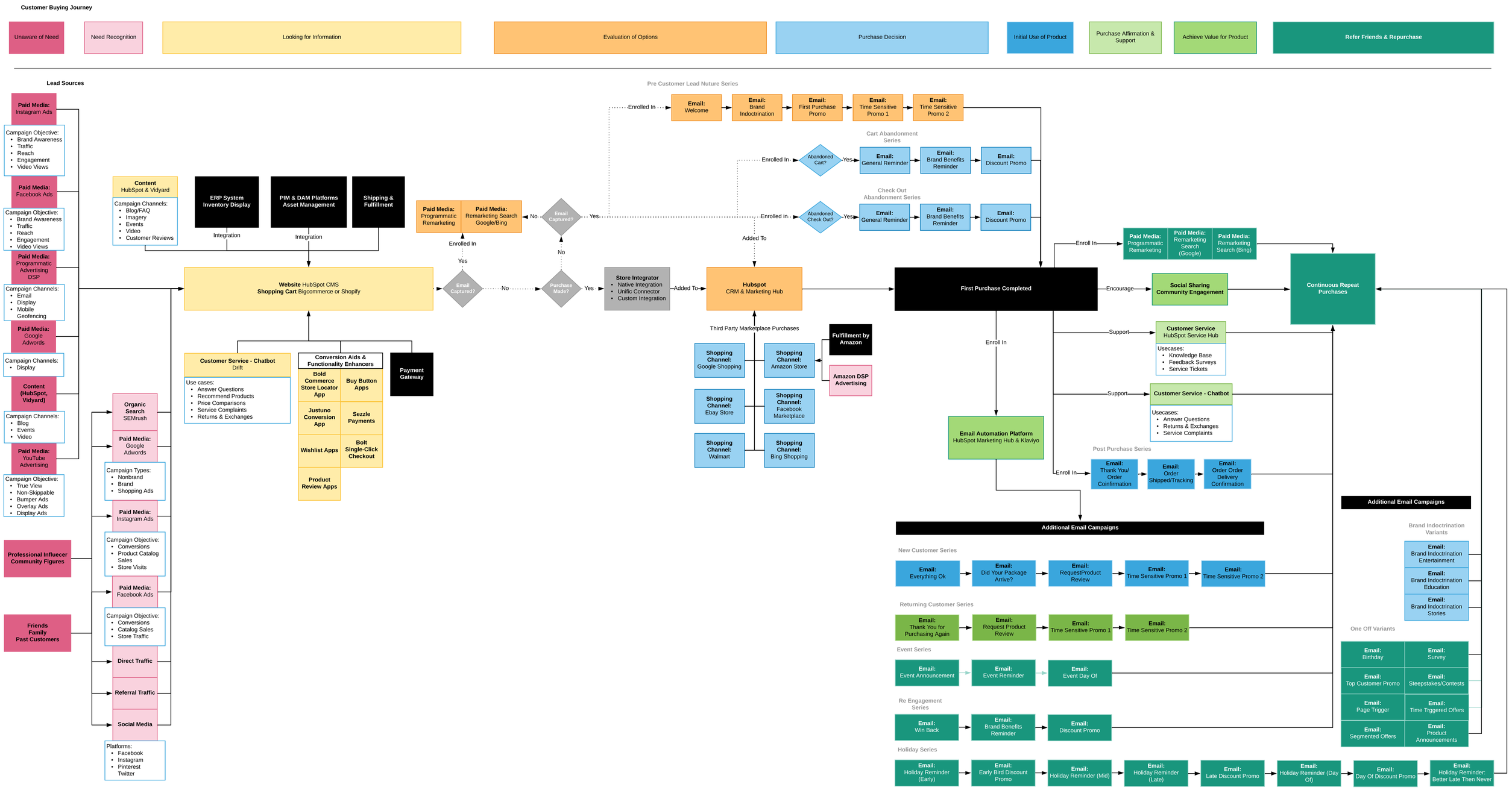revenueriver | eCommerce Ecosystem Architecture Map©