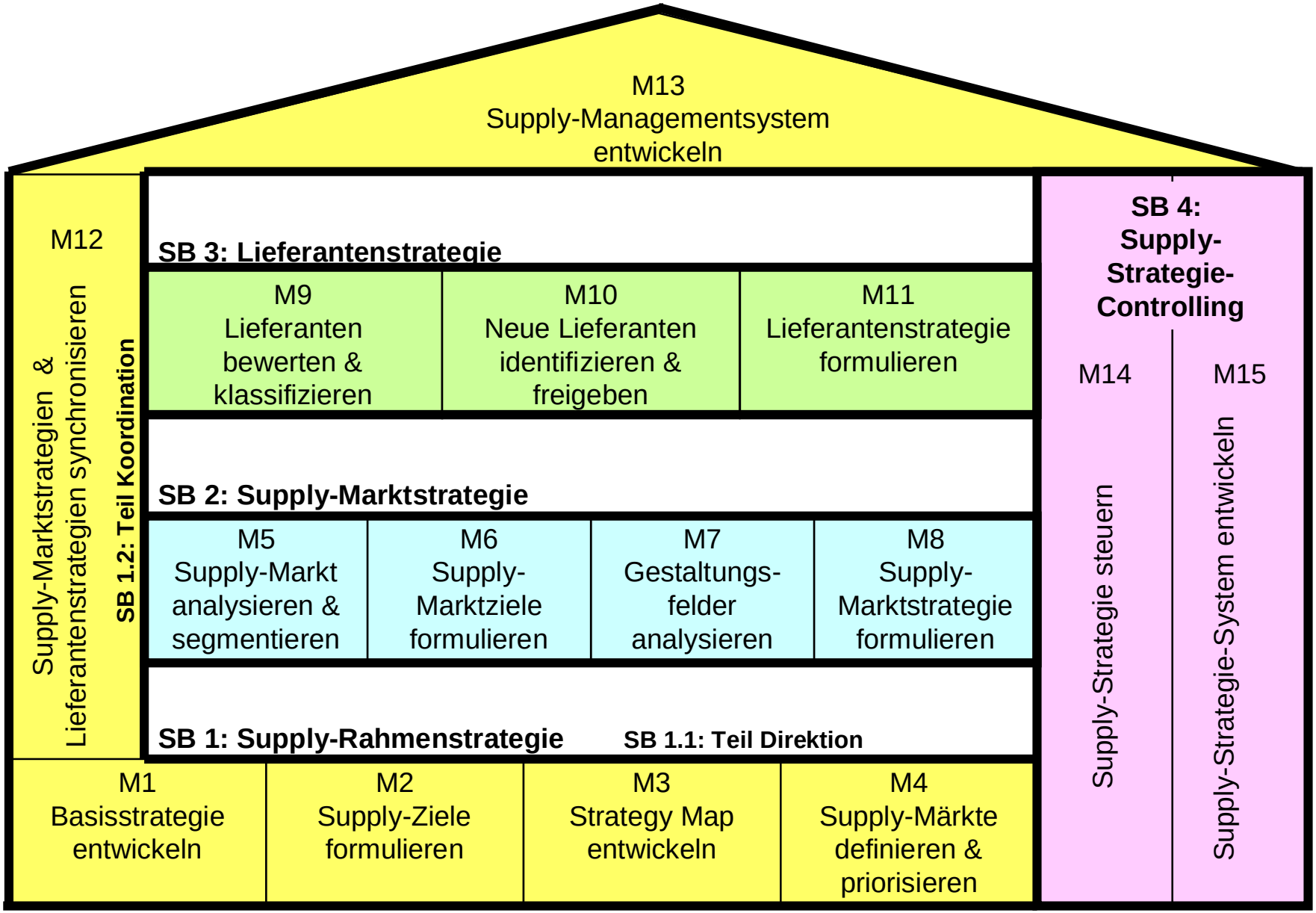Die 15M-Architektur der Supply-Strategie®