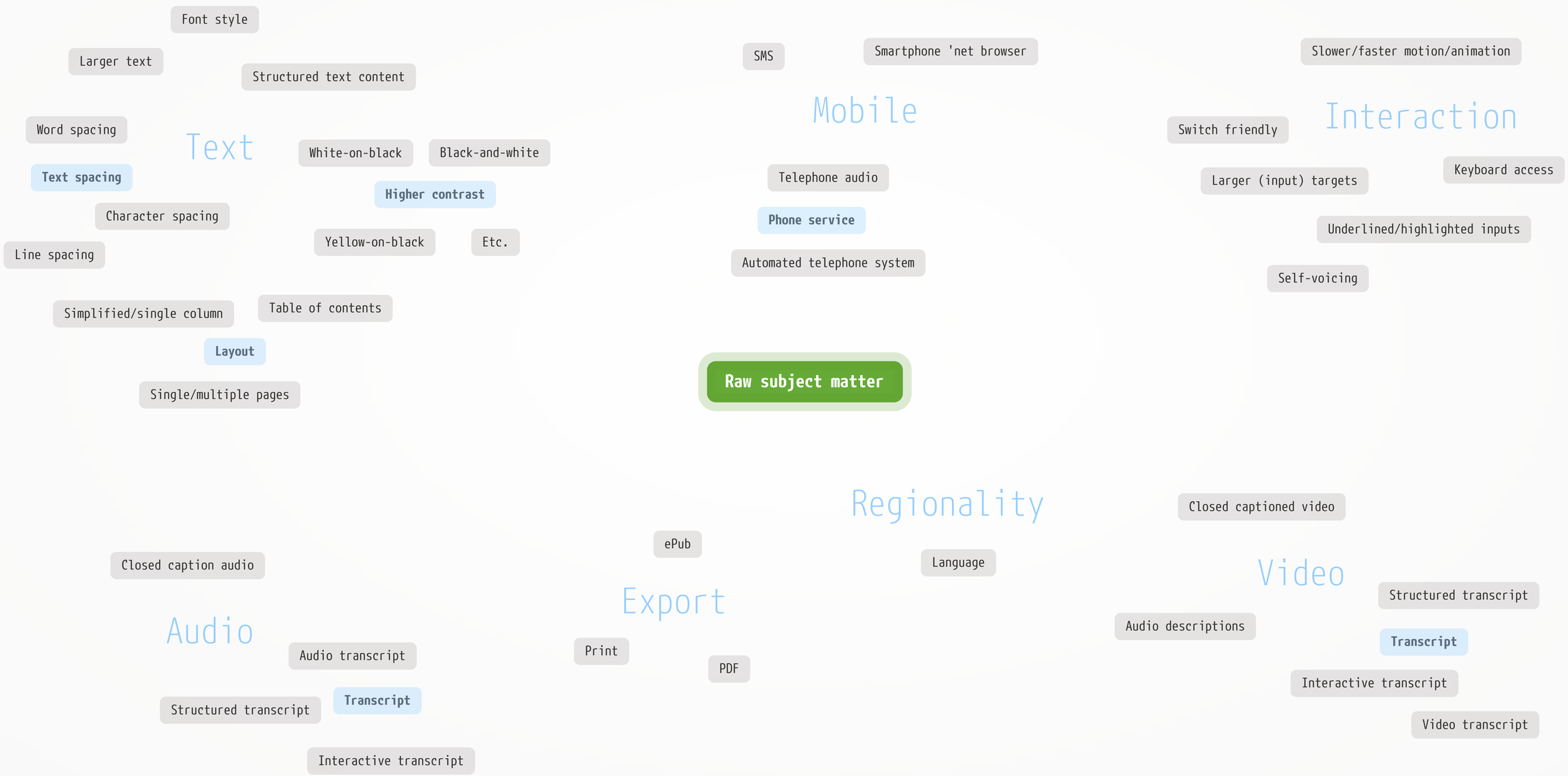Landscape of alternatives, transformations, customizations